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THE ROLE OF SMALL AND MEDIUM ENTERPRISES (SME) INNOVATION AND LIFESTYLE IN ENHANCE REVISIT INTENTION THROUGH DESTINATION IMAGE AT TOURIST ATTRACTION OF UNTUNG JAWA ISLAND

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Abstract:
This research aims to analyze the role of Small and Medium Enterprises (SME) Innovation and Lifestyle in enhancing Revisit Intention Through Destination Image at the tourist attraction of Untung Jawa Island. The population for this research comprises tourists who have visited Untung Jawa Island at least once, with a sample size of 280 respondents selected using a stratified random sampling method. Data analysis is conducted using Structural Equation Model-Partial Least Squares (SEM-PLS). The study results show that SME Innovation and Lifestyle positively and significantly influence Destination Image. Destination Image also has a positive and significant effect on Revisit Intention. Additionally, Lifestyle has a positive and significant impact on Revisit Intention. However, SME innovation has a positive but insignificant impact on Revisit Intention. The research results indicate that SME Innovation and Lifestyle positively and significantly affect Revisit Intention Through Destination Image. Destination Image plays an intervening variable between SME Innovation and Lifestyle about Revisit Intention. The implications of this study suggest that the related parties of Untung Jawa Island can enhance Revisit Intention by focusing on SME Innovation, Lifestyle, and Destination Image.

Keywords: SME Innovation, Lifestyle, Destination Image, Revisit Intention

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INTRODUCTION

Sustainable development has become an obligation of various countries around the world. Many countries are currently developing tourism because it has the potential to make a positive contribution to the socio-economic development of a country (Dibra, 2015). However, in 2020, there was a global epidemic of Covid-19, which had a significant impact on the tourism industry. The number of foreign tourists entering Indonesia has decreased since the Covid-19 global epidemic. The decline in tourist arrivals has also affected various industries, including transportation, hospitality, catering services, retail, and entertainment. According to the World Tourism and Travel Council (WTTC), the global tourism sector experienced significant losses, amounting to a minimum of 22 billion dollars, due to the impact of COVID-19. (Yusuf & Veranita, 2021).

BPS (2023a) released data indicating a decline in the number of international tourist arrivals in Indonesia. In 2022, the number of international tourist arrivals in Indonesia increased by 251.28% compared to the previous year, with 1.56 million visits. However, the number of international tourist arrivals in 2022 still cannot match the time before the COVID-19 pandemic, with the number of international tourist arrivals recorded at 16.11 million people. Tourism is crucial in contributing to

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the nation's foreign exchange earnings. Hence, proficient communication strategies concerning Indonesian tourism emerge as a significant factor in promoting tourism across this archipelagic country.

Based on data released by BPS (2023b), the number of tourists visiting tourist attractions in the Thousand Islands from 2019 to 2022 experienced unstable fluctuations. However, the data shows that Untung Jawa Island was the most frequent tourist destination in the Thousand Islands in that period, compared to other attractions. This happens because Untung Jawa Island has easy access from Jakarta by sea, beautiful beaches with white sand and clear seawater, and a variety of exciting tourist activities such as snorkeling and diving. The number of tourists visiting tourist attractions on Untung Java Island varies, including 6,415 tourists snorkeling on Bidadari Island, 69,429 tourists visiting Sakura Beach, and 176 tourists visiting the Kotok Island nature reserve. Therefore, the total number of tourists visiting Untung Jawa Island is 76,020.

Travelers can explore the beauty of the underwater world and the richness of local culture, such as art traditions, dance, and traditional music. There are various types of lodgings for accommodation, such as homestays, cottages, and other tourist-friendly inns. Travelers can choose a place to stay that suits their needs and budget.

