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Maintaining Tourist Revisit Intention Through Trust By Considering the Contribution of Destination Image and Social Media

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Abstract

This study examines the factors influencing tourists' revisit intentions, focusing on the roles of trust, destination image, and social media. As competition intensifies and consumer behavior rapidly changes in the tourism sector, understanding the drivers of tourists' return intentions is crucial. The research explores the relationships between these factors, emphasizing how destination image and social media contribute to revisit intentions through trust. A quantitative approach was used, and data were collected from 400 respondents who had visited major zoos in Indonesia. The findings indicate that while destination image does not directly influence revisit intention, it positively affects tourist trust. Trust, in turn, plays a crucial role as an important mediator, bridging the relationship between destination image and revisit intention. Both social media and trust significantly impact revisit intention, with social media influencing trust. This study highlights the importance of developing effective marketing strategies that leverage destination image and social media to foster trust and enhance revisit intentions. The results offer valuable insights for destination managers and tourism marketers to improve destination sustainability and attract repeat visitors.

Keywords: Destination image; social media; tourist trust; tourist revisit intention

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Introduction

Among the most vibrant industries, the tourist sector can make a significant financial contribution to expanding a nation. As the tourism sector has grown, the destination sector has become crucial to the revival of the economy (Nam et al., 2022). In this context, the main challenge faced by tourism industry stakeholders is increasing revisit intentions, given the intensifying competition and rapidly changing consumer behaviour. This impacts tourism industry participants, including tourist destinations and attractions. The capacity to forecast intentions to return may be a prerequisite for effective destination marketing (Azhar et al., 2022). The tourist is the main player in the tourism sector and is essential to its development and dynamics (Khaki et al., 2024). Indonesia has many popular tourist destinations. One of the favourite destinations is the Zoo, and some of the large and famous zoos are Ragunan Wildlife Park, Taman Safari Indonesia, and Bandung Zoo. Revisit intention (RI) to a destination is essential in determining a tourism destination's success level. However, it is still unclear what elements influence this purpose. Thus, this research aims to understand better revisit intention's elements, focusing on the contribution of trust, destination image, and social media. A destination's image greatly influences tourists' Revisit Intention (Ahmed, 2023; Darabseh et al., 2024; Long et al., 2023; Luvsandavaajav et al., 2022; Manyangara et al., 2023; Siregar et al., 2021). A positive image can shape tourists' experiences, trigger return intentions, and positively impact the destination image. However, social media's place in the tourism industry is increasing significantly. Social media provides a forum where tourists can exchange experiences, recommend destinations, and influence others' perceptions of a place. With the increasing use of social media platforms, tourism has experienced a significant transition that has changed how tourists find, share, and interact with places (Susanto et al., 2024). Social media significantly alters how people, businesses, communities, and organizations communicate with one another (Kakirala & Singh, 2020). Social media erases human boundaries to socialize, space, and time constraints; with social media, humans can communicate wherever and whenever, no matter how far they are, day or night. If we can utilize social media, there are many benefits that we can get as a medium of marketing, trading, looking for connections, expanding friendships, and others. Social media positively affects tourists' revisit intentions (Damayanti & Indrawati, 2023; Ibrahim et al., 2021; Ibrahim & Aljarah, 2018). However, research and other results also state that social media does not influence tourists to visit again (Kalam et al., 2022). This inconsistency in findings creates a vital research gap that needs further exploration. Tourist trust is derived from their knowledge and all the assumptions they make about item features, benefits, and advantages. Advantages are the favourable results that qualities offer to customers. The mismatch between expectations and the promised product, attributes, or benefits will cause complaints from visitors, resulting in a loss of visitor confidence and impacting the revisit intention. Previous research has revealed that destination image impacts tourist trust (Chen & Phou, 2013; Hasan et al., 2023; Pujiastuti et al., 2017; Siregar et al., 2021). Different results in the study stated that destination image does not affect tourist trust (Primananda et al., 2022). This inconsistency in findings also creates a research gap that is important to explore further.

