

The Effect of Green Tourism Marketing and Destination Image on Re-Decision on Tourism Objects

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Abstract: This research aims to recommend that stakeholders in tourism-related entities in Lubuklinggau City consider implementing green tourism marketing strategies. Such initiatives would enhance the environmental condition and cultivate a positive perception of the destination, there by encouraging tourists to revisit their favorite attractions. At least two visits to tourist attractions comprised one hundred percent of the population of respondents. The findings indicate that the encouragement to return is impacted by green tourism marketing. Remaining is influenced by the perception of the destination. Recurrence Decisions are concurrently influenced by Green Tourism Marketing and Destination Image.

Keywords: Green Tourism Marketing, Destination Image, and Revisit Decisions.

Introduction

According to Herman (2020), the significance of the service sector is indisputable due to the recent transition of Indonesia's economy towards this industry. According to Halim et al. (2021), service sectors including travel, tourism, and hospitality have emerged as significant industries in numerous developed and developing nations, exhibiting substantial growth potential. Tourism is a critical contributor to national economic growth due to its potential to stimulate the development of Small and Medium Enterprises (SMEs) in the surrounding area, including but not limited to souvenir stores, culinary establishments, and transportation companies. As a result, the Indonesian government is extremely supportive of tourism promotion, given the substantial contribution that tourism makes to the country's foreign exchange earnings. Particularly, the Lubuklinggau City Government is presently engaged in a vigorous effort to develop tourism with the intention of bolstering the local economy and increasing regional revenue. The government, which is actively engaged in the development of the tourism sector, is concerned that hasty development that disregards the product life cycle or the environment may result in complications (Adnyana, 2020). Therefore, the government must maintain its focus on the environmental ramifications of tourism development.

The importance of environmental preservation is brought to the attention of the public by the escalating effects of global warming, including temperature fluctuations, deforestation, climate uncertainty, and numerous events resulting from environmental degradation. A group of consumers who recognize their right to decent, secure, and environmentally friendly products has emerged as a result of the level of environmental pollution: this is referred to as "green consumerism" (Sumarwan & Tjiptono, 2018). The notion of green marketing exists as a marketing strategy to captivate the interest of consumers who participate in the green consumerism movement. Green tourism marketing, on the other hand, refers to

the application of this concept to tourism-related objects. It is anticipated that the implementation of green marketing principles in destinations will elicit a favorable response from tourists, thereby bolstering the destination's reputation. Moreover, destination management stakeholders will benefit from the contentment of visitors, which will encourage them to return to the specific location. Researchers were intrigued by the correlation between the number of tourists who revisited Lubuklinggau City and the effectiveness of the destination's green tourism marketing strategy, as indicated by data from the Central Bureau of Statistics of Lubuklinggau City (2022) indicating that the number of visitors to Lubuklinggau City fluctuated between 2015 and 2021.

Literature Review and Hypothesis

A positive and statistically significant relationship has been identified between Green Marketing and repurchase interest at KFC Palopo City, according to the findings of Anggraeni et al. (2022). This suggests that as customers become more environmentally conscious, they are more likely to consume Green Marketing products and intend to repurchase them. Therefore, one of the determinants of an individual's propensity to repurchase a product is the presence of a desired to do so. Al Lathifah and Widyastuti (2018) found a correlation between repurchase intention and green product usage, which indicates that green products have a substantial and positive impact on repurchase intention. This finding is consistent with the results of the present study. Consumers who prioritize environmental sustainability are strongly drawn to green products, which are characterized by their lack of harm to both humans and the environment, resource conservation during production, minimal waste generation, and minimal adverse effects on the natural environment. Therefore, it does not preclude the prospect of subsequent purchases of the product; this results in the consumer developing a desire to repurchase it. Subsequent investigations are prompted by the studies delineated:

Hypothesis 1: The influence of green tourism marketing on visitor retention will be substantial.

