Journal of Economics & Business (JEBI) is a peer-reviewed journal encouraging the application of economic and business analysis to specific problems in the government, public and private sectors. It particularly fosters quantitative, qualitative and empirical studies, the results of which are of use in the practical field, and thus helps to bring economics and business theory nearer to reality. Contributions which make use of the methods of qualitative interpret, mathematics, statistics and operations research will be welcomed, provided the conclusions are factual and properly explained.

The journal endeavors to provide forums for academicians and practitioners who are interested in the discussion of current and future issues and challenges impacting the economics and business policy as well as promoting and disseminating relevant, high quality research in the field of economics and business. The journal has a long established history and publishing quality research findings from researchers since 2001 in the form of print journals with ISSN number 1411-7541 and been accredited nationally by the Director General of the National Higher Education of the Republic of Indonesia Number 23a / DIKTI / Kep / 2004. It is a journal published by the Faculty of Economics and Business Atma Jaya Catholic University of Indonesia and is currently in the process of filing communications cooperation for entry in the database Directory of Open Access Journals (DOAJ), EBSCO, ProQuest and SCOPUS.
Publishing Process System

Guideline for Submission
EDITOR-IN-CHIEF

Fransiskus X Lara Aba
Atma Jaya Catholic University of Indonesia

EDITORS

Asih Anggarani
Atma Jaya Catholic University of Indonesia

Rakhdiny Sustaningrum
Atma Jaya Catholic University of Indonesia

Erwin Bramawa Karnadi
Atma Jaya Catholic University of Indonesia

MANAGING EDITOR & FINANCE

Ni Luh Gde Lydia Kusumadewi
Atma Jaya Catholic University of Indonesia

EDITORIAL ADVISORY BOARD

Soedradjad Djiwandono
RSIS Nanyang Technological University of Singapore
Editorial Team | Journal Economics & Business Atmajaya Indonesia

Augusty Ferdinand
Diponegoro University of Indonesia

Andreas Lako
Soegijapranata Catholic University, Indonesia

Euston Quah
Nanyang Technological University of Singapore

Osman MD. Yusoff
Universiti Sains Malaysia

Saidatul Akmal Binti Mohd
Universiti Sains Malaysia

Mohammad Abdul Hannan Pradhan
Shahjalal University of Science and Technology Bangladesh

Demニックus Savio Priyarsono (Sony)
Bogor Agricultural University Of Indonesia

Mohammad Edhi Purnawan
Gadjah Mada University Of Indonesia

Hiras Marthan Tobing
North Sumatra University of Indonesia

Tan Sui Hong, Helen
University Teknologi Malaysia

Prathama Rahardja
University of Indonesia

David Kaluge
University of Brawijaya Indonesia

Ang Swat Lin (ASL) Lindawati
BINUS University of Indonesia
Publishing Process System

Guideline for Submission
Journal of Economics & Business (JEBI) is a peer-reviewed journal encouraging the application of economic and business analysis to specific problems in the government, public and private sectors. It particularly fosters quantitative, qualitative and empirical studies, the results of which are of use in the practical field, and thus helps to bring economics and business theory nearer to reality. Contributions which make use of the methods of qualitative interpret, mathematics, statistics and operations research will be welcomed, provided the conclusions are factual and properly explained.

The journal endeavors to provide forums for academicians and practitioners who are interested in the discussion of current and future issues and challenges impacting the economics and business policy as well as promoting and disseminating relevant, high quality research in the field of economics and business. The journal has a long established history and publishing quality research findings from researchers since 2001 in the form of print journals with ISSN number 1411-7541 and been accredited nationally by the Director General of the National Higher Education of the Republic of Indonesia Number 23a / DIKTI / Kep / 2004. It is a journal published by the Faculty of Economics and Business Atma Jaya Catholic University of Indonesia, and is currently in the process of filing communications cooperation for entry in the database Directory of Open Access Journals (DOAJ), EBSCO, ProQuest and SCOPUS.

