Decoding the Dark Tourism Experience: Image, Personality, and Visit Intentions on Nusa Kambangan Island

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Abstracts

This study examines the factors influencing tourists' intentions to visit an island serving as a location for a prison housing serious criminal, namely Nusa Kambangan, located in the West Java province of Indonesia. Despite its history as a prison island, Nusa Kambangan has been opened to the public and has evolved into a tourist destination, categorised as dark tourism according to the literature. Data collection was through an online survey involving 221 participants selected via convenient sampling. The data underwent analysis using exploratory factor analysis, confirmatory factor analysis, and structural equation modelling. The results indicate significant impacts: destination personality on self-congruence and destination image, self-congruence on perceived value, perceived value on visit intention, destination image on novelty-seeking, and novelty-seeking on visit intention. These findings contribute to a deeper understanding of dark tourism.

1. Introduction

Visiting places associated with tragic or controversial events, such as natural disasters, war sites, prisons, and sites of famous crimes, is known as dark tourism (Fonseca et al., 2015). This type of tourism offers a unique experience for visitors interested in exploring the dark aspects of history and culture. One example of a dark tourism destination is a prison, which has become an object of interest for those who want to learn more about prison living conditions, the history of sentencing, and the stories behind the prison (Aslan, 2015; Barton & Brown, 2012). However, it is essential to remember that dark tourism can be controversial and treating these destinations with respect and empathy is vital (Grebenar, 2018).

Scholars (Asan & Daskin, 2022; Karami, 2022; Riotto, 2020) have thoroughly researched the topic of prison as a dark tourism destination, examining various aspects such as the history of the prison, the atrocities that occurred within it, the role of politics in turning the penitentiary into a museum, and the impact on visitors' emotional attachments. Studies by Abdulrahman (2023) and Motena (2022) highlight how prisons are associated with genocide and political

executions, causing immense suffering to communities. These prisons serve as a living reminder of past atrocities and provide history lessons to visitors. Other studies by Urquhart (2022) and Magano et al. (2022) explore visitor motivations and practices in dark tourism, revealing that visitors interested in dark tourism tend to have darker levels of thought. However, not all visitors experienced increased well-being after visiting dark tourism sites. The transformation of prisons into museums or recreation areas is also discussed in several studies, examining the role of architecture in designing prison environments and constructing state propaganda platforms. This study also investigated the experiences of prison visitors and their impact on place attachment, recommending intentions, and subjective well-being. These studies provide valuable insights into dark tourism and prisons as dark tourism destinations. However, it is vital to approach dark tourism destinations with sensitivity and respect for victims and their families.

Many scholars have looked into dark tourism and how it affects tourist behaviour, particularly in prison settings. However, they also need to do more studies on the impact of variables such as destination personality, self-congruence, perceived value, destination image, and novelty-seeking on tourist behaviour. This study will investigate the relationship between these variables and the intention to visit. The input of variables such as destination personality, self-congruence, perceived value, destination image, and novelty-seeking is crucial for some reasons. First, destination personality helps to understand how tourists perceive the personality traits of the destination, which can influence their alignment with their self-concept. In a prison setting like Nusa Kambangan Island, tourists may associate certain personality traits with the destination, such as its historical significance or level of security, which can impact their intentions to visit.

Second, self-congruence is crucial because it examines the alignment between tourists' self-concept and the perceived personality of the destination. Tourists are more likely to visit destinations where they feel a sense of congruence or similarity with the destination's personality traits. Understanding this alignment is essential for destination managers to tailor their marketing strategies to resonate with their target audience.

Third, perceived value plays a significant role in tourists' decision-making process. In the case of Nusa Kambangan Island, tourists may weigh the perceived benefits of visiting the destination, such as unique experiences or historical significance, against the perceived costs, such as safety concerns or discomfort associated with the prison setting. Evaluating perceived value helps destination managers identify areas to enhance the destination's attractiveness to potential visitors.

Fourth, destination image is critical because it encompasses tourists' overall perceptions and impressions of the destination. In the context of dark tourism, some factors may influence the destination image of Nusa Kambangan Island, such as its historical significance, cultural heritage, and the portrayal of the prison facilities. Understanding tourists' perceptions of the destination image is essential for destination managers to position and promote the destination to their target audience well.

Lastly, novelty-seeking is essential because it reflects tourists' desire for new and unique experiences. In the case of Nusa Kambangan Island, tourists may be in love with the destination due to its unconventional and potentially challenging characteristics, such as its association with

a high-security prison. Understanding tourists' novelty-seeking behaviour helps destination managers develop experiences and activities that cater to tourists seeking unconventional travel experiences. Nusa Kambangan Island is a remarkable place located south of Java, Indonesia. The island has a rich history of detention for convicts serving prison sentences in Indonesia, known as a place of strict prison (Nuraeny & Utami, 2018). During the colonial era, the Dutch built a fort on this island in 1861. However, this fort then changed its function to a prison in 1922. In this prison, several executions were carried out, including three convicts of the Bali Bombing (2008), drug convicts from Brazil, Rodrigo Gularte (2015), and drug kingpin Freddy Budiman (2016). After this island opened to the public in 1996, it became a tourism destination, given its beautiful location with exotic beaches and rich natural diversity. Until now, this prison is still active. Due to this, visiting tourists are only allowed to tour and participate in activities outside the prison complex.