This research is relevant for tourism academics and has significant practical implications for tourism industry players, local governments, and local communities. With an enhanced comprehension of the variables that affect tourist revisit

intentions, beautiful and sustainable tourism destinations are hoped to be built. The limitations of studies on destination image, social media, trust, and tourist revisit intention at zoo objects, as well as the inconsistency of earlier study findings from the viewpoint of tourists, are research gaps in this research. So, this study looks into how destination image and social media interact and contribute to the formation of tourists' revisit intention through trust. Through this approach, it is hoped that more holistic and effective destination marketing and management strategies can be developed to sustain tourists' revisit intentions. In light of this, it is anticipated that the research will have a beneficial influence on the advancement of theory and practice in the area of tourism destination management and offer fresh perspectives to those involved in the tourism sector.

Literature review

Revisit intention (RI)

TPB (theory of planned behaviour) depends on behavioural intention because it shows how people's intentions to engage in or refrain from engaging in particular activities are reflected in their behaviour (Ajzen, 1991). One specific after-consumption action that is good for tourism and a key component of loyalty is revisit intention (Damayanti & Indrawati, 2023). Considered a post-consumption behaviour of tourists, the ability of tourists to go back and see a specific tourist destination relates to visitors repeating certain actions or returning to a place. RI is an important subject that has also been shown to be a major behavioural intention (Nguyen Viet et al., 2020). RI is a person's readiness you wish to go back to the same location (Abbasi et al., 2021). RI is visiting a particular destination again (Long et al., 2023). As stated by Cheng & Lu (2013), Tourist RI is measurable through three indicators: revisiting intention, recommendation intention, and promotion intention.

Tourist trust (TT)

Trust is the strong belief that a travel place is safe, offers benefits, or differs from other travel destinations (Nasib et al., 2023). The willingness of visitors to place their trust in the destination's capacity to fulfill their wishes is essential to establishing trust (Abubakar Mohammed Abubakar et al., 2016). Tourism seekers and practitioners know the crucial role trust plays in tourism due to the growing crisis of tourist trust in various places (Liu et al., 2019). According to travel literature, vacationers describe trust as the validity and dependability of key components connected to the place (Artigas et al., 2017; Liu et al., 2019). Prior studies state that trust affects revisit intention (Hasan et al., 2023; Primananda et al., 2022). Five components make up the tourist trust measurement scale: confidence in agencies, trust in authorities, trust in other travelers, trust in locals, and trust in destination staff (Liu et al., 2019).

Destination image (DI)

A person's overall opinion of a place, or their entire collection of perceptions of it, is referred to as their destination image (Abbasi et al., 2021). According to earlier studies, one of the elements impacting revisit intention of a place is destination image (Adam et al., 2023; Ahmed, 2023; Assaker & O'Connor, 2021; Long et al., 2023; Luvsandavaajav et al., 2022; Manyangara et al., 2023; Nam et al., 2022; Primananda et al., 2022; Siregar et al., 2021). Besides impacting tourist revisit intention, destination image also affects tourist trust (Chen & Phou, 2013; Hasan et al., 2023; Pujiastuti et al., 2017; Siregar et al., 2021). The quality of the experiences tourists have when visiting a place, its tourist attractions, infrastructure, entertainment options, and cultural customs all contribute to the destination's image. These indicators make up the destination's cognitive image. Natural surroundings, destination appeal, and local attractions make up a location's unique image. When in a destination, an affective image comprises feelings that are enjoyable, stimulating, calming, and exhilarating (Qu et al., 2011). According to Chen & Tsai (Chen & Tsai, 2007), the indicators of DI consist of (1) Destination Brand is a strength that comes from the destination itself. A destination brand introduces a tourist destination product and visually communicates the destination's uniqueness. (2.) Entertainment, an activity designed to provide pleasure and relaxation. (3.) Nature and Culture is the natural beauty owned by a tourist destination and the culture associated with the area's destination. Indicators used to measure the destination image are cognitive, unique, emotive, and destination brand, as per Qu et al. (2011) and Chen & Tsai (Chen & Tsai, 2007). These signs are taken into account when investigating the subject of the investigation. Given the description provided, the research hypothesis may be formulated as follows:

H1: DI is suspected of influencing RI.
H2: DI is suspected of influencing TT.