Published: 2017-06-04
PERFORMANCE OF ISLAMIC INDICES: RISK ADJUSTED RETURNS OF SHARIA COMPLIANT STOCKS ON JAKARTA ISLAMIC INDEX AND DOW JONES ISLAMIC TURKEY
Ade Banani, Nur Afni Hidayatun
1-18

IMPACT OF AUDITOR’S WORK EXPERIENCE, INDEPENDENCE, OBJECTIVITY, INTEGRITY, COMPETENCY AND ACCOUNTABILITY ON AUDIT QUALITY
Gita Sulistyaa Ningrum, Linda Kusumaning Wedari
19-33

EFFECT OF DESTINATION IMAGE, PERCEIVED QUALITY, PERCEIVED VALUE TO SATISFACTION AND REVISIT INTENTION IN TANJUNG BENOA BALI
Siane Carla, Erna Andajani, Siti Rahayu
34-42

PERFORMANCE MANAGEMENT THROUGH COMPENSATION SYSTEM AND CAREER MANAGEMENT: ACCELERATING ORGANIZATIONAL EXCELLENCE SUSTAINABILITY IN PT PJB SURABAYA
Noviati Kresna Darmasetiawan
43-50

ANALYSIS OF DEBT, AMOUNT OUTSTANDING, STOCK PRICE INDEX, AND NOMINAL EXCHANGE RATE STABILITY OF THE FINANCIAL SYSTEM IN INDONESIA
Bobby Radiansyah, Y.B. Suhartoko
51-61
EFFECT OF DESTINATION IMAGE, PERCEIVED QUALITY, PERCEIVED VALUE TO SATISFACTION AND REVISIT INTENTION IN TANJUNG BENOA BALI

Siane Carla,* Erna Andajani1 Siti Rahayu3

Majoring in Management, Economic and Business Faculty, University of Surabaya Indonesia
Email: Worldnot2013@gmail.com

Received: August 15, 2016 Accepted: February 11, 2017 Published: April 26, 2017

ABSTRACT
Interesting attractions will make tourists come back to visit and create a positive image of the tourist area. This study aimed to analyze the influence of Destination Image, Perceived Quality and Perceived Value on Satisfaction and Revisit Intention on tourism in Tanjung Benoa Bali. This study uses primary data through questionnaires on 150 travelers who’ve been to Water sport Tanjung Benoa Bali. The sampling technique of this study was non-probability sampling. Processing and testing the model using Structural Equation Modeling (SEM) with the help of analysis of moment structures (AMOS 16). The results of quantitative research shows that there is influence of destination image on perceived quality, perceived value on satisfaction and revisit intention significantly. The influence of perceived quality significantly to perceived value, satisfaction and revisit intention. Note also that there is the effect of perceived value on satisfaction and revisit intention. In this study also found that there is influence significant satisfaction to revisit intention.

Keywords: Destination Image, Perceived Quality, Perceived Value, Satisfaction, Revisit Intention

1. INTRODUCTION
The tourism industry is one of the promising industry for almost the entire country has a tourist attraction worth visiting tourists. The tourism industry can also improve the country's economic sectors, specifically Indonesia, which has a variety of attractions such as marine tourism, religious tourism, mountain tourism and others. Tourism developed into a tourist
industry involves the interests of various parties, even between regions or countries (Spillane, 1994). In 2009, tourism ranks third in terms of foreign exchange earnings after commodity of oil and gas and palm oil (http://obrolanekonomi.blogspot.com/2013/06/kemparekraptargetkanrevenue-250.html). Tourism as well as the largest industry in the world, research conducted by the World Tourism Organization (WTO) showed a trend tourism demand continues to increase. WTO said in 2010 the total number of international tourists amounted to 1 billion people and by 2020 is expected to reach 1.6 billion people (http://www.pps.unud.ac.id).

Bali is one of the provinces in Indonesia country frequented by tourists. According to the data there are 11 provinces most frequently visited by tourists as Bali, West Java, Central Java, D.I. Yogyakarta, East Java, Jakarta, North Sumatera, Lampung, South Sulawesi, South Sumatra, Banten, and West Sumatera. Around 59% of tourists visiting Indonesia for holiday purposes, while 38% for business purposes (pusdiklat.bps.go.id). This information indicates that the province of Bali is a favorite by many tourists who want to visit and take a trip to Bali. Bali is known for having incredible natural charm. Many things can be done by the tourists on the beach all day like sunbathing, swimming, surfing, and the most interesting is the beach games or more commonly known as watersport (http://www.id.watersportinbali.com). According to the assessment of the watersport tripadvisor in Tanjung Benoa may cause confidence to the wider community. The majority of people have more confidence if they see recommendations from others, such as rating conducted by tripadvisor (www.tripadvisor.co.id).