The intention of tourists to revisit the Bali Edelweiss Park Tourism Object is positively and significantly correlated with the destination's image, according to the findings of a study conducted by Utama and Giantari (2020). Increased tourist visits and a renewed interest in revisiting a location can be attributed to the perception of that location as possessing distinctive qualities and benefits. In order to establish a correlation between the intention of visitors to revisit and the frequency of their visits. Sulistyafani and Sastrawan (2021) found in a separate study that the destination image variable had a significant impact on the interest of repeat tourists and that the relationship between the image of the destination and the interest of repeat tourists was sufficiently robust. Drawing from the aforementioned studies, the subsequent investigations ensue:

Hypothesis 2: The propensity to revisit a destination is significantly influenced by its image.

With the escalation of global warming, an increasing number of individuals are developing an environmental consciousness; consequently, businesses are obligated to do the same. In an attempt to attract customers, businesses vie to establish a reputation for green concept products. The assertion that recurrent purchases of coffee shop patrons in Bandung are significantly influenced by the combination of green marketing and brand image is substantiated by research conducted by Hasanah and Aziz (2021). Khotimah and Arifin (2021) found in a separate study that purchasing decisions at the Tanjung Priok Tupperware Store are jointly influenced by brand image and green marketing. Subsequent investigations are prompted by the studies delineated:

Hypothesis 3: Recurrence decisions will be concurrently influenced by green tourism marketing and the destination's image.

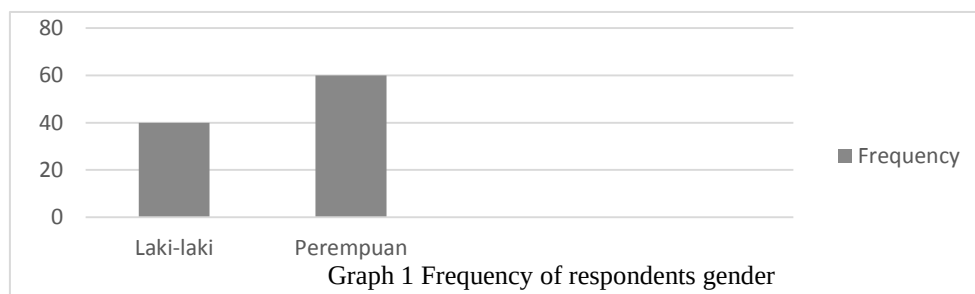
Methods

This research employs two primary data sources: questionnaires distributed to tourists who have visited tourist attractions in Lubuklinggau City at least twice, as stated by Kurniawan and Puspitaningtyas (2016). Primary data involves information obtained directly from sources by researchers. After that, secondary data is utilized, including information from the official websites of the Lubuklinggau City Government and documentation data utilized by organizations where researchers employ articles, journals, and books as theoretical foundations (Kurniawan & Puspitaningtyas, 2016). This research employs a causal relationship, which Kurniawan and Puspitaningtyas (2016) define as an association between the dependent and independent variables. In a more precise manner, causality studies quantify the intensity of the association between two or more variables and indicate the direction in which the independent variable influences the dependent variable, as stated by Kuncoro (2018). The research methodology employed in this study is quantitative in nature and relies on numerical measurements and analyses. It is possible to replicate these findings in subsequent investigations (Samsu, 2017; Rimbano D, 2022).

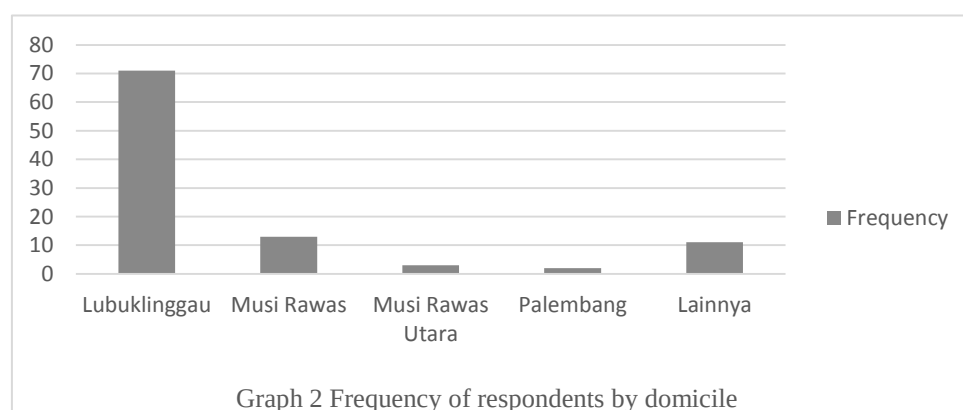
Research result

Respondent Identity

Utilizing the frequency of gender and place of residence of the respondents, the researchers performed a descriptive analysis of the research data. A sample size of 100 participants was utilized for this study. Graph 1 that follows provides a descriptive account of gender.