Social media

Online knowledge and content regarding travel destinations have increased dramatically due to social media's function in communication (Armutcu et al., 2023). Social media platforms are frequently utilized as digital marketing tools to motivate customers to plan and explore their travel locations (Stylidis, 2022). Social media has made Certain previously unknown locations more well-known (Siegel et al., 2023). Social media is a website that enables users to produce, distribute, and engage with various forms of media, such as text, photographs, and videos (Bucher & Helmond, 2018). Social media/online communication will likely influence tourist behaviour/ engagement (Rather, 2021). Previous research states that social media influences tourists' revisit intentions (Damayanti & Indrawati, 2023; Ibrahim et al., 2021; Primananda et al., 2022). Social media also impacts tourist trust (Ibrahim et al., 2021). Taprial & Kanwar (2012) social media can be measured through 1) accessibility, social media must be readily available and cost little or nothing to use; 2) quickly, social media-generated material is accessible to everyone as soon as it is published, where the response obtained is also almost instant and thus real-time dialogue

occurs; 3) Interactivity: Due to the nature of social media, content can be shared in both directions and in numerous ways; 4) Long-term or volatility: Social media content can be accessed for an extended period of time, possibly indefinitely; 5) Reach: You can access any content on the internet with an infinite amount of reach. The description provided allows for the following formulation of the study hypothesis:

H3: SM is suspected of influencing RI
H4: SM is suspected of influencing TT
H5: TT is suspected of influencing RI.
H6: DI is suspected of influencing RI through TT.
H7: SM is suspected of influencing RI through TT.