The reduction in tourist arrivals to Untung Jawa Island is an exciting research topic because many factors influence it. Acharya et al. (2023) define Revisit Intention as the behavioral IntentionIntention of a visitor to revisit the destination in the future. Many factors are considered influential in research related to Revisit Intention in a tourist attraction. Multiple factors can affect the Revisit Intention, and Destination Image is one of them. According to Gómez et al. (2015), Destination Image expresses all knowledge, impressions, prejudices, and emotional thoughts individuals or groups hold about a particular object or place.

SME Innovation and Lifestyle Influence Destination Image. According to Dunne et al. (2016), SME innovation is the ability of Small and Medium Enterprises (SMEs) to produce new products or services or update existing production processes continuously, aiming to improve business performance and meet increasingly complex market needs. Furthermore, according to Kotler & Armstrong (2017), Lifestyle is the pattern of life of individuals or groups in buying and consuming goods and services, which is reflected in their buying decisions, use of time and money, hobbies, and social activities. Lifestyle includes preferences, beliefs, and values reflected in consumer behavior.

Based on the previously described data and phenomena, researchers conducted research on the Revisit Intention of tourists to Untung Jawa Island by adding variables that influence Revisit Intention, such as SME Innovation, Lifestyle, and Destination Image. Destination Image is an intervening variable between SME Innovation and Lifestyle about Revisit Intention, employing the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. By delving deeper into understanding these factors, I hoped that it could provide valuable understanding for readers and related parties at the tourist attraction of Untung Jawa Island in optimizing marketing strategies to increase the number of tourist visits.

METHODS

This research uses a quantitative approach to data collection and analysis. In collecting data from respondents, researchers used a questionnaire. The online questionnaire contained 42 statements describing the research variables, such as SME Innovation, Lifestyle, Destination Image, and Revisit Intention. The measurements applied in this study used a five-point Likert

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Scale, ranging from strongly disagree (1) to agree (5) strongly. This study examined tourist information related to revisiting Intention at the tourist attraction of Untung Jawa Island.

Primary data was obtained through a survey based on the number of tourists visiting the tourist attraction of Untung Java Island, reaching 76,020 tourists in 2022. The research sample used probability sampling with the criteria of visitors who had visited the tourist attraction of Untung Jawa Island, Thousand Island, at least once. The sampling technique used stratified random sampling from Saunders et al. (2019).

This research sample uses the method of Hair et al. (2014), where the number of representative samples is determined by multiplying the number of indicators with a calculation of 5 or 10. Based on the number of indicators (5 x 42 = 210) and (10 x 42 = 420). This study used 42 questionnaires and distributed them to 280 respondents to tourists who had visited the tourist attraction of Untung Jawa Island, Thousand Island, at least once.

This study uses PLS-SEM to analyze the role of SME Innovation and Lifestyle in enhancing Revisit Intention through Destination Image. PLS-SEM analysis is a composite-based method for estimating structural equation models. This method aims to maximize the variance explained by endogenous latent variables. (Hair et al., 2022). PLS-SEM consists of two components: the outer and inner models.

The outer model is an element of the path model that contains indicators and their relationships with constructs (Hair et al., 2022). At the same time, the inner model aims to display the relationship (path) of constructs between latent variables (Hair et al., 2022).