As indicated by the preceding graph, forty individuals (or 40%) of the respondents completed the survey as males, while sixty individuals (or 60%) identified as females. The female gender comprises 60%, or 60 individuals, which is the majority. Graph 2 presents the characteristics of the respondents according to their domicile.



Based on the information presented in the graph, it can be deduced that 71 respondents (or 71%) reside in Lubuklinggau, 13 (12) reside in Musi Rawas (or 13 percent), 3 (3 percent) are domiciled in North Musi Rawas, 2% (or 2 individuals) reside in Palembang, and 11% (or 11 individuals) reside outside the four areas. This results in 71 individuals, or 71%, of the respondents being domiciled in Lubuklinggau.

Multiple Linear Regression

The effect of the primary data under investigation, which originated from two independent variables (green tourism marketing and destination image), on the propensity to revisit tourist attractions in Lubuklinggau City, was determined using a multiple linear regression analysis. Statistical software tools from the SPSS version of the program will be utilized in this examination. A comprehensive presentation of the outcomes of the multiple linear regression test can be found in Table 1.

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients	
	B	Std. Error
1 Constant	12,549	5,283
Green Tourism Marketing	0,295	0,103
Destination Image	0,368	0,097

Source: Primary Data Processing, 2023

The results of the multiple regression research show that $a = 12,549$, $b_1 = 0,295$, $b_2 = 0,368$. Then the value is entered into the multiple linear regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 12,549 + 0,295 + 0,368.$$

Then the meaning of the equation is:

- The constant value of $a = 12.549$ indicates that the magnitude of the decision to revisit (y) is 12.549, signifying that the value is regarded as zero if the independent variables, specifically destination image and green tourism marketing, are both equal to zero. indicates that 12,549 is the magnitude of the influential variable (decision to revisit).
- The regression coefficient of the X_1 variable (green tourism marketing) has a magnitude of $b_1 = 0.295$. This indicates that for each unit increase (addition) of b (green tourism marketing), the Y variable (revisit decision) will experience a 2% increase. Recurrence intentions will increase in tandem with the trend of the green tourism marketing variable, which in turn influences the trend of subsequent visits.
- Therefore, for each increase (addition) of the X_2 variable (destination image), the Y variable (revisit decision) will increase by 0.368, since $b_2 = 0.368$ is the magnitude of the regression coefficient of the X_2 variable (destination image). The likelihood of revisiting will increase in direct proportion to the tendency of the destination image variable to rise, while the opposite holds true.

T Test

The fundamental purpose of the t-test is to determine the extent to which each independent variable (X) influences the dependent variable. The comprehensive t-test outcomes are displayed in Table 2 that follows:

Table 2 T-Test Results (Partial)

Model	T	Sig.
1 Constant	2,375	0,019
Green Tourism Marketing	2,871	0,005
Destination Image	3,797	0,000

Source: Primary Data Processing, 2023

- The Influence of Green Tourism Marketing (X_1) Variables on Revisit Decisions
The significance level (α) for the relationship between the green tourism marketing variable (X_1) and the decision to revisit (Y) is 0.005, which is explicable according to the data in the table above. Furthermore, t_{count} equals 2,871 while t_{table} equals 1,985. In other words, t_{count} has a value of 2.871, which is greater than t_{table} 's value of 1.985. This indicates that H_1 is supported, indicating that the green tourism marketing variable does indeed impact the decision to revisit tourist attractions in Lubuklinggau City, albeit not significantly.
- The Influence of Destination Image Variables (X_2) on the Decision to Revisit
The significance level of 0.000 is less than or equal to 0.05, which indicates that the destination image variable (X_2) has an effect on the decision to revisit (Y), as shown in the table above. Furthermore, t_{count} equals 3.797, while t_{table} equals 1.985. Thus, t_{count} is greater than t_{table} , which is 1.985, by 3.797. This indicates that H_2 is supported, indicating that the Destination Image variable does indeed impact the decision to revisit tourism attractions in Lubuklinggau City, albeit not significantly.