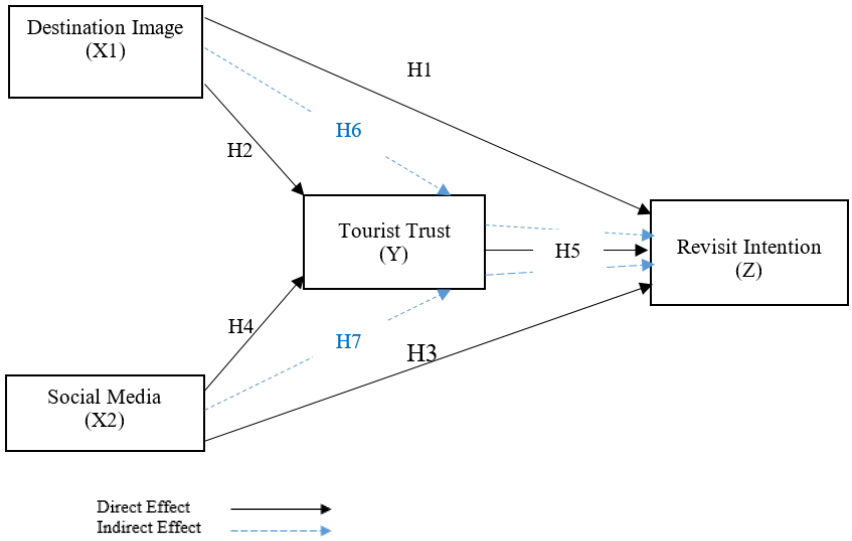

Figure 1: Research model

Methodology

This study uses a cross-sectional and quantitative methodology to determine the effects of various elements related to destination image, social media, and trust on revisit intention. Data was collected from March to April 2024. The study concentrated on travelers who were at least eighteen years old, had experience using social media, and had visited the Zoo at least twice. Ragunan Zoo, Taman Safari Indonesia, and Bandung Zoo were selected as research locations because they are some of the Zoo destinations in Indonesia, attracting the attention of various levels of society and tourists, both local and international. Purposive sampling was the sampling method employed. Hair et al. (2019) state that ten times as many samples should be used as there are indicators overall. The indicators in this study totaled 17, so the minimum sample size was 170. This study had 400 respondents, more than the minimum necessary sample size. The research questionnaire was made up of two sections. The respondents' demographic profile comes first. The next part of the survey evaluated respondents' perceptions of destination image using eight items from four indicators (Chen & Tsai, 2007; Qu et al., 2011), eight items from five indicators related to social media (Taprial & Kanwar, 2012), ten items from five indicators related to trust, six items from three indicators related to tourists' revisit intention (Cheng & Lu, 2013). SPSS 26 was used for data entry and descriptive analysis, and using Smart PLS 4.0, the hypotheses were tested.. Tourism-related research has long used PLS-SEM (Usakli & Kucukergin, 2018). It enables academics to analyze both structural and measurement models. Even with a small sample size, PLS-SEM effectively handles data for non-normally distributed data (Hair et al., 2022). It also has various other advantages. Given the complexity of the structural model in this work and the intention to investigate the complicated interactions between the constructs' dimensions, PLS-SEM was considered a suitable choice (Hair et al., 2022). PLS-SEM examines measurements and investigates theories in two stages: Evaluating structural and measurement models

Results

Demographic profile of respondents

The study involved the participation of tourists who have visited Ragunan Wildlife Park, Taman Safari Indonesia, and Bandung Zoo at least twice, and visitors who use the internet. The data analyzed in Table 1 consists of 400 (four hundred) entries, with 182 (45.5%) male and 218 (54.5%) female respondents. One hundred sixty-eight respondents, or 42% of the sample, were between 18 and 24. The majority were private employees, 152 (38%). Most information about the Zoo was obtained from friends or family, reaching 215 (53.8%). The frequency of internet use per month mostly exceeds 15 hours (51%), and most respondents have visited the Zoo more than four times (59%).

Table 1: Respondents' demographics

Category	Description	Freq.	%
Gender	Man	182	45.5
	Women	218	54.5
Age (years old)	18 to 24	168	42.0
	35 to 44	103	25.8
	45 to 54	82	20.5
	> 54	47	11.8
Current Employment	Students	108	27.0
	Private Employees	152	38.0
	Civil Servants	5	1.3
	Self-employed	36	9.0
	Others	99	24.8
Resources about the Zoo	Friends or family	215	53.8
	Website	37	9.3
	Social Media	148	37.0
Internet usage frequency/ month (hours)	< 5 hours	25	6.3
	5-10	73	18.3
	11-15	98	24.5
	>15	204	51.0
Number of Visits to the Zoo	Two Times	29	7.3
	Three Times	74	18.5
	Four Times	61	15.3
	> Four Times	236	59.0

Measurement model

Since the loading value for each indicator of the DI variable, SM, TT, and RI > 0.7, and the AVE value is continuously > 0.5, convergent validity is satisfied. Hair et al. (2022) state that an indicator is legitimate if its AVE value is> 0.5 and its outer loading is> 0.70. CR is used for the reliability test, and a CR value > 0.7 is regarded as dependable (J. F. Hair et al., 2022). CR values, 0.867 to 0.930 (see Table 2), were higher than this threshold, demonstrating the reliability of every scale.