Research Allameh et al. (2015) on tourists sport tourism in Iran found that the destination image, perceived quality, perceived value has a direct influence on satisfaction and revisit intention. Allameh et al. (2015) suggest testing the research model that is used with the object of other research. This is done to determine the consistency of the results of research by Allameh et al. (2015). Therefore, this study uses the famous Tanjung Benoa Bali watersport. This research is interesting to do because of the condition of different countries between Indonesia and Iran as Allameh et al. (2015). The purpose of this study to analyze the destination image of the perceived value, perceived quality, satisfaction, and revisit intention on tourists watersport in Tanjung Benoa Bali.

2. THEORETICAL OVERVIEW

One of the factors that greatly affect the rating in the decision to determine the image of a tourist destination is a tourist spot visited by tourists are. Destination image is a set of ideas and beliefs that one has the impression of a place or destination (Crompton 1979; Kotler, Haider and Rein 1993). Echtner and Ritchie (2003) defines the destination image as a description of a place or the perception of tourists to the region. Gunn (1972) stated that there are three kinds of people image adopted in view of a particular destination. Image of organic, induced image, and the image of the complex. The third image is based on the experience of individuals in a particular destination. An organic image emerge from non-tourism such as geography books, news reports on television, or articles in magazines. Image induced may arise from specific tourism information such as brochures of places of interest or website holidays which is a product of the marketing efforts of the destination. The main difference between organic image by image-induced lies in each individual intention or motivation to travel. Fakeye and Crompton (1991) complex image can be derived as a result of direct experience of a destination.
Olson and Dover (1979) in Allameh et al. (2015) states tourism affect the perceived quality image that is perceived by tourists. Tourism image also established individual expectations before the visit and affect how customers perceive the quality (Font, 1997; Phelps, 1986; Bigne et al., 2001 in Allameh et al., 2015). In the perspective of marketing, destination image influence on individuals’ quality trip (Lee et al., 2005; Chen and Tsai, 2007 in Allameh et al., 2015). Thus, it can be built H1: Suspected destination image influence on the perceived quality rating watersport in Tanjung Benoa Bali.

Lai et al. (2009), Ryu et al. (2008), Kazemi et al. (2011), Jin et al. (2013) in Allameh et al., (2015) found that the destination image affects perceived value. Attraction has an image that can lead to positive or negative value rating. Therefore, it can be formed H2: Suspected destination image influence the perceived value on the rating watersport in Tanjung Benoa Bali.

Chon (1990), Prayag and Ryan (2012), Bigne et al. (2001), Chen (2011) and Veasna et al. (2013) in Allameh et al., (2015) says that the destination image influence on satisfaction. If the destination image in accordance with the expectations and desires of tourists, the tourists will be satisfied with the decisions that have been selected. Based on these statements, the H3: Suspected destination image influence on the satisfaction rating watersport in Tanjung Benoa Bali.

Stabler (1995), Beerli and Martin (2004b) Govers and Go (2005) in Allameh et al., (2015) says that the destination image that has the resources and attractions that make tourists keen to revisit the place (revisit intention). Based on these findings, it can be formed H4: Suspected of destination image influence to revisit the intention rating watersport in Tanjung Benoa Bali. Aaker (1991) explains that the perceived quality which is the consumer's perception of the quality of products or services as a whole. Aaker (1996) further confirms that the perceived quality of a product that turns out to have a close connection with the brand is perceived.

Chen and Chen (2010) and Yoon et al. (2010) in Allameh et al., (2015) says that the role of consumer quality perception of the value. Several studies have also mentioned that the quality is the antecedent of the perceived value (Baker et al., 2002; Petrick and Backman, 2002 in Allameh et al., 2015). Quality provided by the tourist attractions to the tourists it is good then the value perceived by tourists is also good so the quality received by tourists affect the value perceived by the tourist. Then H5: Suspected perceived quality affect the perceived value on the rating watersport in Tanjung Benoa Bali.