F Test

To determine whether green tourism marketing and destination image have a simultaneous impact on the propensity to revisit, the f-test was applied. The purpose of this study was to ascertain whether the impression of the destination combined with green tourism marketing affects the likelihood of an individual choosing to visit. Make your way back to a Lubuklinggau City tourist attraction.

Table 3. Results of Hypothesis Testing f. Test

	Model	Sum of Squares	df	Mean Square	f	Sig
1	Regression	71.755	2	35.878	12.133	0.000
	Residual	286.835	97	2.957		
	Total	358.590	99			

Source: Primary Data Processing, 2023

The f-test analysis of the research data revealed that the computed f-value was 12.133, whereas the corresponding value in the f-table was 3.09. This test ensures that the hypothesis is accepted if f_{count} is greater than f_{table} , and rejects the opposite if f_{count} is less than f_{table} . Thus, it is evident from the preceding table that $f_{count} = 12.133$ is greater than $f_{table} = 3.09$. The findings of the simultaneous test (Test f) provide confirmation that the third hypothesis of this research—"There is a significant relationship between green tourism marketing and the destination's image in relation to the decision to revisit tourist attractions in Lubuklinggau City"—is accurate. Consequently, the hypothesis is accepted.

Discussion

The Effect of Green Tourism Marketing on Revisit Decisions

Statistically, the regression test yielded a value of 2.871 for t_{count} and 1.985 for t_{table} . Consequently, t_{count} has a value of 2.871, which is greater than t_{table} 's value of 1.985. This finding indicates that H1 can be accepted, suggesting that the green tourism marketing variable does indeed have a considerable impact, at least in part, on the decision to revisit tourist attractions in Lubuklinggau City. The regression coefficient of 0.295 derived from the linear regression analysis of the veranda indicates that a one-unit increase in the green tourism marketing variable (X1) corresponds to a 0.295 increase in the likelihood that tourists will revisit (Y). Respondents' visits to tourist attractions in Lubuklinggau City were reportedly motivated by a green tourism concept, according to the data collected from the questionnaires they completed. As a result, respondents visit tourism attractions in Lubuklinggau City in order to escape the urban environment and appreciate the still-vibrant natural environment.

As the validity test results are known, all items in this study are deemed valid; the entire count has successfully passed the r_{table} . Moreover, the reliability test results indicate that r_{count} is greater than r_{table} . The findings of this investigation were consistent with those of a study published in Anggraeni et al. (2022). Repurchase interest is significantly and positively influenced by green marketing at KFC Palopo City, indicating that as consumers gain environmental consciousness, they begin to consume and intend to repurchase products from the establishment. Thus, an individual's inclination to repurchase a product serves as one of the determinants of repurchasing intent. The findings of this investigation are further corroborated by a study conducted by Al Lathifah and Widyastuti (2018), which establishes a correlation between repurchase intention and green product usage. That research demonstrates that green products have a substantial and positive impact on repurchase intention. Consumers with a vested interest in environmental sustainability are primarily drawn to green products, which are those that do not cause harm to humans or the environment, do not generate excessive waste during production, and minimize adverse effects on the natural environment. This results in a consumer's inclination to repurchase

the product, thereby implying that it does not preclude the likelihood of subsequent purchases.