2. Literature Review

Destination Personality

Suhud et al. (2023) elucidated that destination personality encompasses the traits and characteristics associated with a brand personality, reflecting human attributes and psychological aspects. This concept also entails personifying a destination, particularly in psychological dimensions, as Lam and Ryan (2020) highlighted. Previous studies, such as those conducted by Kovačić et al. (2020) and Šagovnović and Kovačić (2020), have shown that destination personality contributes significantly to strengthening tourists' intentions to visit a particular destination. Lam and Ryan (2020) further explain that destination personality allows the destination to personify akin to a human, reinforcing the understanding of the destination brand's value in functional, symbolic, and experiential terms.

Moreover, according to Auemsuvarn and Ngamcharoenmongkol (2022), destination personality represents a destination's symbolic meaning, values, and cultural beliefs, measured through human-like characteristics that describe tourist destinations. This perspective underscores the importance of identifying and measuring human-like traits in depicting the personality of tourist destinations to craft effective marketing strategies and enhance the tourism industry within a country.

1.   Destination Personality and Self-Congruence

Several studies have investigated the influence of destination personality on self-congruity. Ardyan and Wibisono (2019) and Yang et al. (2020) found a direct positive impact of destination personality on self-congruity, emphasising how the alignment between the destination's personality and the individual's own enhances the likelihood of recommendation and revisitation. Li (2009) observed a positive relationship between destination personality and self-concept, highlighting the need for destination marketers to consider tourist self-concept and destination personality traits in marketing strategies. Similarly, Phucharoen (2016) and Murphy et al. (2007) discovered a strong positive effect of destination personality on self-congruity, suggesting that it serves as a stimulus for tourists to visit a place and evaluate its consistency with their self-

image. However, Krohmer et al. (2007) did not find direct evidence of the influence of destination personality on self-congruity, as their focus was primarily on the relationship between brand personality and self-congruity in consumer behaviour contexts.

2.   Destination Personality and Destination Image

Indeed, destination personality significantly influences destination image, as evidenced by numerous studies. Hosany et al. (2007) and Hosany et al. (2006) found a significant relationship between destination personality and destination image, with emotional components capturing a substantial portion of the variance in both constructs. These findings underscore the pivotal role of destination personality in shaping how tourists perceive and evaluate a destination.

Similarly, Baloglu et al. (2014) highlighted the significant impact of destination personality on destination image, emphasising its mediating role between image and behavioural intentions. Moreover, Papadimitriou et al. (2015) and Suleman et al. (2016) confirmed the significant influence of destination personality on the formation of destination images, indicating that characteristics or personality traits of a destination significantly shape tourists' perceptions and behaviours. In addition, Zhang et al. (2022) and Kovačić et al. (2022) reiterated these findings, emphasising that destination personality directly influences destination image and affects tourists' preferences and activities. Consequently, in conclusion, destination personality plays a significant role in shaping the image of a destination, influencing tourists' perceptions, preferences, and behavioural intentions.

After considering the discussed research outcomes, the authors propose hypotheses to explore and elucidate the relationships between variables under investigation.

H1 – Destination personality will have a significant impact on self-congruence.

H2 – Destination personality will have a significant impact on destination image.

Self-Congruence

Several studies have explored the concept of self-congruity and its implications in various contexts. Huang et al. (2017) found that self-congruity, the alignment between destination brand personality and consumers' self-concept, positively influences brand attachment. Mähner et al. (2023) elaborated on self-congruity as the alignment between consumers' self-concept and that of other entities, emphasising its multidimensional nature and its positive effects on consumer behaviour. Japutra et al. (2023) highlighted the importance of self-congruity in brand-consumer relationships, where strong alignment between consumers' self-image and brand personality leads to more robust brand engagement. Similarly, Kumagai (2023) discussed self-congruity as the psychological distance between individuals' self-concept and the evaluated object's image/personality, indicating its impact on brand evaluation and purchase decisions.

In addition, Shimul and Phau (2023) investigated brand self-congruence's influence on brand advocacy, revealing its positive relationship with consumers' willingness to advocate for it. Suhud et al. (2024) contextualised self-congruity in the tourism domain, which influences individuals' attitudes and intentions towards visiting specific destinations based on the alignment between the destination's image and self-identity. Furthermore, Suhud et al. (2023) emphasised

the significance of self-congruity in tourism, illustrating its role in shaping tourists' behaviour and desire to visit destinations. Collectively, these studies underscore the importance of self-congruity in understanding consumer-brand relationships and decision-making processes across various industries.

3. Self-Congruence and Perceived Value

Self-congruity indeed has a significant impact on perceived value, as evidenced by several studies. Luna-Cortés et al. (2019) found a substantial relationship between self-congruity and perceived social value among Generation Y tourists, indicating that when consumers' identities align with their tourism experiences, they tend to perceive higher social value. Similarly, Salsabila and Hartono (2023) demonstrated that self-congruity moderates the relationship between green self-identity and perceived value, with a higher level of self-congruity strengthening this relationship. Confente et al. (2020) further support the notion. The researchers revealed that self-congruity moderates the relationship between green self-identity and perceived value, indicating that the alignment between individuals' self-image and the product can influence their perception of the product's value.

Moreover, Kim and Thapa (2018) examined the roles of self-congruity, value perception, and travel satisfaction in destination loyalty in the Korean demilitarized zone context. They found that self-congruity positively influenced perceived value, suggesting that when tourists' identities align with their perception of the destination, they tend to perceive higher value, contributing to destination loyalty. In addition, Baker et al. (2020) highlighted the significant impact of self-congruity on perceived value, indicating that the degree of alignment between consumers' self-image and brand image influences their perception of the value of the product or brand.