Perceived quality is very important and influential on satisfaction and behavioral intentions that should receive special attention in the management of tourism destination (Clemes et al., 2011; Lai and Chen, 2011 in Allameh et al., 2015). Many researchers suggest that the perceived quality as antecedents to satisfaction (Heung and Cheng, 2000; Kozak and Rimmington, 2000; Caruana et al., 2000; Baker and Crompton, 2000; Marinkovic et al., 2014 in Allameh et al., 2015), thus, the perceived quality must be beyond the satisfaction felt by the travelers. Because tourists are already getting the perceived quality rating also get satisfaction. Statement H6: Suspected perceived quality rating effect on satisfaction in watersport in Tanjung Benoa Bali.

Service quality improved significantly to affect revisit intention carried by travelers (Petrick et al., 2001 in Allameh et al., 2015). Good quality service from the tourist attractions can make tourists intending to come back to these sights. Tourist expectations are met and get high quality service then tend to revisit intention (Atilgan et al., 2003; Kim et al., 2013; Quintal and Polczynski 2010 in Allameh et al., 2015). H7: Suspected affect the perceived quality rating revisit intention in watersport in Tanjung Benoa Bali.
Liljander and Vik (1992), Monroe (1990) and Zeithaml (1988) in Petterson and Spreng (1997) suggest that perceived value is often defined as the ratio of consumer ratings of perceived benefits and perceived costs. Thus, the perceived value is an assessment of the consumer by comparing the benefits and costs are acceptable. McDougal and Levesque (2000), Cronin et al. (2000), Dmitrovic et al. (2009) in Allameh et al. (2015) showed that the perceived value becomes very important predictor of the satisfaction. Perceived value by the rating affects the satisfaction felt by the travelers. Perceived value also affects the satisfaction felt by the rating given by Lee et al. (2011) in Allameh et al. (2015). Therefore, H8: Suspected affect the perceived value in the satisfaction rating watersport in Tanjung Benoa Bali.

Quintal and Polecynski (2010) in Allameh et al., (2015) says that affect the perceived value revisit intention. This happens because in accordance with the value received by tourists and travelers to feel satisfied. The positive impact that makes tourists have plans to revisit intention at the tourist attraction. Different researchers demonstrated that the perceived value also leads to a future purchase intentions and behaviors (Baker et al., 2002; Grewal et al., 1998, in Allameh et al., 2015). Based on these findings, it can be formed H9: Suspected perceived value influence to revisit intention on tourists watersport in Tanjung Benoa Bali.

Kotler and Keller (2006) customer satisfaction is feeling happy or feeling disappointed someone after comparing the performance or results that have been perceived in comparison with expectations. Radzi et al. (2014) in Allameh et al., (2015) defines Revisit Intention as a possibility and willingness to re-visit the same destination and recommend to others. Um, Chon and Ro (2006) in Allameh et al., (2015) had an argument revisit intention is generally measured at the same time as the satisfaction, not just overall satisfaction, but also the consequences of attitudes that influence the decision to conduct revisit, repeat visits are important for most of the objects because it shows an interesting object or not. Previous research has found that satisfaction positively affects revisit intention (Thomas, Scott, and Crompton, 2002; Yoon and Uysal, 2005; Kozak and Rimmington, 2000 in Allameh et al., 2015). Thus, H10: Suspected effect on the satisfaction rating revisit intention in watersport in Tanjung Benoa Bali.

![Figure 1. Research Model](source: Allameh (2015))
3. RESEARCH METHODS

This type of research is causal research because it aims to determine and analyze whether there is influence between independent variables and the dependent variable. The target population in this study is a watersport travelers with the characteristics of respondents who have ever visited and watersport in Tanjung Benoa Bali. Mechanical sampling in this study is a non-probability sampling with purposive sampling type, the research used to obtain samples from people who meet certain predetermined (Cozby & Bates, 2012). The data in this study using SEM analysis tenik (AMOS). Referring Hair et al. (2010) the magnitude of the adequacy of the sample on the SEM analysis techniques ranged between 100-400. In this study used a sample of 150 people.