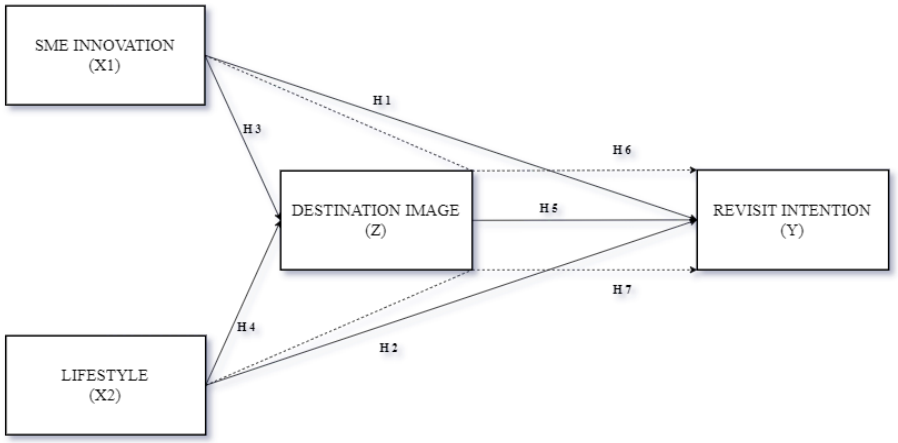

Figure 1. Idea Framework

Moreover, a model was formulated to visualize the developed process in this research. The model is represented in the subsequent flow. The hypotheses posited by the researcher for this investigation are outlined as follows:

The direct effect of SME Innovation on Revisit Intention. SME innovation shows significant results and can affect Revisit IntentionIntention; the research was conducted by Punpairoj et al. (2023), Amoako et al. (2023), and Aditi (2019). Therefore, this study proposes the following hypothesis: H1: SME innovation significantly affects Revisit Intention.

The direct effect of Lifestyle on Revisit Intention. Lifestyle shows significant results and can affect Revisit IntentionIntention; the research was conducted by Cahaya & Dewi (2022) and Fajriani & Terengganu (2020). Therefore, this study proposes the following hypothesis: H2: Lifestyle significantly affects Revisit Intention.

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The direct effect of SME Innovation on Destination Image. SME innovation shows significant results and can affect Destination Image; the research was conducted by Rudianto et al. (2023), Shiratina et al. (2022), and Tunç (2022). Therefore, this study proposes the following hypothesis: H3: SME innovation significantly positively affects Destination Image.

Direct effect of Lifestyle on Destination Image. Lifestyle shows significant results and can affect Destination Image; the research was conducted by Wiyanti & Hanfan (2022) and Fitria (2018). Therefore, this study proposes the following hypothesis: H4: Lifestyle significantly affects Destination Image.

Direct Effect of Destination on Revisit Intention. Destination Image shows significant results and can affect revisit IntentionIntention; the research was conducted by Pratminingsih et al. (2014), Zhang et al. (2018), and Tan & Wu (2016). Therefore, this study proposes the following hypothesis: H5: Destination Image significantly affects Revisit Intention.

Indirect effect of SME Innovation on Revisit Intention through Destination Image. SME innovation shows significant results and can affect Revisit Intention and Destination Image, the research was conducted by Punpairoj et al. (2023), Amoako et al. (2023), Aditi (2019), Rudianto et al. (2023), Shiratina et al. (2022) and Tunç (2022). Therefore, this study proposes the following hypothesis: H6: SME Innovation significantly positively affects Revisit Intention through Destination Image.

Indirect effect of Lifestyle on Revisit Intention through Destination Image. Lifestyle shows significant results and can affect Revisit Intention and Destination Image; the research was conducted by Cahaya & Dewi (2022), Fajriani & Terengganu (2020), Wiyanti & Hanfan (2022) and Fitria (2018). Therefore, this study proposes the following hypothesis: H7: Lifestyle significantly affects Revisit Intention through Destination Image.

RESULT AND DISCUSSION

Untung Jawa Island is in Jakarta's Thousand Islands, Special Capital District. Untung Jawa Island is known for its beautiful beaches, diving, snorkeling, and other marine recreational activities. The island can be accessed by sea from Muara Angke Port and Tanjung Pasir Port. This research is aimed at Indonesian tourists who have visited the tourist attraction of Untung Jawa Island at least once. From the questionnaires distributed, 280 respondents were obtained.

Table 1. Respondent Characteristics Based on Gender

Gender	Frequency	Percentage
Male	156	55.71 %
Female	124	44.29 %
Total	**280**	**100.00 %**

Based on the data presented above, respondents' gender-based characteristics show that there are more males than females. The number of male respondents was 156 or 55.71%, while female respondents were 124 or 44.29%.