Table 2: Validity and reliability

Constructs	Items	Loading	VIF	CR	AVE	Cronbach α
Destination Image (DI)	I have an excellent understanding of the facilities available at the Zoo.	0.739	1.823	0.880	0.533	0.875
	The diversity of animal species in this Zoo is very complete.	0.717	1.717			
	The unique appeal of this Zoo makes it different from other zoos.	0.744	1.888			
	Some special activities or attractions make this Zoo different from other zoos I've been to.	0.702	1.746			
	I feel thrilled when visiting this Zoo	0.736	1.830			
	I feel emotionally connected to the environment in this Zoo.	0.704	1.765			
	I feel that the Zoo's brand image is very positive.	0.741	1.774			
	I firmly believe that this Zoo provides a quality travel experience.	0.759	1.820			
Social Media (SM)	I find it easy to access information related to this Zoo through social media	0.718	2.049	0.907	0.553	0.886
	I can easily access the Zoo's social media accounts.	0.705	2.088			
	I quickly get information about activities and events at this Zoo through social media.	0.782	1.977			
	The speed of getting information through social media influenced my decision to visit this Zoo.	0.709	1.882			
	I often interact with content posted by this Zoo on social media (e.g., like, comment, or share)	0.774	1.972			
	The Zoo is responsive to user interactions on social media.	0.729	1.888			
	Social media helps me understand the Zoo's long-term plans and developments	0.812	2.213			
	Social media helps expand my knowledge of the Zoo's existence and activities.	0.713	1.930			
Tourist Trust (TT)	I believe in the policies and regulations implemented by the zoo authorities.	0.783	2.406	0.930	0.558	0.914
	The information provided by the zoo authorities regarding facilities, ticket prices, and other rules is very transparent.	0.718	2.006			
	I trust the reviews and recommendations of other tourists who have visited the Zoo.	0.791	2.256			
	I read reviews of other tourists' experiences before visiting this Zoo.	0.701	2.137			
	I believe in the welcome and hospitality of the people of the destinations around this star garden	0.789	1.951			
	My trust in the destination's people influences my intention to revisit the Zoo.	0.702	2.366			
	I trust the service provided by the Zoo's employees.	0.797	2.260			
	My trust in the Zoo's employees affected my travel experience.	0.706	2.361			
	I trust the information and promotions provided by marketing or tourism agencies associated with this Zoo.	0.764	2.137			
	Information from marketing or tourism agencies influenced my decision to visit this Zoo.	0.710	2.115			
Revisit Intention (RI)	I have every intention of revisiting this Zoo in the future.	0.744	1.640	0.867	0.582	0.856
	My previous experience at this Zoo influenced my intention to visit again.	0.700	2.020			
	I intend to recommend this Zoo to friends, family, or coworkers.	0.823	2.115			
	Visitor Experience, Animal Diversity, Employee Service, Facilities, and Environmental Conditions influence my recommendation of this Zoo.	0.704	2.012			
	I am willing to promote this Zoo through social media or online platforms.	0.806	2.287			
	Good experiences motivate me to promote the Zoo aggressively.	0.791	2.389			

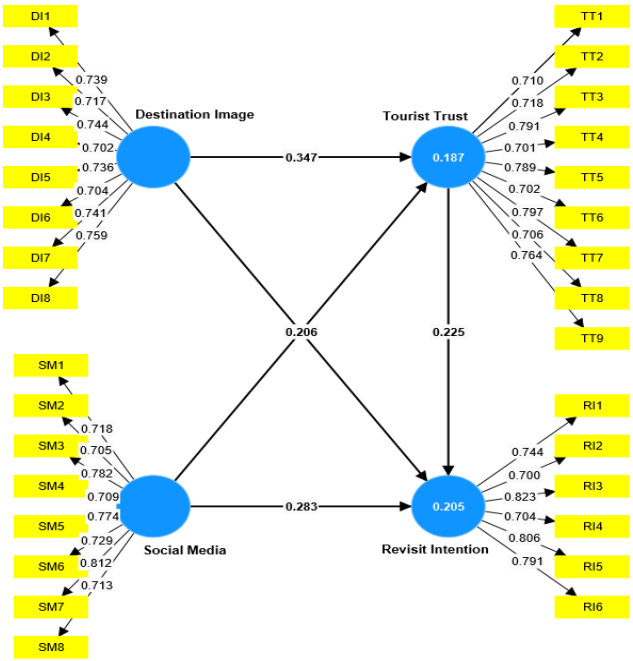

Figure 2: Measurement model

The HTMT and the Fornell-Larcker criterion are used to evaluate discriminant validity. The correlation between one construct and another must be < square root of AVE (Fornell & F. Larcker, 1981). Table 3 displays the link between the construct > of the square root of the square root of AVE. Discriminant validity is deemed satisfied when this requirement is satisfied. Furthermore, according to Heseler et al. (2015), the HTMT value must be < 0.9; all scales satisfy this requirement (see Table 4). We conclude that the scales are discriminant valid as a result.