4. RESULTS AND DISCUSSION

Measurement model analysis conducted by confirmatory factor analysis (CFA) on the entire construct research and indicators. In the CFA, an indicator of a construct can be used in the analysis of the structural model if indicators of a construct that has a value estimate significantly to the construct being measured. Significance seen from the amount of value critical ratio of the value estimate. If the value of the critical ratio $> 1.96$ then the relationship is statistically significant. Model measurements (Table 1) has a value of Goodness-of-Fit that meet, the measurement model worthy of further analysis. Before carrying out further analysis first conducted an analysis of the Goodness-of-Fit measurement model. If the measurement model has a value of Goodness-of-Fit that meet the measurement model worthy of further analysis. Here is presented the value of Goodness-of-fit of the measurement model.

<table>
<thead>
<tr>
<th>No</th>
<th>Test match</th>
<th>Criteria of Appropriateness</th>
<th>Result</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CMIN/DF</td>
<td>CMIN/DF $\leq 2$</td>
<td>1,893</td>
<td>Good fit</td>
</tr>
<tr>
<td></td>
<td>GFI</td>
<td>GFI $\geq 0.90$</td>
<td>0,931</td>
<td>Good fit</td>
</tr>
<tr>
<td></td>
<td>RMSEA</td>
<td>RMSEA $\leq 0.08$</td>
<td>0,077</td>
<td>Good fit</td>
</tr>
<tr>
<td></td>
<td>TLI/NNFI</td>
<td>TLI $\geq 0.90$</td>
<td>0,981</td>
<td>Good fit</td>
</tr>
<tr>
<td></td>
<td>CFI</td>
<td>CFI $\geq 0.90$</td>
<td>0,989</td>
<td>Good fit</td>
</tr>
</tbody>
</table>

Profile of respondents in this study showed 53% of respondents women who've been to watersport in Tanjung Benoa Bali. Most respondents aged 16-30 years with a percentage of 92.7%, age 31-45 years with a percentage of 7.3%. Based on Table 2 can be seen by respondents descriptive variables. In Table 2 also seen loading value and validity of the test results, realiability.
Table 2. Descriptive Variables, Values Loading, AVE and Reliability

<table>
<thead>
<tr>
<th>No</th>
<th>Questions Item</th>
<th>Mean</th>
<th>Loading Values</th>
<th>AVE</th>
<th>Construct Reliability</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Special attractive products</td>
<td>5.42</td>
<td>0.782</td>
<td>0.612</td>
<td>0.759</td>
<td>Valid and Reliable</td>
</tr>
<tr>
<td>2</td>
<td>The natural beauty that is attractive for tourists</td>
<td>5.35</td>
<td>0.783</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Destination Image Variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Cultural diversity</td>
<td>5.39</td>
<td>0.847</td>
<td>0.776</td>
<td>0.95</td>
<td>Valid and Reliable</td>
</tr>
<tr>
<td></td>
<td>2 Diversity attractions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 Overall quality is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Perceived Quality Variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 No experience acquired rating</td>
<td>5.36</td>
<td>0.796</td>
<td>0.726</td>
<td>0.88</td>
<td>Valid and Reliable</td>
</tr>
<tr>
<td></td>
<td>2 There are benefits gained when travelers</td>
<td>5.42</td>
<td>0.800</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Perceived Value Variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Tourist attractions in accordance with what is</td>
<td>5.34</td>
<td>0.757</td>
<td>0.779</td>
<td>0.58</td>
<td>Valid and Reliable</td>
</tr>
<tr>
<td></td>
<td>2 travelers feel satisfied while visiting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Satisfaction Variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Plan to re-visit</td>
<td>5.34</td>
<td>0.781</td>
<td>0.769</td>
<td>0.62</td>
<td>Valid and Reliable</td>
</tr>
<tr>
<td></td>
<td>2 Maybe revisited</td>
<td>5.40</td>
<td>0.788</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revisit Intention Variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Description**: ***: p < 0.1% or p < 0.001
**Source**: Data processed (2016).