Table 2. Respondent Characteristics Based on Number of Visits

Number of Visits	Frequency	Percentage
1 Times	53	18.93 %
2 Times	153	54.64 %
More than 2 Times	74	26.43 %
Total	**280**	**100.00 %**

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Based on Table 2, most respondents visited the tourist attraction Pulau Untung Jawa twice, with 153 respondents or 54.64%. Those who visited more than twice amounted to 77 respondents or 26.43%. The number of single visits was 55 respondents, or 18.93%.

Table 3. Variable Item Descriptions

Variable	Item	Mean
Revisit Intention (Kusumawati et al.,2020)		
Dimension: Intend to revisit		
Intention to return shortly	RI.1	3.679
Positive recommendations for the tourist attraction	RI.2	3.629
Interest in specific activities	RI.3	3.607
Dimension: We likely will revisit		
Planning for future visits	RI.4	3.571
Exploration of opinions and offers	RI.5	3.586
Interest in the recent developments	RI.6	3.521
Dimension: I would like to visit more often		
Repeat visits	RI.7	3.450
Sustained positive experiences	RI.8	3.471
Involvement in community and events	RI.9	3.354
Destination Image (Gómez et al., 2015)		
Dimension: Cognitive Image		
Knowledge of the destination	DI.1	3.625
Understanding of history and culture	DI.2	3.682
Knowledge of tourism activities	DI.3	3.700
Dimension: Affective Image		
Positive tourist emotions	DI.4	3.696
Emotional connection with the destination	DI.5	3.579
Perceptions of safety and comfort	DI.6	3.636
Dimension: Conative Image		
Intention to return	DI.7	3.686
Intention to recommend	DI.8	3.611
Involvement in sustainable activities	DI.9	3.614
SME Innovation (Kotler & Keller, 2016)		
Dimension: Relative advantage		
Market share improvement	SI.1	3.646
Consumer assessment	SI.2	3.789
Price comparison	SI.3	3.811
Dimension: Complexity		
Number of product features or varieties	SI.4	3.771
Level of customization	SI.5	3.775
Integration capability	SI.6	3.704
Dimension: Compatibility		
Understanding the local market	SI.7	3.750
Adaptability flexibility	SI.8	3.679
Relevance of products/services	SI.9	3.629
Dimension: Trialability		
Product/service iterations	SI.10	3.743
Product performance evaluation	SI.11	3.746
Launch of new products	SI.12	3.775

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Dimension: Observability		
Monitoring competitor	SI.13	3.679
Market research and trend analysis	SI.14	3.709
Sales data analysis	SI.15	3.779
Lifestyle (Kotler & Armstrong, 2017)		
Dimension: Activities		
Length of stay	L.1	3.711
Activities during the visit	L.2	3.768
Participation in ecotourism activities	L.3	3.711
Dimension: Interest		
Interest in ecotourism activities	L.4	3.693
Interest in local culture	L.5	3.689
Interest in recreational tourism activities	L.6	3.764
Dimension: Opinions		
Level of satisfaction	L.7	3.743
Response to environmental conservation	L.8	3.704
Recommendations to others	L.9	3.704

The results of the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis involve the assessment of the outer and inner models. The Outer Model, aligned with the Measurement Model, gauges latent variables or constructs by observing measured indicators. The Outer Model assessment relies on the validity and reliability of the employed indicators. Validity testing guarantees the reliability and precision of the instruments or indicators used in the study for assessing the variables under scrutiny. In the context of SEM-PLS, Convergent Validity, and Discriminant Validity serve as metrics to evaluate the validity of measurements. Additionally, the author presents the loading factor for each indicator on latent variable values, detailed in Table 4 below.