The hypothesis from the discussed studies serves as a foundation for further empirical investigation.

H3 – Self-congruence will have a significant impact on perceived value.

Perceived Value

Perceived value, as explored by various studies, encompasses customers' perceptions of the benefits received from a product or service compared to the total costs incurred to obtain it. Ghorbani et al. (2023) define perceived value as the evaluation of the relationship between benefits received and costs incurred, playing a pivotal role in purchasing decisions and customer loyalty towards hotels or tourist destinations. Suhud, Dewi et al. (2023) further elaborate that perceived value comprises overall value derived from a product based on customers' perceptions, including functional, emotional, and social aspects. This concept significantly influences tourist satisfaction and intentions to revisit tourist destinations. Additionally, perceived value is considered a crucial factor affecting customer satisfaction and loyalty within various contexts, as demonstrated by studies conducted by Mursid (2023) and Yang et al. (2023). The multidimensional nature of perceived value, incorporating both benefits received and sacrifices made by customers, contributes to understanding consumer attitudes and predicting their subsequent behaviours, particularly in the tourism sector.

Moreover, perceived value extends beyond mere economic considerations to include social, relational, and emotional dimensions, as highlighted by Zhao et al. (2023) and Gan et al. (2023), impacting tourists' destination choices, evaluations, and satisfaction levels. Furthermore, Al-Issa and Dens (2023) shed light on how factors (such as religiosity and acculturation) influence luxury product perceptions among Muslim consumers, emphasising the role of personal and social values in their purchasing decisions.

4.   Perceived Value and Visit Intention

The study of Rosid et al. (2020), found that perceived value positively impacts revisit intention significantly. The research revealed that an increase in the perceived value quality would influence the desire of visitors or hikers to revisit Mount Penanggungan. Similarly, Damanik and Yusuf (2022) found that perceived value significantly impacts revisit intention to Candi Borobudur. The study indicated that perceived value is the primary contributor to revisit intention, followed by visitor expectations and management. In contrast, visitor satisfaction has a lower impact. It suggests that visitors' perceived value significantly influences the intention to revisit Candi Borobudur.

Suhud, Allan et al. (2023) and Suhud and Allan (2023) delved into the factors influencing tourists' intentions to revisit volcanic destinations in Indonesia, namely Kawah Putih and Mount Ijen, respectively. Both studies incorporated perceived value as a predictor variable and found significant impacts on revisit intentions. Suhud et al. (2023) demonstrated that destination image, perceived value, and place attachment significantly affect revisit intentions at Kawah Putih. Similarly, Suhud and Allan (2024) revealed that perceived value notably influences visit intention at Mount Ijen.

The research synthesis above contributes to developing this testable hypothesis for future inquiry.

H4 – Perceived value will have a significant impact on visit intention.

Destination Image

As highlighted in the previous studies, destination image refers to the perceptions or impressions individuals or groups hold about a particular tourist destination. It encompasses a range of beliefs, expectations, and impressions accumulated as a result of evaluating various attributes of the destination (Wang et al., 2023). These attributes may include cultural aspects, accommodations, transportation, environmental features, and the overall quality of the tourist experience (Zhou et al., 2023). Moreover, destination image plays a crucial role in shaping tourists' intentions and behaviours, as it influences their perceptions of a destination's physical and facility attributes and their emotional responses towards the destination (Najar & Rather, 2023). Due to influencing factors such as risk perceptions, this perception can significantly impact tourists' loyalty towards a destination (Suhud et al., 2022). In addition, individuals' knowledge and experiences shape the destination image, including information obtained from various sources. It can evolve based on tourists' perceptions, ultimately affecting their intentions to revisit a destination (Suhud & Allan, 2022).

Furthermore, according to Juliana et al. (2022), perceived value significantly impacts revisit intention among millennial Muslim tourists. Positive perceptions of Bandung as a Muslim-friendly city enhance their intentions to revisit. Moreover, customer satisfaction is a significant intervening variable between perceived value and revisit intention. Similarly, based on information provided by Chen and Chen (2010), a perceived value significantly influences behavioural intentions. It indicates that tourists' perceived value directly affects their behavioural intentions, including intentions to revisit or engage in desired activities related to heritage destinations.

5.   Destination Image and Novelty-Seeking

In the study by Chen et al. (2023), novelty-seeking impacts visit intention significantly. They identify novelty-seeking (NS) as one of the factors influencing tourists' visit intention. NS represents a general tendency to pursue diversification, curiosity, complexity, and robust experiences. Previous research has shown that NS influences tourists' visit intention, destination loyalty, and satisfaction. Therefore, in conclusion, novelty-seeking significantly influences visit intention in the context of this study.

Similarly, Syafrida and Sari (2023) found that novelty-seeking positively and significantly impacts revisit intention. It implies that destinations offering new and unique experiences can enhance tourists' intentions to revisit. This finding aligns with previous research indicating that novelty-seeking positively and significantly influences tourists' intentions to revisit various destinations.

Zulzilah et al. (2019) also confirmed that novelty-seeking significantly impacts visit intention. Their analysis showed that novelty-seeking positively contributes to the intention to visit a tourist destination.

Moreover, Aydin et al. (2022) found that novelty-seeking influences the intention to visit a country through the mediator of the image of Turkish cuisine significantly. Their study revealed that novelty-seeking positively affects overall cuisine image (OCI), strongly influencing intention to visit Turkey significantly. Therefore, novelty-seeking impacts the intention to visit a country through the overall culinary image.