Table 2 shows that the structural model as a whole has a value that meets Goodness-of-Fit so that the analysis followed by testing the hypothesis. Structural analysis models performed to test the effect of inter-variable or hypotheses.

Table 3. Structural Model Suitability Test Results

<table>
<thead>
<tr>
<th>No.</th>
<th>Test match</th>
<th>Criteria of Appropriateness</th>
<th>Result</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CMIN/DF</td>
<td>CMIN/DF ≤ 2</td>
<td>1.893</td>
<td>Good fit</td>
</tr>
<tr>
<td>2</td>
<td>GFI</td>
<td>GFI ≥ 0.90</td>
<td>0.931</td>
<td>Good fit</td>
</tr>
<tr>
<td>3</td>
<td>RMSEA</td>
<td>RMSEA ≤ 0.08</td>
<td>0.077</td>
<td>Good fit</td>
</tr>
<tr>
<td>4</td>
<td>TLI/NNFI</td>
<td>TLI ≥ 0.90</td>
<td>0.981</td>
<td>Good fit</td>
</tr>
<tr>
<td>5</td>
<td>CFI</td>
<td>CFI ≥ 0.90</td>
<td>0.989</td>
<td>Good fit</td>
</tr>
</tbody>
</table>

Hypothesis testing is done by looking at the value of the critical ratio. C.R value of the visits is contained in the output regression weights. The hypothesis in this study supported when the influence of a construct in other constructs that generate value C.R > 1.96 (with a significance level of 5%). The estimate value at the output of the standardized regression weights are used to determine the direction and strength of the relationship if the hypothesized influence proved significant. The amount of influence between variables is done by looking at
the value estimate of each track. The greater the value estimate shows that the influence of one variable with another variable increases. Table 4 is the result of hypothesis testing.

Figure 2. Structural Model

Source: Allameh (2015)

Based on the results of hypothesis testing are presented in Table 4 it can be seen that there are 10 research hypothesis that all have critical ratio with values > 1.96 and has a value of P-values < 0.05%. Thus, it can be said all hypotheses are significant and the hypothesis was accepted. The results are consistent with the results of research conducted by Allameh (2015). This study is a replication of the research model Allameh (2015) conducted in a town in Iran.

Table 4. Hypothesis Testing Results Summary

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relations Between Constructs</th>
<th>Estimate Value</th>
<th>Critical Ratio</th>
<th>P-value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>DI→PQ</td>
<td>1.179</td>
<td>12.428</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H2</td>
<td>DI→PV</td>
<td>0.209</td>
<td>5.196</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H3</td>
<td>DI→S</td>
<td>0.135</td>
<td>14.168</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H4</td>
<td>DI→RI</td>
<td>0.136</td>
<td>4.043</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H5</td>
<td>PQ→PV</td>
<td>0.915</td>
<td>9.998</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H6</td>
<td>PQ→S</td>
<td>0.761</td>
<td>4.581</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H7</td>
<td>PQ→RI</td>
<td>0.626</td>
<td>5.803</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H8</td>
<td>PV→S</td>
<td>0.178</td>
<td>8.541</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H9</td>
<td>PV→RI</td>
<td>0.153</td>
<td>5.726</td>
<td>***</td>
<td>Significant</td>
</tr>
<tr>
<td>H10</td>
<td>S→RI</td>
<td>0.188</td>
<td>4.245</td>
<td>***</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Information **: significant p-value < 0.5% or 0.005
***: significant p-value < 0.1% or 0.001

Hypothesis 1 has a value estimate of the largest, amounting to 1.179, which means that the destination image has the strongest influence on the perceived quality. The hypothesis
3 has a value estimate that small, I is equal to 0.135, which means that the destination image has the weakest effect on satisfaction.

The results of this study indicate that the Destination Image effect on Perceived Quality, Perceived Value, Satisfaction Revisit Intention on tourists watersport in Tanjung Benoa Bali. If the Destination Image can have a positive impact on the watersport in Tanjung Benoa Bali and capable of making tourists planning to go back again to Watersport Tanjung Benoa Bali.