Table 3: Fornell–Larcker criterion

	DI	RI	SM	TT
DI	0.730			
RI	0.241	0.763		
SM	0.167	0.360	0.744	
TT	0.381	0.341	0.264	0.747

Table 4: HTMT

	DI	RI	SM	TT
DI				
RI	0.268			
SM	0.192	0.390		
TT	0.404	0.348	0.258	

Structural model

The Q^2 value, a criterion for evaluating the predictive significance throughout the validation of the PLS path model, can be computed using the Smart PLS blindfolding. The figures provide the evaluation criteria for the cross-validated predictive significance of the PLS pathway model (J. F. Hair et al., 2022). The routing model provides good predictive relevance for the constructs when the endogenous latent variable has a Q2 value higher than zero (J. F. Hair et al., 2022). Table 5's blindfolding results demonstrate that the Q^2 statistics for TT and RI are higher than zero: Q^2 TT = 0.096, Q^2 (RI) = 0.111.

Table 5: Prediction fit test

	SSO.	SSE.	Q^2
DI	3200.000	3200.000	0.000
RI	2400.000	2134.262	0.111
SM	3200.000	3200.000	0.000
TT	4000.000	3615.467	0.096

To assess how effectively the constructed structural model can account for changes in the dependent variable (DV) or endogenous variables, Smart PLS uses the R^2 test. Hair et al. (2022) indicate strong, moderate, and weak models by R^2 of 0.75, 0.50, and 0.25. The R^2 test findings indicate that the variables representing revisit intention (R^2: 0.205) and tourist trust (R-Square value: 0.187) have a weak model because their R-Square values are less than 0.25. The destination image, social media, and tourist trust account for 20.5% of the revisit intention; the remaining 79.5% are not included in this study. Social media and destination image have an 18.7% effect on trust, while other factors outside the purview of this study account for the other 81.3%.

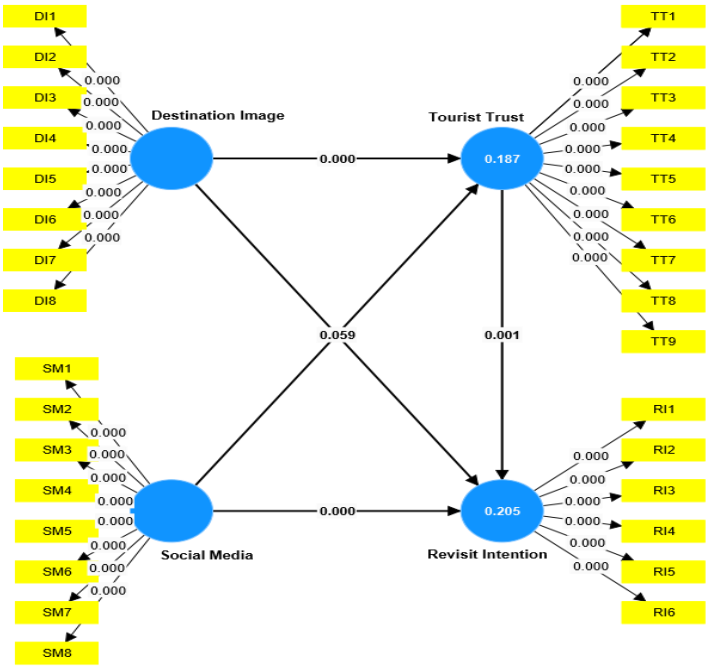

Figure 3: Structural model

Table 6: R^2

	R^2	R^2 adjusted
Revisit Intention	0.205	0.199
Tourist Trust	0.187	0.183

The SRMR criterion in the PLS model fit evaluates how well the constructed model matches the observed data. SRMR is frequently used in SmartPLS research as one of the standards for evaluating the quality of the structural model. SRMR value <0.10, then the model is fit (Garson, 2016). The model is suitable based on the value in Table 7 of 0.066, which is not greater than 0.10. Thus, the model fits the data, it may be said.