The study of Králiková et al. (2020) found that novelty-seeking impacts the intention to revisit a destination significantly. In their explanation, the novelty-seeking level reflects an individual's desire to seek new and unique experiences. Tourists with high levels of novelty-seeking tend to be more open to destinations offering new and different experiences. Therefore, they are more likely to have the intention to revisit such destinations to satisfy their exploration and new experience needs.

However, Fitri (2021) found no significant impact of novelty-seeking on revisit intention in their study. Lastly, although the study of Patma et al. (2022) did not specifically discuss novelty-seeking in the context of visit intention, it was found to impact behavioural intention significantly, which may include the intention to visit or use specific services. Novelty-seeking can influence consumer behaviour in seeking new experiences and trying new things, affecting the intention to use such services.

The hypothesis crafted based on the reviewed studies provides a framework for empirical examination to enhance understanding and insights into the phenomena under study.

H5 – Destination image will have a significant impact on novelty-seeking.

Novelty-Seeking

As discussed in the studies above, novelty-seeking encompasses a natural inclination observed in some travellers, playing a pivotal role in their decision-making process. This inclination involves a desire to seek out new and different experiences from those previously encountered, coupled with a readiness to take physical, psychological, and social risks for varied, fresh, and intricate sensations (Baltaci & Cakici, 2023). In addition, it reflects a strong desire exhibited by humans and primates alike to explore novel objects, with the neuronal mechanisms of novelty-seeking aiming to comprehend how this behaviour is underpinned by brain neuron activity, particularly concerning responses to new objects and novelty-seeking processes (Ogasawara et al., 2021).

In tourism, novelty-seeking emerges as a crucial element of tourist motivation, driving the pursuit of new and different experiences from prior ones. Identified factors of novelty-seeking behaviour encompass relaxation-seeking, experiential-seeking, excitement-seeking, and boredom alleviation, highlighting its multifaceted nature and impact on travel satisfaction (Nguyen et al., 2020). Moreover, it represents the desire of individuals to explore differences between current perceptions and past experiences. It stimulates consumption and recreational satisfaction through emotional stimulation, particularly relevant in tourism, significantly influencing traveller motivation and decision-making processes (Goo et al., 2022). Lastly, Researchers perceive novelty-seeking as the inclination of individuals towards seeking new and unusual experiences during their travels, deemed pivotal in travellers' destination selection processes and influencing their propensity to revisit the same destination in the future (Assaker et al., 2011).

6.   Novelty-Seeking and Visit Intention

Various studies show that novelty-seeking significantly impacts visit intention, as supported by previous research indicating its importance in reinforcing the intentions of tourists to visit a destination. Tourists who constantly seek new experiences will likely be intrigued to visit tourist villages. This finding aligns with previous research demonstrating that novelty-seeking significantly influences visit intention. However, the study by Fitri (2021), found that novelty-seeking did not influence the revisit intention significantly. It contrasts with findings from other studies, suggesting that novelty-seeking may not be a primary factor influencing the desire to return to MICE destinations. It indicates that other factors may have a higher influence on revisit intention in the context of MICE activities in Medan City.

Nevertheless, in a study by Zulzilah et al. (2019), novelty-seeking was found to have a significant and positive influence on the intention to visit a destination. It highlights the importance of novelty-seeking in motivating tourists to visit destinations, as tourists with high levels of novelty-seeking tend to seek out new and unique experiences during their travels.

Moreover, novelty-seeking is a crucial concept in the travel motivation of tourists, as previous studies have shown its significant role in shaping their travel experiences. Tourists with high levels of novelty-seeking tend to seek new and unique experiences during their travels, thus influencing their intentions to visit specific destinations. Therefore, based on the findings of these studies, novelty-seeking meaningfully impacts the intention to visit destinations, as tourists with high levels of novelty-seeking are more interested in visiting destinations that offer new and unique experiences.

However, Assaker et al. (2011) found that novelty-seeking does not directly influence visit intention. Although high levels of novelty-seeking may lead to a decrease in immediate intent to revisit, the intent to revisit in the future increases. It suggests that while novelty-seekers may not immediately return to the destination, they are more likely to return in the future. Thus, although novelty-seeking may not directly affect immediate intent to revisit, it can positively impact intent to revisit in the future.

Similarly, Pujiastuti (2020) found that novelty-seeking significantly influences visit intention due to several factors related to novelty-seeking in tourism. These factors include variety and novelty, influence on return intention, and influence on behavioural intention. Thus, based on the findings of these studies, novelty-seeking is identified as a significant factor influencing visit intention or the intention to visit tourist destinations.

After drawing from the insights of the studies above, the formulated hypothesis aims to validate and extend existing knowledge.

H6 – Novelty-seeking will have a significant impact on visit intention.