The results showed also that the effect on the Perceived Quality Perceived Value, Perceived Quality, Satisfaction and Revisit Intention rating watersport in Tanjung Benoa Bali. Perceived Quality owned by watersport in Tanjung Benoa Bali reflects the culture, has many attractions and good quality then the tourists have a plan and a desire to return to Watersport Tanjung Benoa Bali. Travelers would recommend to others on what has been acquired while playing watersport in Tanjung Benoa Bali and wanted to go back again to Watersport Tanjung Benoa Bali.

This study also shows that the effect on the Perceived Value Satisfaction, Revisit Intention rating watersport in Tanjung Benoa Bali. This is because tourists feel getting benefit outstanding and eager to return to Watersport Tanjung Benoa Bali. Travelers would recommend to others about what has been established and has a plan and a desire to return to Watersport Tanjung Benoa Bali. This study shows that the effect on Revisit Intention Satisfaction rating watersport in Tanjung Benoa Bali. If Satisfaction perceived by tourists while playing in Tanjung Benoa Bali watersport better then the traveler has a plan and a desire to return to Watersport Tanjung Benoa Bali.

Limitations of this study only examined at a tourist attraction in Bali. Though known to the island of Bali has many other interesting attractions. Suggestions for future research carried out research with the target characteristics of different populations or do research on different objects. Further research can be done in several countries that have results that can be generalized.

As for the recommendations to be submitted to the Tanjung Benoa Bali should pay more attention to the overall quality related Watersport Tanjung Benoa Bali and diversity of tourist attractions and cultural diversity in order to make the tourists to visit again to Watersport Tanjung Benoa Bali. Tanjung Benoa should further improve the quality of the game watersport related attractions, such as banana boat, parasailing, scuba diving, and others. In addition, Tanjung Benoa should better utilize existing cultural diversity to remain always maintained and preserved.

REFERENCES


http://obrolanekonomi.blogspot.com/2013/06/kemparekrap-targetkanpendapatan-250.html Diakses pada tanggal 2 Oktober 2013 Pukul 16.45WIB.


https://www.tripadvisor.co.id/Attraction_Review-g297698-d3831177Reviews-or10Watersport_Tanjung_Benoa_BaliNusa_Dua_Nusa_Dua_Peninsula_Bali.html#REVIEWS 28 February 2016.
FOR AUTHORS

Article Submission

Manuscripts must be submitted to www.jebi-atmajaya.com

Reviewing Process

Each manuscript undergoes a double-blind peer review process starting with initial review by the Editorial Board members. If found to be of a suitable quality and meets the aims and scope of the journal, it will then be sent to at usually two reviewers. The reviewing process takes up to 4 months from the date of receipt of the article. Where manuscript revision is required, authors are urged to ensure that the necessary corrections are made before the manuscript can be accepted for production.

Manuscript Preparation

Manuscript should be written in English (UK) and should not be more than 6000 words in length including appendices and references. Manuscripts should be prepared using Microsoft Word. Authors will also need to supply a title page separate to the main text of their manuscript. The title page should include the article title, authors' names and affiliations and corresponding author's e-mail address.

Journal Style

The style guidelines of the most recent edition of the Publication Manual of the American Psychological Association (http://apastyle.apa.org/) should be followed. Manuscripts should be
organized in the following order:

**Title, Authorship and Affiliation (single page)**

Please give first, middle and last name but omit titles. Give the affiliation of each author and complete mailing address of the institution where the work was conducted. If current address of an author is different, include it in the footnote on the title page. Please denote the corresponding author with an asterisk and provide the email address of the corresponding author.

**Abstract**

1. The abstract should be no longer than 300 words.
2. The abstract should be a concise and factual description of the contents and conclusions as well as an indication of any new findings.

**Keywords**

Keywords are to facilitate the retrieval of articles by search engines and will be used for indexing purposes, therefore do not use general terms. Provide a maximum of 5 keywords. Be sparing with abbreviations: only abbreviations firmly established in the field may be eligible.