Table 4. Loading factor values for each indicator

Indicator	Destination Image	Lifestyle	Revisit Intention	SME Innovation
DI.1	0.799	0.619	0.613	0.567
DI.2	0.758	0.629	0.561	0.571
DI.3	0.780	0.603	0.610	0.579
DI.4	0.756	0.577	0.621	0.548
DI.5	0.725	0.567	0.548	0.547
DI.6	0.740	0.595	0.594	0.548
DI.7	0.744	0.584	0.576	0.538
DI.8	0.772	0.613	0.609	0.539
DI.9	0.730	0.529	0.593	0.516
L.1	0.590	0.750	0.527	0.559
L.2	0.575	0.738	0.493	0.556
L.3	0.545	0.710	0.482	0.544
L.4	0.562	0.729	0.505	0.555
L.5	0.555	0.726	0.480	0.502
L.6	0.556	0.715	0.498	0.526
L.7	0.571	0.727	0.507	0.545
L.8	0.608	0.771	0.532	0.600
L.9	0.609	0.754	0.527	0.583
RI.1	0.656	0.595	0.782	0.501

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RI.2	0.652	0.552	0.743	0.490
RI.3	0.634	0.525	0.764	0.479
RI.4	0.608	0.559	0.763	0.475
RI.5	0.543	0.517	0.745	0.465
RI.6	0.557	0.487	0.734	0.445
RI.7	0.591	0.523	0.783	0.499
RI.8	0.560	0.479	0.755	0.468
RI.9	0.501	0.422	0.748	0.428
SI.1	0.549	0.550	0.446	0.749
SI.2	0.519	0.539	0.470	0.728
SI.3	0.546	0.562	0.506	0.723
SI.4	0.515	0.530	0.444	0.714
SI.5	0.492	0.471	0.445	0.675
SI.6	0.526	0.544	0.450	0.737
SI.7	0.517	0.576	0.449	0.721
SI.8	0.484	0.487	0.399	0.707
SI.9	0.506	0.537	0.425	0.694
SI.10	0.546	0.544	0.422	0.711
SI.11	0.505	0.573	0.435	0.718
SI.12	0.505	0.522	0.451	0.724
SI.13	0.575	0.585	0.489	0.741
SI.14	0.516	0.544	0.444	0.721
SI.15	0.522	0.512	0.446	0.700

By examining Table 4, all the indicators employed to elucidate latent variables are deemed valid, as they meet the criteria with loading factor values surpassing 0.6. Discriminant validity evaluates how different latent variables or constructs distinguish themselves from one another while avoiding excessive correlation. Discriminant validity is essential in conceptually differentiating various latent variables, which can be assessed by examining cross-loading factors. Furthermore, table 4 highlights that the correlation between each indicator and its corresponding latent variable surpasses the correlation with other latent variables. Thus, each indicator proficiently clarifies the latent variable and showcases robust discriminant validity.

Table 5. Result of AVE, Cronbach Alpha, and Composite Reliability

Variable	AVE	Cronbach Alpha	Composite Reliability
Destination Image	0.572	0.906	0.923
Revisit Intention	0.574	0.907	0.924
SME Innovation	0.515	0.933	0.941
Lifestyle	0.541	0.894	0.914

Discriminant validity can also be measured by each latent variable's Average Variance Extracted (AVE) values. AVE serves as a measure to evaluate the degree to which the indicators employed for measuring latent variables contribute to the variability of the assessed construct. Discriminant validity is deemed satisfactory when AVE values are more significant than 0.5. As indicated in Table 5, all latent variables have AVE values exceeding 0.5. Therefore, it can be inferred that the variables utilized in the model demonstrate satisfactory discriminant validity.