As shown in Figure 1, the proposed theoretical framework for evaluation highlights the connection between destination personality, self-congruence, and destination image. This model suggests that self-congruence and destination image are integral factors in influencing visit intention. It is fascinating to see how these elements interact and impact our decision-making process regarding travel and tourism.
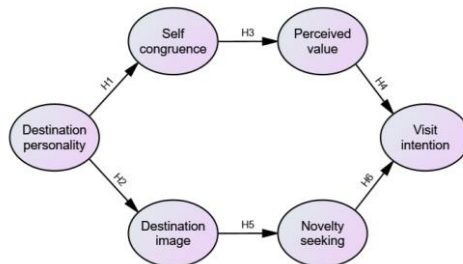

Figure 1. The Theoretical Framework

3. Methods

Measures

This investigation incorporated six variables and evaluated each using indicators adapted from existing research. It assessed destination image using nine indicators from Hosany et al. (2007), and evaluated self-congruence using six indicators from the study by Kumar and Nayak (2014). Novelty-seeking was measured by adapting indicators from Lee and Crompton (1992), and gauging perceived value with indicators from Caber et al. (2020). Moreover, assessing destination personality used indicators from Kumar and Nayak's (2018) research, and visit intention was evaluated using nine indicators from Khan et al. (2017) and Suhud and Willson (2016). The appraisal of the destination image indicator used an 11-point semantic differential scale. At the same time, assessing the remaining three variables used a 6-point Likert-type scale, with number 1 denoting 'strongly disagree' and number 6 indicating 'strongly agree'.

Data Analysis Methods

The authors analysed the data in this study in four phases. The first phase tests the validity of the data. An indicator is declared valid if it has a factor loading of 0.4 or more. The validity of this data uses exploratory factor analysis with SPSS software. The second phase tests the reliability of the data. A construct, both variables and dimensions of the variables, is declared reliable if it has a Cronbach's alpha score of 0.7 or more. This calculation uses SPSS software. The third phase is conducting a confirmatory factor analysis (CFA) to relate each variable and construct. By doing CFA, the data becomes simpler. Hypothesis testing using the structural equation model (SEM) is in the fourth phase. This study does not present the result of CFA here. Table 1 shows the criteria for establishing a fit model in CFA and SEM. We choose probability, CMIN/DF, CFI, and RMSEA. In addition, a hypothesis is acceptable if it has a critical ratio (CR) score of 1.98 or greater calculation of CFA and SEM using AMOS software.

Table 1. The Criteria for a Fitted Model

Criteria	Rule of thumb	Resources
Probability	$0.05 < p < 1.00$	Schermelleh-Engel et al. (2003)
CMIN/DF	$0 \leq CMIN/DF \leq 2$	Tabachnick et al. (2007)
CFI	$0.95 \leq CFI \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq RMSEA \leq 0.06$	Hu and Bentler (1999)

4. Results

Participants

The study's participants' profiles are presented in Table 2, showcasing various demographic characteristics and experiences related to Nusa Kambangan Island. Among the respondents, 60.2% had yet to experience visiting Nusa Kambangan Island, while 39.8% had visited the island before. Regarding gender distribution, 39.8% were male, and 60.2% were female. Regarding age

groups, most respondents fell within the 21-24 age range (46.6%), followed by 25-29 (17.6%) and 17-20 (10.9%) age brackets. The occupational status of participants varied, with 51.1% employed, 33.9% unemployed, 14.5% self-employed, and a small fraction retired. Marital status indicated that 56.1% were unmarried, 37.6% were married, and 6.3% were separated or divorced. Regarding educational attainment, most of the respondents had completed an undergraduate (33.0%) or high school (36.2%) education. In comparison, smaller proportions had attained a diploma (26.2%), with only a few having education levels below high school or postgraduate qualifications.

Table 2. Profile of Participants

Profile		Frequency	Percent
Experienced visiting Nusa Kambangan Island	No	133	60.2
	Yes	88	39.8
	Total	221	100.0
Sex	Male	88	39.8
	Female	133	60.2
Age	>49	2	0.9
	17-20	24	10.9
	21-24	103	46.6
	25-29	39	17.6
	30-34	21	9.5
	35-39	17	7.7
	40-44	11	5.0
	45-49	4	1.8
Occupational status	Employed	113	51.1
	Unemployed	75	33.9
	Self-employed	32	14.5
	Retired	1	0.5
Marital status	Unmarried	124	56.1
	Separated/divorced	14	6.3
	Married	83	37.6
Level of education has been completed	Less than high school	9	4.1
	Diploma	58	26.2
	Postgraduate	1	0.5
	Undergraduate	73	33.0
	High school	80	36.2

Data Validity and Reliability Tests

Table 3 presents the results of data validity and reliability. Destination Image maintained nine indicators with a Cronbach's alpha value of 0.919, indicating robust internal consistency. Six indicators were retained for novelty-seeking, yielding a Cronbach's alpha value of 0.867, which suggests good reliability. Similarly, self-congruence maintained six indicators with a Cronbach's alpha value of 0.862, indicating satisfactory internal consistency. The perceived value formed two dimensions. The first dimension retained seven indicators and achieved a Cronbach's alpha value of 0.859, signifying strong reliability. However, with two retained indicators, the second dimension exhibited a lower Cronbach's alpha value of 0.582, suggesting acceptable but somewhat weaker internal consistency.

The assessment of destination personality occurs across two dimensions. The first dimension, comprising 13 retained indicators, demonstrated a high Cronbach's alpha value of 0.911, indicating strong reliability. Conversely, the second dimension, with only two retained indicators, yielded a lower Cronbach's alpha value of 0.538, indicating acceptable but comparatively weaker internal consistency.

Moreover, analysing visit intention occurs across two dimensions. The first dimension had six indicators. It achieves a high Cronbach's alpha value of 0.936, indicating robust reliability. Meanwhile, maintaining three indicators, the second dimension demonstrated a Cronbach's alpha value of 0.875, indicating good internal consistency.

All constructs exhibited Cronbach's alpha values of 0.6 or higher, suggesting satisfactory reliability.