Table 7: Model conformance test

	Saturated-model	Estimated-model
SRMR.	0.066	0.066
NFI	0.775	0.775

Table 8: Findings from the hypothesis test

Hypothesis.	Variables	Path Coefficient	t-Statistics	p-Value	Results
H 1	DI ->RI	0.109	1.891	0.059	NS
H 2	DI ->TT	0.347	4.683	0.000	S
H 3	SM ->RI	0.283	5.108	0.000	S
H 4	SM ->TT	0.206	3.455	0.001	S
H 5	TT ->RI	0.225	3.387	0.001	S
H 6	DI ->TT->RI	0.078	2.459	0.014	S
H 7	SM ->TT->RI	0.046	2.192	0.028	S

Note. S: Supported, NS: Not supported, DI: Destination Image, SM: Social Media, TT: Tourist Trust, RI: Revisit intention

As seen in Table 8, six of the seven hypotheses were accepted and one was rejected. The general t-statistic value at a significance level of 5% is 1.96, and the p-value must be less than 0.05. (J. F. Hair et al., 2022). The first hypothesis states that DI affects RI, but the test results show no effect. The second hypothesis states that DI affects TT, which is proven significant. The third and fourth hypotheses state that SM affects RI and TT, both of which are proven to be influential. The fifth hypothesis shows that TT affects RI. The sixth hypothesis proves that DI affects RI through TT. The seventh hypothesis shows that SM significantly affects RI through TT.

Discussion and implications

This research highlights the significance of destination image (DI) and social media (SM) in shaping tourist revisit intention (RI) through tourist trust (TT) in tourist destinations, especially zoos. Knowing the elements influencing travelers' intentions to return, destination managers may create more efficient marketing plans to boost visitor numbers and sustain their presence at specific locations. The study's results stated that DI does not affect tourist RI. This result contradicts the outcomes of earlier research, which state that DI affects RI on different objects (Ahmed, 2023; Long et al., 2023; Luvsandavaajav et al., 2022; Manyangara et al., 2023; Siregar et al., 2021). Each tourist has unique preferences, and destination image may not be a significant factor in everyone's decision to return. Some tourists may pay more attention to practical factors such as accessibility or facilities. In contrast, the destination's overall experience, trust, or ambiance may influence others more. Tourists who experience the destination's services through the projected image will have a lasting impression that their expectations were

met (Çevrimkaya & Zengin, 2023). Second, the results of this investigation demonstrate that DI influences TT. This outcome is consistent with earlier studies showing that DI influences TT (Chen & Phou, 2013; Hasan et al., 2023; Pujiastuti et al., 2017; Siregar et al., 2021). Destination image creates initial perceptions and expectations about experiences in the destination. If the DI is positive, tourists desire to repeat the positive experience by visiting again. Tourists' views, expectations, and experiences are greatly influenced by the destination's image, affecting their likelihood of returning. Destinations should be able to build a favorable service reputation in the minds of tourists, since it may affect tourists' confidence in a specific location (Jebbouri et al., 2022). Trust and positive experiences associated with the destination additionally strengthen the link between the desire to return and the perception of the place. Third, the study's findings indicate that SM influences RI. These results align with previous research showing that social media affects visitors' propensity to return to other tourist destinations (Chan et al., 2021; Damayanti & Indrawati, 2023; Primananda et al., 2022). Social media promotes tourist destinations such as Ragunan Tourism Park, Taman Safari Indonesia, and Bandung Zoo. Social media users can be persuaded to visit these destinations through content such as photos, videos, and reviews. SM has played an essential role in raising the profile of some previously lesser-known destinations (Siegel et al., 2023). Social media provides easy and quick access to information about the Zoo, including operating hours, ticket prices, facilities, and special events. This assists tourists in better planning their visit and increases their likelihood of returning. Overall, social media provides a powerful platform to influence tourists' perceptions and decisions about tourist destinations, affecting their intention to return.