The concept of green marketing gains prominence, which commences with consumers becoming cognizant of their entitlement to acquire products that are viable, secure, and ecologically sustainable. Therefore, businesses must give careful consideration to environmental policies when making decisions, as they not only assist businesses in enhancing their image and generating value for the organization, but also have the potential to attract customers. Green marketing encompasses all endeavors that aim to develop facilities and services that fulfill the desires and requirements of human beings while minimizing their ecological footprint (Manongko, 2018). Green marketing, according to Sumarwan and Tjiptono (2018), is an initiative by businesspeople to ensure that their products' design, promotion, pricing, and distribution do not negatively impact the environment. The concept of green tourism marketing, as defined by Ikhtiangung and Utami (2020), pertains to the promotion of environmentally sustainable tourism and community empowerment. Its objective is to facilitate a dynamic interaction between visitors and the destination's surroundings, with the intention of creating a memorable experience for visitors. Green tourism places significant emphasis on the preservation of the environment and targets travelers who possess a profound sense of accountability towards the surroundings they explore (Adnyana, 2020).

The metrics employed to assess this variable in green tourism marketing are as follows: (1) Green product: Any item that can be commercially offered, purchased, utilized, or ingested to fulfill desires and requirements. On the contrary, with regard to green marketing, a product can be deemed environmentally friendly if it contributes to beneficial outcomes for both society and the environment. (2) Environmental promotion; An element of the organization's marketing endeavors aimed at informing, convincing, and reminding consumers or prospective clients about its offerings in order to promote its products or services to the intended audience. As a result, effective promotion is considered a crucial component of marketing strategies, as it enables producers to influence the desired consumer perception and encourage consumers or potential consumers to purchase their products or services. However, when considering green promotions, promotion is more closely aligned with generating awareness and fostering concern for a sustainable environment; thus, it yields a more substantial return on investment beyond mere image enhancement. (3) Physical evidence is a factor that has a substantial impact on both customer satisfaction and customer loyalty. Physical evidence consists of the following components: the physical environment (in this instance, the physical building), equipment, equipment, logos, colors, and other items such as tickets, covers, labels, and so forth that are associated with the services rendered. Furthermore, the ambiance of the organization encompasses visuals, fragrances, sounds, and layouts, among other elements.

This metric is employed to assess the degree to which the effectiveness of green tourism promotion can influence the likelihood of visitors returning to tourist attractions in Lubuklinggau City, both directly and indirectly. The findings of the study indicate that green tourism marketing influences the likelihood of a return visit. This finding suggests that the degree to which green tourism marketing is implemented at tourist destinations positively influences the likelihood that visitors will choose to revisit those destinations. The findings of the research indicate that the tourism institution's manager is committed to promoting green tourism and preserving the environment's flora and fauna in order to enhance the appeal of the destination for visitors.

The Effect of Destination Image on the Decision to Revisit

The regression test yielded statistically significant results, with a *t*-count of 3.797 and a *t*-table of 1.985. Consequently, *t*-count has a value of 2.871, which is greater than *t*-table's value of 3.797. This indicates that H2 can be accepted, indicating that the destination image variable influences the decision to revisit tourist attractions in Lubuklinggau City to some extent. The regression coefficient for the linear regression of the veranda was determined to be 0.368. This indicates that a one-unit increase in the destination image variable (X2) corresponds to a 0.368 increase in the decision to revisit visitors (Y). The respondents' visits to the tourist attraction in Lubuklinggau City were reportedly motivated by the ideals embodied in the attraction, according to the responses to the questionnaire. This motivates respondents to visit tourist attractions in Lubuklinggau City in order to experience the image that has been constructed by managers who ensure visitor comfort and satisfaction while adhering to visitor expectations.

As the validity test results are known, all items in this study are deemed valid; the entire count has successfully passed the *r*-table. Similarly, the reliability test indicates that *r*-count is greater than *r*-table, suggesting that the research findings can be relied upon. Consistent with the findings of Utama and Giantari (2020), which established a positive and statistically significant correlation between the perception of the destination and the inclination of visitors to revisit Bali Edelweiss Park Tourism Object, the results of this study support this conclusion. Enhancing the reputation of a destination that possesses distinctive qualities and benefits will engender a surge in visitor arrivals and a renewed inclination to revisit. Therefore, the propensity of visitors to revisit is a determinant of the frequency with which they visit. Furthermore, an additional investigation conducted by Sulistyafani and Sastrawan (2021) revealed that the destination image variable exerted a noteworthy impact on the inclination of recurrent tourists to visit, and furthermore, established a sufficiently robust correlation between the image of the destination and the interest of repeat tourists.