Table 3. Results of Data Validity and Reliability

	Variables and Indicators	Factor Loadings	Cronbach's Alpha
	Destination Image		0.919
Di3	Nusa Kambangan Island is ugly/charming.	0.841	
Di9	Nusa Kambangan Island is boring/Interesting.	0.837	
Di7	Nusa Kambangan Island is not friendly/friendly.	0.829	
Di6	Nusa Kambangan Island is tight/loose.	0.797	
Di4	Nusa Kambangan Island is gloomy/exciting.	0.793	
Di2	Nusa Kambangan Island is sad/Relaxing.	0.790	
Di5	Nusa Kambangan Island is noisy/Quiet	0.763	
Di1	Nusa Kambangan Island is not fun/Fun.	0.728	
Di8	Nusa Kambangan Island is isolated/Easy to access.	0.652	
	Novelty-seeking		0.867
Ns1	I'm looking for adventure while on vacation.	0.836	
Ns2	I like to find myself in a destination where I can explore new things.	0.827	

Ns5	I think the ideal vacation is when I get involved in things I've never experienced.	0.773	
Ns3	I want to experience new and different things while on vacation.	0.751	
Ns6	I love to travel to adventurous places.	0.750	
Ns4	I enjoy changing environments that allow me to experience something new while on vacation.	00.742	
	Self-Congruence		0.862
Sc4	The descriptions of tourists visiting this destination are similar to how I would like to see myself.	I0.840	
Sc1	The image of tourists visiting this destination is similar to my image.	0.833	
Sc6	The description of tourists visiting this destination is similar to how I would ideally like to be seen by others.	0.791	
Sc2	The descriptions of tourists visiting this destination are similar to how others see my.	0.735	
Sc3	The description of tourists visiting this destination is similar to what I would like.	0.731	
Sc5	The image of tourists visiting this destination is similar to how I want others to see me.	0.673	
	Perceived Value (1)		0.859
Pv7	Visiting this destination will provide an authentic experience.	0.856	
Pv8	Visiting this destination will satisfy my curiosity.	0.754	
Pv2	Visiting this destination will have acceptable quality standards.	0.696	
Pv9	The service charge for the tour to this destination will be reasonable.	0.688	
Pv10	Visiting this destination will make me feel adventurous.	0.675	
Pv1	Visiting these destinations will represent 'value for money'.	0.669	
Pv4	Visiting this destination will improve my way of being perceived by others.	0.566	
	Perceived Value (2)		0.582
Pv3	Visiting this destination will make me feel more socially accepted.	0.882	
Pv5	Visiting this destination will help me to feel accepted by others.	0.738	
	Destination Personalities (1)		0.911
Dp15	Welcoming	0.821	
Dp5	Enthusiastic	0.751	
Dp9	Exciting	0.738	
Dp7	Enthusiastic	0.736	
Dp8	Vigorously	0.733	
Dp6	Alive	0.725	

Dp4	Adventurer	0.720	
Dp14	Energetic	0.702	
Dp1	Polite	0.660	
Dp3	Respect	0.658	
Dp12	Calm	0.640	
Dp13	Traditional	0.552	
Dp2	Honest	0.524	
	Destination Personalities (2)		0.538
Dp10	Religious	0.871	
Dp11	Spiritualist	0.707	
	Visit Intention (1)		0.936
V3	I intend to visit this destination within the next three years.	0.792	
V6	I want to visit this destination in the next three years.	0.777	
V8	I will likely visit this destination in the next two years.	0.752	
V2	I intend to visit this destination within the next two years.	0.747	
V9	I will likely visit this destination in the next three years.	0.730	
V5	I want to visit this destination in the next two years.	0.697	
	Visit Intention (2)		0.875
V1	I intend to visit this destination in the next year.	0.858	
V4	I want to visit this destination in the next year.	0.853	
V7	I will likely visit this destination in the next year.	0.850	

Hypotheses Tests

Figure 2 depicts a model closely scrutinized to represent the theoretical framework under analysis. The model has received a probability score of 0.050 and a CMIN/DF score of 1.296, indicating it is well-fit. Further validating its soundness, the model boasts a CFI score of 0.981 and an RMSEA score of 0.037.
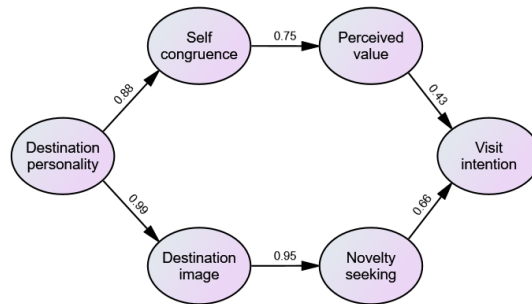
Figure 2. The structural Model of the Hypotheses Testing

Table 4 presents the results of the hypotheses testing. This study examined a total of six hypotheses. All hypotheses demonstrated critical ratios (CR) scores exceeding 1.96. It indicates statistically significant findings in support of the formulated hypotheses. The detailed outcomes are depicted in Table 4, affirming the proposed relationships between variables.

Table 4. Results of the Hypotheses Testing

Hypotheses	Paths	C.R.	P	Results
H1	Destination personality > Self-congruence	8.142	***	Accepted
H2	Destination personality > Destination image	9.281	***	Accepted
H3	Self-congruence > Perceived value	6.180	***	Accepted
H4	Perceived value > Visit intention	2.619	0.009	Accepted
H5	Destination image > Novelty-seeking	8.810	***	Accepted
H6	Novelty-seeking > Visit intention	3.743	***	Accepted

5. Discussion

The research findings of this study support the hypothesis that destination personality significantly influences self-congruence, as evidenced by a CR score of 8.142. This result aligns with Ardyan and Wibisono's (2019) and Yang et al.'s (2020) research. Several factors may come into play in discussing why destination personality significantly impacts self-congruence in this context. Destination personality refers to a particular destination's perceived characteristics or traits. In the case of Nusa Kambangan Island, known for housing high-security prisons, its personality may evoke specific perceptions and emotions among potential tourists. These perceptions could range from feelings of danger and fear to curiosity or intrigue about the island's history and significance.