**Text**

Text may include all of this following:

1. Introduction
2. Literature review
3. Methodology
4. Results
5. Discussion
6. Conclusion

**Acknowledgements**

Collate acknowledgements in a separate section at the end of the article before the references and do not include them on the title page, as a footnote to the title or otherwise.

All research articles should have a funding acknowledgement with the funding agency written out in full, followed by the grant number. Multiple grant number should be separated by comma and space.
e.g. This work was supported by World Health Organisation [grant number xxxx].

Appendices

If there is more than one appendix, please label each one with a capital letter (eg. Appendix A, Appendix B). Each appendix must have title.

References

Authors should pay particular attention to the accuracy and correct presentation of references following the standard American Psychological Association (APA) reference style.

Text citation

Every reference cited in the text must also be in the reference list (and vice versa). References cited in the abstract must be given in full.

Example:

Single author:

(Zuckerman, 2015)

Single Author with page number:

(Zuckerman & Kieffer, 2015, p. 322)

Two Authors:

(Zuckerman & Kieffer, 2015)

Three to five authors:

- First time the reference occur:

(Haque, Wadud, John & Rahman, 2015)

- Subsequent citation:

(Haque et al., 1988)

More than five authors:
List of Reference

Names of authors in the reference list must be given in full and arranged alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters "a", "b", "c", etc., placed after the year of publication.

Example:

1. Book:

2. Article in journal:

3. Chapter in books:

4. PhD/Masters Dissertation:

5. Article in press:

6. Special Issue (for entire issue):

7. Special Issue (for article in issue):

8. Conference/proceeding:
9. Unpublished dissertation:

10. Technical and research report:

Electronic resources:

- Books

- Journals

- Article in an internet-only journal:

- Multipage document created by private organization, no date:

Artwork

Please make sure that artwork files are in acceptable format (TIFF, JPG or MS Office files) and with publication quality resolution: 1200 d.p.i. for line drawings and 300 d.p.i. for colour and halftone artwork.

Tables

Number tables consecutively in accordance with their appearance in the text. Place footnotes to table below the table body and indicate them with superscript lowercase letters. Avoid vertical rules. Be sparing in the use of tables and ensure that the data presented in tables do not duplicate described elsewhere in the article. Please provide source (author name and date) if the table was cited from other publication. Please use the table in word document, avoid using the embedded table.
Figures

Each figure should be on a separate sheet and clearly labeled. All illustrations must be of high quality to agree to immediate reproduction. Ensure that lettering and lines are dark enough, and thick enough, to reproduce clearly, especially if reduction is necessary. Remember that fine lines tend to disappear upon reduction. Indicate its preferred position in the text. Contributions, which are otherwise acceptable, may be rejected on the grounds that illustrations are of unsatisfactory quality.

Formulas and Equations

- use a slanted line (/) to present fractions in the line of text. Example: \[ A = \left( \frac{ab}{c} \right)^{1/2} \]
- for equation that cannot be set in line of text, display it on a new line, and double space above and below the equation.
- number displayed equations consecutively, with the number in parentheses near the right margin of the page. Example:

Listing

- For elements within a paragraph or sentence, identify elements in a series by lowercase letters (not italicized) in parentheses.
  - Example: The participant’s three choices were (a) working with another participant, (b) working with a team, and (c) working alone.
- For separate paragraphs in a series, such as itemized conclusions or steps in a procedure, are identified by an Arabic numeral followed by a period but not enclosed in or followed by parentheses.

Example:

The human resource development objectives can be summarized as follows:

- To enhance organizational performance by institutionalizing an objective and open performance management system.
- To align individual and organizational needs and to develop business leaders by implementing a career development system.

Heading

Levels of headings are formatted as follows:

FIRST LEVEL HEADING (uppercase, bold, flush left)

Second Level Heading (upper lowercase, bold, flush left)
Third level heading (italicized, bold, flush left)

Fourth level heading (sentence case, italic, flush left)
Guideline for Submission

Visitors

ID 1,420  GB 13
US 238  AU 13
RU 84  TR 12
MY 39  BR 12
IR 35  IN 11
EG 21  CN 10

Pageviews: 7,579

Current Issue

Make a Submission

Jebi is indexed by:

Google Scholar
crossref

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International