Fourth, the results show that SM impacts TT. This finding aligns with previous research stating that social media also affects tourist trust in other destinations (Ibrahim et al., 2021; Ibrahim & Aljarah, 2018). Social media is a place that is often used to share experiences and reviews about tourist destinations. When social media users leave positive reviews about their experiences at the Zoo, it can build trust among potential tourists who see the reviews. It's critical to comprehend the risks tourists feel from social media to understand their usage patterns better and help them make wise selections (Hussain et al., 2024). Social media allows for direct interaction between users, including between past zoo visitors and other potential visitors. Discussions, questions, and answers that social media users provide can help strengthen tourists' trust in the destination. Overall, social media provides a powerful platform for zoos to communicate with potential visitors, build a positive image, and strengthen tourist trust. Fifth, the results indicate that RI is impacted by TT. This outcome is consistent with research showing that TT affects RI (Hasan et al., 2023; Primananda et al., 2022). Their experiences influence tourists' trust in destinations during previous visits. If the experience is positive, trust in the Zoo will likely increase, and tourists are more likely to return. The trust in a destination's service offering results in the trust that tourists develop in the destination (A. Mohammed Abubakar et al., 2017). Overall, tourist trust plays a key role in shaping tourists' perceptions and experiences of the Zoo, influencing their intention to return. Sixth, DI positively impacts RI through TT. DI creates an initial perception of the experience that tourists will have. An optimistic perception of the destination can increase tourists' confidence that they will have a satisfying experience when visiting again. A good destination image signifies trustworthiness and a strong reputation. If tourists perceive the Zoo positively, they will likely feel more confident that the destination will provide a quality and satisfying experience. Thus, a good destination image creates a positive perception of the Zoo, influencing tourists' confidence that the destination will provide a satisfying experience. This, in turn, increases their intention to return. The findings of this study also bridge the gap in earlier research showing that the DI does not directly influence RI at the Zoo. Full mediation is the mediating effect of TT that fills in the gap between the DI and RI. When the mediator uses path analysis or structural models to explain how the independent variable affects the dependent variable fully, this is known as full mediation (Hair et al., 2017). Seventh, SM affects RI through TT. Users often use social media to share reviews, experiences, and recommendations about tourist destinations. Seeing positive reviews or recommendations about the Zoo Zoo on social media can increase tourists' trust in the destination. In addition, social media facilitates sharing numerous visual materials, including captivating images and videos about the Zoo. These contents help build a positive image of the destination and strengthen tourists' trust by providing a first-hand account of the experience. The influence of social media influencers with large followings can also be significant in shaping their followers' opinions and trust in the destination. When an influencer visits a zoo and shares their experience positively, it can influence their followers' trust and encourage them to visit again. Overall, social media provides a powerful platform for zoos to communicate with potential visitors, build a positive image, and strengthen tourists' trust in the destination, influencing their intention to return.

Conclusion

Through tourist trust in zoo attractions, this study investigates how social media and destination image affect revisit intention. The findings demonstrated that trust and social media significantly impact revisit intention. Destination image has no direct impact on revisit intention. Social media and destination image positively impact tourist trust. Through tourist trust, social media, and destination image influence revisit intention. This demonstrates how crucial a great destination image and a strong social media presence influencing tourist' opinions and building their trust in travel destinations. The insignificant relationship between destination image and revisit intention can be bridged by tourist trust. The study's findings significantly apply to travel industry marketers and destination managers. Destination managers may create more successful marketing campaigns and retain a devoted visitor base by comprehending how social media and destination image affect travelers' inclination to return through trust. Improving destination image and tourist trust can also contribute to sustainable tourism development and promotion, especially in zoo attractions. Zoo managers must pay attention to the destination image they project to tourists. Strategies should focus on building a positive image, highlighting the uniqueness and attractiveness of the Zoo, and ensuring consistency in providing a satisfying experience for visitors. Social media should be used more effectively as a marketing tool.

Zoos should develop engaging content, actively participate in interactions with their followers, and utilize influencers to expand their reach and increase tourist trust. Efforts should be made to build and maintain tourist trust in the Zoo. This includes providing consistent service, being responsive to visitor feedback, and maintaining open and transparent communication. It is important to regularly evaluate the Zoo's performance, including monitoring the destination's image, measuring interactions and engagement on social media, and tracking tourist satisfaction and trust levels. This data can pinpoint problem areas and create more potent action plans. By implementing these strategies, it is hoped that zoo management can generally strengthen the destination image, increase tourist trust, and encourage revisit intentions, ultimately positively impacting the success and sustainability of the Zoo's operations as a tourist attraction.

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