Alma (2018) asserts that brands have the ability to shape a company's image. In contrast, Unud (2017) defines an image as a collection of an individual's beliefs, ideas, and impressions concerning a particular object. Because this is an accumulation of perceptions of an object that a person thinks, knows, and experiences as a result of input from various sources, the image will be formed within a certain period of time (Alma, 2018). Firmansyah (2019) defines brand image as a collection of consumer perceptions and convictions regarding a specific brand.

A brand's image consists of a collection of interconnected mental perceptions (Firmansyah, 2019). Therefore, the brand image refers to the cognitive perception that consumers develop when they recall a specific product's brand (Firmansyah, 2019). The concept of "brand image" within the tourism industry typically refers to the overall perception of the destination. The term "destination image" encompasses not only a specific attribute of a location but also the general perception that the location conveys (Zainurossalamia, 2020). The implementation of green marketing strategies in destinations is anticipated to generate a favorable perception among travelers, thereby bolstering the destination's reputation. Moreover, destination management stakeholders stand to benefit from the increased visitor satisfaction, which further strengthens the concept's appeal.

According to Muis et al. (2020), the most crucial aspect to persuade tourists to purchase is the destination's image. This is due to the fact that the image of the destination is formed by an individual's mental representation, which is shaped by their beliefs and impressions formed over time through the processing of information from diverse sources. This mental representation generates attributes, benefits, and influences. An object of distinction that is pursued as an objective. As Line et al. (2018) define destination image as a collection of qualities, attributes, and advantages that tourists perceive regarding a particular location, it also signifies the degree of confidence and perception an individual has regarding a particular objective. The implementation of green marketing strategies in the tourism industry is referred to as "green tourism marketing." Ikhtiangung and Utami (2020) define green tourism as a concept for developing the tourism industry through the empowerment of local communities and the utilization of the environment. The objective is to create a memorable experience for visitors through a process of interaction with the environment. Green tourism places significant emphasis on the preservation of the environment and targets travelers who possess a profound sense of accountability towards the surroundings they explore (Adnyana, 2020).

According to Safitri et al. (2020), The perception of particular tourist attractions by individuals and groups can be interpreted as their beliefs, impressions, and emotions, hence the term "destination image" applied to such images in tourist destinations. The significance of a positive destination image cannot be overstated, as tourists are more likely to visit well-known or frequently visited products rather than unfamiliar tourist attractions (Safitri et al., 2020). (2019) Nurhayati et al. A destination image comprises the subsequent three dimensions: (1) Cognitive destination image: According to Safitri et al. (2020), an individual's beliefs and knowledge regarding a tourist destination are explained by the image of a cognitive destination, which is a rational judgment (thought). The cognitive destination image pertains to the manner in which visitors subjectively perceive the physical components that delineate a particular location. A person who is acquainted with Las Vegas, for instance, might observe that this location is replete with hotels, casinos, restaurants, and bars, as well as numerous large structures. On the contrary, visitors to Yellowstone National Park may observe a scarcity of man-made structures, an abundance of diverse plant and animal life, as well as numerous geysers and hot springs. Therefore, the cognitive destination image is the visitor's conception of "what's here." As stated by Line et al. (2018). (2) Discrete Illustration: Nurhayati et

al. (2019) The image of a unique destination is associated with the distinctiveness of a tourist attraction due to the fact that each element must possess a unique quality that entices visitors to the attraction, including its local attractions and natural surroundings. (3) Image of an affective destination: Safitri et al. (2020) The term "cognitive destination image" refers to the sentiments or emotions that visitors have regarding a particular tourist destination. This sensation occurs when visitors to a particular tourist destination experience joy, tension, energy, or any of several other affective responses (Line et al., 2018).