The second hypothesis was accepted, indicating that destination personality significantly influences destination image with a CR score of 9.281, which is consistent with previous research by Baloglu et al. (2014), Zhang et al. (2022), and Kovačić et al. (2022). When discussing why

destination personality significantly impacts destination image in the context of Nusa Kambangan Island comes to light several crucial factors. In the case of Nusa Kambangan Island, its personality may encompass various aspects, such as its historical significance as a location for high-security prisons, its natural environment, and any cultural or recreational attractions it may offer. These attributes collectively contribute to tourists' overall image of the destination. The significant influence of destination personality on destination image can be attached to the psychological processes underlying tourists' perceptions and evaluations of the destination. The personality traits attributed to Nusa Kambangan Island, such as its association with incarceration and security measures, may evoke specific emotions and perceptions among potential visitors. For some tourists, the island's personality may evoke intrigue, curiosity, or even apprehension, depending on their preferences and interests.

The acceptance of the third hypothesis, indicating that self-congruence significantly influences perceived value with a CR score of 6.180, aligns with prior research conducted by Luna-Cortés et al. (2019), Salsabila and Hartono (2023), and Confente et al. (2020). Understanding why self-congruence significantly impacts perceived value in the context of Nusa Kambangan Island involves several key considerations. In the case of Nusa Kambangan Island, tourists may assess their compatibility or congruence with the destination based on various factors such as personal interests, values, and motivations. For instance, tourists who perceive the island as aligning with their adventurous spirit, curiosity about historical sites, or interest in unique travel experiences may experience a stronger sense of self-congruence with the destination. In addition, self-congruence influences tourists' perceptions of the value proposition Nusa Kambangan Island offers. Tourists who perceive a high degree of congruence between their personal preferences and the attributes of the destination are more likely to perceive more excellent value in visiting the island. This value perception may stem from points, including fulfilling personal interests, satisfying intrinsic motivations, or aligning with desired travel experiences.

The fourth hypothesis was accepted, indicating that perceived value significantly influences visit intention with a CR score of 2.619, supported by prior research conducted by Rosid et al. (2020), Damanik and Yusuf (2022), and Suhud, Allan, et al. (2023). Understanding why perceived value significantly impacts visit intention in the context of Nusa Kambangan Island involves several key considerations. Perceived value refers to the overall assessment of the benefits relative to the costs of visiting a destination. In the case of Nusa Kambangan Island, tourists evaluate the perceived value based on factors such as the quality of the experience, the uniqueness of the destination, and the satisfaction of personal needs and preferences. For instance, tourists may perceive high value in visiting the island if they believe that the experience offers meaningful insights into its history, cultural significance, or natural attractions, outweighing any perceived risks or inconveniences associated with the visit.

The confirmation of the fifth hypothesis, which suggests that the destination image significantly impacts novelty-seeking with a CR score of 8.810, aligns with prior studies by Chen et al. (2023), Syafrida and Sari (2023), and Zulzilah et al. (2019). Understanding why the destination image holds substantial sway over novelty-seeking concerning Nusa Kambangan Island entails several fundamental considerations. The perception of a destination's image is primarily pivotal in shaping tourists' outlooks and anticipations. In the context of Nusa Kambangan Island, tourists'

impressions of its image, encompassing elements like its historical significance, natural allure, cultural offerings, and safety standards, influence their inclination towards seeking fresh experiences during their visit. A favourable destination image, portraying Nusa Kambangan Island as a captivating and multifaceted destination, is likely to pique tourists' curiosity and eagerness to explore its novel and distinctive facets.

The acceptance of the sixth hypothesis, indicating that novelty-seeking significantly impacts visit intention with a CR score of 3.743, aligns with prior research conducted by Zulzilah et al. (2019) and Pujiastuti (2020). Exploring why novelty-seeking notably influences visit intention within the context of Nusa Kambangan Island involves examining several crucial facets. In this case, novelty-seeking represents individuals' inherent inclination to pursue fresh and distinct experiences. When tourists visit Nusa Kambangan Island, notable for housing a prison for serious offenders, their craving for novel experiences can manifest in diverse ways. They might be fascinated by the island's unique setting, viewing it as an opportunity to partake in unconventional tourism activities or delve into the historical and cultural aspects of the prison facility. In addition, novelty-seeking may elevate tourists' overall satisfaction with their travel encounters. Travellers seeking novelty are more likely to derive pleasure and fulfilment from visiting Nusa Kambangan Island if they encounter unexpected and distinctive elements during their sojourn. Otherwise, heightened satisfaction can positively influence their inclination to revisit the destination or recommend it to others.

6. Conclusion

In conclusion, this study examined the factors influencing tourists' intentions to visit Nusa Kambangan, an island notorious for housing high-security prisons. The hypotheses testing revealed significant relationships among the variables under investigation. First, this study found that destination personality significantly impacts self-congruence, indicating that tourists' perceptions of the island's personality traits influenced their alignment with their self-concept. Secondly, destination personality also significantly influenced destination image, suggesting that tourists' perceptions of the island's personality attributes affected their overall destination images. Thirdly, self-congruence significantly impacted perceived value, indicating that tourists' alignment with the destination's personality contributed to their perceived worth of visiting the island.