Several metrics can be utilized to assess the outer model's reliability, such as Cronbach's Alpha and Composite Reliability. Cronbach's Alpha and Composite Reliability are commonly

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used metrics to measure the internal reliability of measurement instruments. The values of Cronbach's Alpha and Composite Reliability range from 0 to 1, with higher values indicating better reliability. Values above 0.7 for Cronbach's Alpha and Composite Reliability are generally acceptable in research. As shown in Table 5, the values of Cronbach's Alpha and Composite Reliability for each variable, as presented in Table 5, exceed 0.7, suggesting that the employed indicators display strong reliability. These values are consistently above 0.7 and approach 1, indicating that the utilized indicators exhibit high reliability.

Table 6. Result of Fornell-Larcker Criterion

Variable	Destination Image	Lifestyle	Revisit Intention	SME Innovation
Destination Image	0.757			
Lifestyle	0.781	0.736		
Revisit Intention	0.783	0.688	0.758	
SME Innovation	0.728	0.751	0.625	0.718

Based on the Fornell-Larcker criterion measurement results, table 6 indicates that the square root of the AVE values for each construct should be higher than the correlation values between constructs in a model. The table above presents the Fornell-Larcker criteria, showing that the square root of the AVE values is higher than the correlation values between latent variables, indicating no discriminant validity issues in the tested model. The final test to assess discriminant validity in this study is the heterotrait-monotrait (HTMT) correlation ratio test. HTMT values below 0.90 indicate that there are no issues with discriminant validity. (Hair et al., 2021).

Table 7. Result of HTMT

Variable	Destination Image	Lifestyle	Revisit Intention	SME Innovation
Destination Image				
Lifestyle	0.867			
Revisit Intention	0.857	0.758		
SME Innovation	0.791	0.821	0.677	

Based on the HTMT measurement results in Table 7, the values for each variable are below 0.90, indicating no discriminant validity issues.

Testing hypotheses through the Resampling Bootstrap method is a statistical approach frequently utilized in PLS-SEM analysis to evaluate the significance of model parameters. In this research, there are seven hypotheses, comprising five direct effects and two indirect effects. Employing a 5% significance level, the t-statistic and p-value values for direct effects in hypothesis testing are as follows. The hypothesis is deemed acceptable if the p-value falls below the significance level.

Table 8. Result of Hypothesis Testing for Direct Effects

	Original Sample	Sample Mean	T Statistics	P Values
SME Innovation -> Revisit Intention	0.052	0.093	0.564	0.573
Lifestyle -> Revisit Intention	0.171	0.086	1.977	0.049
SME Innovation -> Destination Image	0.323	0.091	3.552	0.000
Lifestyle -> Destination Image	0.539	0.086	6.230	0.000
Destination Image -> Revisit Intention	0.611	0.080	7.631	0.000

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Through hypothesis testing using the Resampling Bootstrap method, it is clear that a direct positive impact from Lifestyle and Destination Image variables on Revisit Intention. Furthermore, SME Innovation does not significantly impact Revisit Intention due to a p-value above the 5% significance level. Additionally, SME Innovation and Lifestyle significantly influence Destination Image, supported by p-values lower than the 5% significance level.

Next, the researcher will examine the indirect influence of the SME Innovation and Lifestyle variable on Revisit Intention through the Destination Image variable, with the following results.

Table 9. Result of Hypothesis Testing for Indirect Effects

	Original Sample	Sample Mean	T Statistics	P Values
SME Innovation -> Destination Image -> Revisit Intention	0.197	0.060	3.313	0.001
Lifestyle -> Destination Image -> Revisit Intention	0.329	0.072	4.587	0.000

Based on Table 9, the p-value for each hypothesis is less than 5%, and it is known that the SME Innovation and Lifestyle variables significantly influence the Revisit Intention through the Destination Image at the tourist destination of Untung Jawa Island.

Various metrics are available for evaluating the structural model in PLS-SEM analysis, and one such metric is the coefficient determination (R^2). R^2 measurement gauges the effectiveness of the structural model in elucidating the variance in endogenous or dependent latent variables. R^2 values span from 0 to 1, with higher values signifying a superior ability of the model to account for the variation in endogenous variables.