The purpose of this indicator is to quantify the direct and indirect influence that the destination's image can exert on the likelihood of an individual revisiting a tourist attraction located in Lubuklinggau City. According to the findings of the study, the perception of the location has an impact on the likelihood of future visits. This finding suggests that an increase in the utilization of destination imagery for tourist attractions corresponds to a greater likelihood that visitors will choose to revisit those locations. The findings of the research indicate that the manager's objectives at the tourist attraction are to further enhance the ambiance and cultivate a positive reputation, as indicated by the cleanliness of the attraction's surroundings and the quality of services provided. Constructing a positive image influences tourists' perceptions of tourist attractions in Lubuklinggau City, ensuring that their opinions are aligned with their expectations and that their experiences are filled with contentment and convenience.

The Simultaneous Effect of Green Tourism Marketing and Destination Image on Revisit Decisions

The f-test analysis of the research data revealed that the computed f-value was 12.133, whereas the corresponding value in the f-table was 3.09. Based on the result $f_{count} = 12.133 > f_{table} = 3.09$, this study confirms the third hypothesis, which states: "There is a significant relationship between green tourism marketing and the image of the destination in conjunction with the decision to revisit tourist attractions in Lubuklinggau City." The hypothesis is thus confirmed. The linear regression analysis of the veranda revealed that $a = 12.549$ is a constant value. This indicates that if the two independent variables—destination image and green tourism marketing—are both set to zero, the magnitude of the decision to revisit (y) is 12.549. Consequently, if the two independent variables—destination image and green tourism marketing—become zero, the magnitude of the influence (y) is also 12.549. Based on the responses to the questionnaires, it can be concluded that the respondents revisited tourist attractions in Lubuklinggau City as a result of the manager's implementation of a green tourism marketing concept and the subsequent creation of an appealing image that influenced visitors to choose to return. The notion of green tourism marketing motivates respondents to visit tourist destinations in Lubuklinggau City in order to appreciate the natural ambiance and the image that has been crafted to offer solace and contentment to visitors, in accordance with their expectations. As the validity test results are known, all items in this study are deemed valid; the entire count has successfully passed the rtable. Similarly, the reliability test indicates that r_{count} is greater than r_{table} , suggesting that the research findings can be relied upon.

This is supported by research conducted by Khotimah and Arifin (2021), which indicates that purchasing decisions at the Tanjung Priok Tupperware Store are jointly influenced by green marketing and brand image. Alma (2018) asserts that brands have the ability

to shape a company's image. In contrast, Unud (2017) defines an image as a collection of an individual's beliefs, ideas, and impressions concerning a particular object. Because this is an accumulation of perceptions of an object that a person thinks, knows, and experiences as a result of input from various sources, the image will be formed within a certain period of time (Alma, 2018). According to the findings of an additional study conducted by Hasanah and Aziz (2021), there is a significant correlation between green marketing and brand image and the frequency of repeat purchases by customers of coffee shops in Bandung. As the extent of global warming escalates, an increasing number of individuals develop a concern for the environment; consequently, businesses are obligated to incorporate environmental considerations into their operations. To attract customers, businesses are competing to establish an image for their green concept products.

Firmansyah (2019) defines brand image as a collection of consumer perceptions and convictions regarding a specific brand. A brand's image consists of a collection of interconnected mental perceptions (Firmansyah, 2019). Therefore, the brand image refers to the cognitive perception that consumers develop when they recall a specific product's brand (Firmansyah, 2019). The concept of "brand image" within the tourism industry typically refers to the overall perception of the destination. The term "destination image" encompasses not only a specific attribute of a location but also the general perception that the location conveys (Zainurossalamia, 2020). It is anticipated that the implementation of green marketing principles in destinations will elicit a favorable response from travelers, thereby bolstering the destination's reputation and, of course, benefiting destination management entities by ensuring visitor satisfaction. According to Muis et al. (2020), the most crucial aspect to persuade tourists to purchase is the destination's image. This is due to the fact that the image of the destination is formed by an individual's mental representation, which is shaped by their beliefs and impressions formed over time through the processing of information from diverse sources. This mental representation generates attributes, benefits, and influences. An object of distinction that is pursued as an objective. As Line et al. (2018) define destination image as a collection of qualities, attributes, and advantages that tourists perceive regarding a particular location, it also signifies the degree of confidence and perception an individual has regarding a particular objective.