Furthermore, perceived value significantly influenced visit intention, underscoring the importance of tourists' perceptions of the benefits versus costs of visiting Nusa Kambangan in shaping their intentions. In addition, destination image significantly impacted novelty-seeking, highlighting the role of tourists' perceptions of the island's overall image in their desire to seek new and unique experiences. Lastly, novelty-seeking significantly influenced visit intention, indicating that tourists' inclination towards seeking novelty played a crucial role in their intentions to visit the island. These findings provide valuable insights for destination managers and policymakers in understanding tourists' motivations and intentions to visit destinations with unique and potentially challenging characteristics, such as Nusa Kambangan.

This study's theoretical contributions are significant in several ways. First, after demonstrating the impact of destination personality on self-congruence, the study improves the understanding of how tourists' perceptions of a destination's personality traits influence their alignment with their self-concept. It sheds light on the psychological processes underlying tourists' connections with destinations, particularly those with unique characteristics such as Nusa Kambangan. Second, the research findings show that destination personality significantly influences destination image and contributes to the body of knowledge on destination image formation, highlighting the role of personality attributes in shaping tourists' overall perceptions of a destination. Third, by establishing the link between self-congruence and perceived value, the study contributes to understanding how tourists' alignment with a destination's personality influences their perceived worth of the destination to visit. This insight can inform destination marketing strategies to enhance tourists' perceptions of value. Fourth, the study's demonstration of the impact of perceived value on visit intention reinforces the importance of perceived benefits versus costs in shaping tourists' intentions to visit challenging destinations like Nusa Kambangan. Lastly, the finding that destination image significantly influences novelty-seeking underscores the role of tourists' perceptions of a destination's overall image in stimulating their desire for new and unique experiences. Overall, these theoretical contributions advance our understanding of tourists' motivations and intentions to visit destinations with distinctive characteristics, offering valuable insights for destination management and marketing practices.

The study's managerial contributions offer valuable insights for destination managers and marketers tasked with promoting destinations with unique characteristics, such as Nusa Kambangan, a location associated with a high-security prison. First, the confirmation of the significant impact of destination personality on self-congruence suggests that destination managers can strategically cultivate and promote the personality traits of the destination to resonate with the self-concepts of their target tourist segments. By aligning the destination's personality with the preferences and identities of potential visitors, managers can enhance tourists' emotional connections and motivations to visit. Secondly, the findings regarding the influence of destination personality on destination image provide actionable insights for destination marketers. By focusing on shaping and promoting specific personality attributes of Nusa Kambangan, such as its historical significance, natural beauty, or unique cultural heritage, marketers can craft compelling narratives and branding strategies to enhance the overall image of the destination. Otherwise, it can positively influence tourists' perceptions and intentions to visit. Third, the identified effect of self-congruence on perceived value highlights the importance of ensuring that tourists perceive a strong alignment between their self-concepts and the values offered by the destination. Destination managers can leverage this insight by emphasising and delivering experiences and services that resonate with tourists' self-identities, thus enhancing their perceived value of visiting Nusa Kambangan. Fourthly, the confirmed relationship between perceived value and visit intention underscores the significance of providing tourists with experiences that justify the perceived benefits relative to the costs associated with visiting a destination like Nusa Kambangan. By enhancing the perceived value by providing unique and meaningful experiences, destination managers can increase tourists' intentions to visit and contribute to sustainable tourism development in the area. Lastly, the identified impact of destination image on novelty-seeking suggests that destination managers can leverage the

destination's overall image to stimulate tourists' desires for new and unique experiences. By promoting Nusa Kambangan's distinctive attributes and positioning it as a destination offering novel and authentic experiences, managers can attract tourists seeking unconventional travel experiences and further differentiate the destination in the competitive tourism market. Generally speaking, these managerial contributions provide practical implications for destination management and marketing strategies to promote destinations like Nusa Kambangan with unique characteristics.

This study provides valuable insights into the factors influencing tourists' visit intentions to Nusa Kambangan but has several limitations. First, the study focused solely on examining the influence of destination personality, self-congruence, perceived value, destination image, and novelty-seeking on tourists' visit intentions. Other factors that may also play a role in influencing tourists' decisions, such as safety perceptions, accessibility, and cultural factors, were not considered in this study. Future research could explore the interplay of these additional factors to provide a more comprehensive understanding of tourists' decision-making processes. Second, the study used a specific context of a destination associated with a high-security prison. This study offers unique insights in this context but is not generalisable to other destinations. Future studies could investigate the applicability of the identified relationships in different destination contexts to enhance the external validity of the findings. Third, the study relied on self-reported data collected through survey questionnaires, which may be subject to response and social desirability biases. Future research could employ mixed-method approaches, including qualitative interviews or observational studies, to triangulate findings and provide richer insights into tourists' decision-making processes. Lastly, this study adopted a cross-sectional research design, which limits the ability to draw causal conclusions about the relationships between the variables. Future research could employ longitudinal or experimental designs to establish causal relationships and better understand the dynamics between destination attributes and tourists' intentions over time. Considering these limitations, future studies could explore additional moderators or mediators influencing the relationships between the identified factors and tourists' visit intentions. By addressing these limitations and incorporating suggestions for future research, scholars can further advance our understanding of tourist behaviour and contribute to developing more effective destination management and marketing strategies.

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