Table 10. Results of R-Square Measurement

Variable	R Square	R Square Adjusted
Destination Image	0.656	0.654
Revisit Intention	0.628	0.624

The R^2 Destination Image variable value of 0.656 or 65.6% indicates that the 65.6% R^2 value for the Destination Image variable signifies that a certain percentage of its variability can be elucidated by the model's exogenous (independent) variables. Simultaneously, the R^2 value for the Revisit Intention variable, which is 0.628 or 62.8%, suggests that a substantial portion, precisely 62.8%, of the variability in the Revisit Intention variable can be accounted for by the exogenous (independent) variables in the model.

The second testing of the structural model in PLS-SEM analysis involves measuring effect size (f^2), which produces a measure used to assess the relative impact of a predictor construct on an endogenous construct. Effect size is categorized as small, medium, and large. Values above 0.02 – 0.15 are classified as small, values between 0.15 – 0.35 are categorized as medium, and values above 0.35 have a significant effect (Hair et al., 2022). The results of the effect size (f^2) measurement are as follows.

Table 11. Results of Effect Size Measurement

Variable	Destination Image	Revisit Intention
SME Innovation	0.132	0.003

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Lifestyle	0.368	0.025
Destination Image		0.346

The results of the effect size measurement (f^2) based on Table 11 illustrate that SME Innovation on Destination Image has a negligible influence because the effect size is 0.132, and SME Innovation on Revisit Intention has a negligible influence because the effect size is 0.003. Lifestyle on Destination Image has a significant influence due to effect size 0.368, and Lifestyle on Revisit Intention has a negligible influence due to effect size 0.025. Destination Image on Revisit Intention has a moderate influence due to an effect size of 0.346.

The Q-Square (Q2) measurement is also used to assess the predictions generated by blindfolding in SEM-PLS. If the Q2 value> 0, then it has relevant prediction results, while if the Q2 value < 0, then the prediction value is less. If the Q2 value is> 0.25, then the predictive value is moderate, and if the Q2 value is> 0.50, then the model's predictive value is significant (Hair et al., 2022). The measurement results of Q-Square are as follows

Table 12. Results of Q-Square Measurement

Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
SME Innovation	4.200.000	4.200.000	
Lifestyle	2.520.000	2.520.000	
Destination Image	2.520.000	1.584.624	0.371
Revisit Intention	2.520.000	1.637.712	0.350

The results of the Q-square (Q2) measurement in Table 12 show that the value of Q2> 0, which indicates that the model has the relevant predictive ability, and because the value for Destination Image and Repeat Visitor Interest is above 0.25 and below 0.50, it can be concluded that the predictive ability is moderate.

Furthermore, researchers use the Fit model test using the SRMR (Standardized Root Mean Squared Residual) measurement, where if the SRMR value <0.08, it has an excellent fit model or model fit. (Hair et al., 2022). The measurement results of the SRMR are as follows.

Table 13. Results of Fit Model Measurement

Parameter	Saturated Model	Estimated Model
SRMR	0.047	0.047
NFI	0.800	0.800

Measurement of Fit model based on Table 13, for the SRMR (Standardized Root Mean Squared Residual) value, is 0.047; thus, these results are less than 0.08, indicating a good model fit, and the NFI value is 0.800, indicating a good model fit (fit model) because it is > 0.5.

CONCLUSION

Based on the assessment of the outer model, it can be inferred that the indicators employed to elucidate latent variables satisfy the criteria for both validity and reliability. Furthermore, based on the results of hypothesis testing from the inner model evaluation, it was found that the SME Innovation variable does not directly influence Revisit Intention. The Lifestyle and Destination Image variables directly affect the Intention to Revisit. Additionally, the SME Innovation and Lifestyle variables directly influence Destination Image. Moreover, SME Innovation and Lifestyle

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indirectly influence the Revisit Intention through Destination Image at the Untung Jawa Island tourist destination.

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