The concept of green tourism according to Winarya (2017) is: (1) Environmental responsibility: Maintain, conserve and improve the natural and physical quality of the environment to ensure the health and sustainability of the ecosystem. (2) Strengthening the local economy: Supporting the local economy, local businesses and communities. ensure the strengthening and sustainability of the local economy. (3) Cultural Diversity: Respect and appreciate culture and cultural diversity so as to ensure the sustainability of the welfare of the community and local culture. (4) Enriching experience: Enriching with satisfying experiences through active, meaningful activity participation, engagement with nature, people, places and local culture.

Meanwhile, according to Muis et al., (2020) Destination image plays two important roles in behavior: (1) to influence the decision-making process of choice about destinations (2) to condition final decisions or make behavior including participation (on-site experience), evaluation (satisfaction) and future behavioral

intentions (intention to review and willingness to recommend). Repurchase is an individual's assessment to repurchase services from the same company by considering the current situation or circumstances (Purbasari & Permatasari, 2018). Setiawan et al., (2015) The decision to revisit is a behavior that appears in response to an object that shows the customer's desire to make a repeat visit. Repeat tourist visits can occur if tourists get satisfaction after making an assessment of the results of previous visits (Marpaung, 2020). The concept of visiting decisions is to use the concept of purchasing decisions (Safitri et al., 2020). According to Kuastianti (2019), there are three factors that influence repurchase decisions, namely: (1) Psychological Factor: Includes individual learning experiences about events in the past, as well as the influence of individual attitudes and beliefs. (2) Personal Factor: The consumer's personality will influence the perception and decision-making in buying. (3) Social Factor: Includes a small reference group factor. A model group is defined as a group of people who influence attitudes, opinions, norms, and consumer behavior.

According to Setiawan, et al (in Hongdiyanto & Homan, 2020) indicators of repurchase decisions include: (1) Offering of product or service: The offered product or service is appealing. (2) fee: The offered fee is reflective of the available facilities. (3) Promotions: Appealing promotions are provided. Concurrently influencing the decision to return are green tourism marketing and destination image, according to research. This finding suggests that tourists are more likely to revisit a destination if green tourism marketing and the destination's image are more prominently featured on tourist attractions. The demonstration of the study's outcomes and the superintendent of the tourism attraction's endeavors are The capacity of entities engaged in the administration of tourism-related entities to implement green tourism marketing strategies and enhance the destination's reputation are auxiliary elements that contribute to the augmentation of visitor numbers.

CONCLUSION

- The present study elucidates the impact of destination image and green tourism marketing on repurchase intentions at tourist attractions in Lubuklinggau City. As described in the preceding chapter, the formulation of the problem, the outcomes of the data testing, and the subsequent discussion all contribute to the following conclusions:
- There is evidence to suggest that green tourism marketing influences visitors' repurchase decisions. The t-value of 2.871% for the green tourism marketing variable is greater than the critical t-value of 1.985%, and the significance level is 0.005%, which is less than the threshold of 0.05. Based on the findings, it can be inferred that the initial hypothesis, which posits a partial correlation between green tourism marketing and the inclination to revisit tourist attractions in Lubuklinggau City, is indeed supported.
- The value of tcount (3.797) indicates that the destination image variable has a partial relationship with and effect on visitors' repurchase decisions. The significance level (0.000) is less than 0.05, and the destination image variable is greater than the table value (1.985). Therefore, it can be concluded that the second hypothesis, which posits a partial influence of the destination image on the decision to revisit a tourist attraction in Lubuklinggau City, is supported. With a value of fcount = 12.133 > ftable = 3.09, green tourism marketing and destination image have a significant simultaneous effect on the decision to revisit a tourist attraction in Lubuklinggau City. Therefore, the third hypothesis, which states that green tourism marketing and destination image can have a simultaneous effect on the decision to revisit, is supported.
- The aforementioned conclusion suggests that both independent variables exert a positive influence on the inclination to revisit. To enhance the progress of tourist attractions and maximize the potential of tourist attractions in Lubuklinggau City, the following recommendations were put forth in this study:

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