

Destination Image and Tourists' Place Dependence at Tablolong Beach

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Abstract:

Tablolong Beach in Kupang Regency has high marine tourism potential but still faces limitations in terms of facilities and the quality of the physical environment, which affect the overall tourist experience. Interestingly, despite these constraints, the destination continues to attract repeat visitors, indicating the presence of place dependence, which makes it a compelling case for examining how destination image contributes to such attachment. This study aims to analyze the influence of destination image, which consists of cognitive, affective, and unique dimensions, on tourists' place dependence. A quantitative approach was employed, with data collected through questionnaires distributed to previous visitors and analyzed using multiple linear regression via SPSS version 26. Results show that cognitive, affective, and unique image each have a positive and significant impact on place dependence, with unique image emerging as the most dominant dimension. These findings indicate that destination development should be carried out through a design approach that not only focuses on improving facilities but also on strengthening spatial character, environmental comfort, and distinctive visual elements as part of place identity formation, which ultimately enhances tourists' place dependence.

Keywords: Destination Image; Place dependence; Tablolong Beach



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Introduction

Tourism is an important sector in driving regional economic development (Sari & Muta'ali, 2025), particularly in archipelagic regions such as East Nusa Tenggara, which has high marine tourism potential. One developing destination is Tablolong Beach in Kupang Regency, which offers attractions including white sand, clear seawater, and tourism activity potential such as fishing and seaweed cultivation. However, the development of this destination still faces various constraints, particularly in terms of infrastructure and amenities.

Previous research has shown that inadequate accessibility, limited public facilities, and suboptimal cleanliness management have been obstacles in improving tourist comfort (Usman et al., 2022; Nisnoni et al., 2024). This condition indicates an imbalance between natural attractions and destination quality, where the strength of the landscape and emotional experience is not fully supported by the quality of facilities and the physical environment. Interestingly, despite these disparities, the destination continues to attract visitors, indicating the presence of place dependence that needs to be further understood.

In tourism studies, this condition is related to the formation of destination image (Akhrani et al., 2024). Destination image is the tourists' overall perception of a destination formed from a combination of beliefs, knowledge, and impressions held by individuals toward that place (Akhrani et al., 2024; Hosany et al., 2016). This concept is multidimensional and reflects how tourists evaluate a destination both before and after a visit (Baloglu & McCleary, 1999; Tasci & Gartner, 2007). In general, destination image plays an important role in influencing tourist behavior, from decision-making to post-visit evaluation and future behavioral intentions (Tjahjono et al., 2025).

In its development, destination image is classified into three main dimensions: cognitive image, affective image, and unique image (Gustia & Putra, 2021; Rahma & Santoso, 2023). These three dimensions complement each other in forming the tourists' overall perception of a destination.

Cognitive image refers to tourists' knowledge and beliefs about the physical and functional attributes of a destination, such as facilities, infrastructure, accessibility, and environmental conditions (Baloglu & McCleary, 1999; Beerli & Martin, 2004). This dimension is rational in nature as it is formed through the process of evaluating information obtained by tourists, both before and after a visit (Echtner & Ritchie, 1993; Tasci & Gartner, 2007). For tourists who have already visited, cognitive image develops into a more stable and realistic experience-based evaluation, and serves as a basis for objectively assessing destination quality (Guan et al., 2023; Nazir et al., 2021). In the context of tourist behavior, cognitive image plays an important role because it is directly related to the destination's ability to meet tourists' needs. Therefore, cognitive image is often associated with the functional aspects of the destination that form the basis for forming preferences and visit decisions.

Affective image reflects tourists' emotional responses to a destination, encompassing feelings such as pleasure, comfort, calmness, and happiness (Baloglu & McCleary, 1999; Rahma & Santoso, 2023). This dimension complements cognitive image by providing emotional meaning to the tourist experience. For tourists who have had previous experiences, affective image tends to be formed from emotional reflection on actual experiences (Yang et al., 2022), thus having a stronger influence on tourist behavior compared to initial expectations. Affective image plays a role in strengthening the bond between tourists and the destination through positively valued emotional experiences (Tjahjono et al., 2025). Nevertheless, its subjective nature means that its influence on function-based decisions is often indirect.

Unique image describes the distinctive characteristics of a destination that differentiate it from other destinations, both from natural, cultural, and experiential aspects offered (Beerli & Martin, 2004; Qu et al., 2011). This dimension is important in creating differentiation and destination positioning in the midst of tourism industry competition. Destination uniqueness allows tourists to identify exclusive value that cannot be found elsewhere, thereby strengthening attraction and memory of that destination (Khotimah et al., 2023; Hidayatullah et al., 2020). In the context of place dependence, unique image has a stronger role because it is built based on direct experience (Wardhana & Munas, 2024), making the destination more memorable and potentially creating higher preferences compared to alternatives (Qu et al., 2011). In the context of Tablolong Beach, tourists tend to have positive perceptions of aspects of beauty and atmosphere (affective and unique image), but still rate the facilities and accessibility aspects (cognitive image) poorly.

Tablolong Beach, based on various reviews on online platforms such as TripAdvisor, is known to have a relatively calm environmental character with a distinctive natural panorama, unique coral rock formations, shallow coral reefs, and cone-shaped buildings called Lopo. This destination is often chosen because it is considered more suitable for certain activities compared to surrounding beaches. This condition shows that destination selection is not only based on attraction alone, but also on the ability of the place to meet the functional needs of tourists. Hamid et al. (2020) show that tourist experiences are influenced by the extent to which they have dependence on a place. This indicates the importance of considering the concept of place dependence, namely the functional dependence of tourists on a destination based on its ability to meet activity needs compared to other alternatives (Han et al., 2019; Liu et al., 2023).

Place dependence is one of the dimensions of place attachment Song & Soopramanien (2019) that emphasizes the functional dependence of individuals on a place. This concept refers

to the extent to which a destination can meet the needs, goals, and activities of tourists compared to other alternatives (Alrobaee & Al-Kinani, 2019; Wan et al., 2022; Williams & Vaske, 2003). In the context of tourism, place dependence is formed when tourists assess that a destination provides optimal functional benefits, such as adequate facilities, good accessibility, and suitability with desired activities (Hamid et al., 2020; Putri & Yudhistira, 2025; Yuksel et al., 2010). This functional dependence is utilitarian and rational in nature, so it is closely related to the evaluation of destination quality (Alrobaee & Al-Kinani, 2019; Dameria et al., 2020). The higher the destination's ability to meet tourists' needs, the stronger the level of place dependence that is formed. In the long term, functional dependence can develop into a deeper emotional attachment and encourages positive behavior such as loyalty and repeat visits (Alrobaee & Al-Kinani, 2019).

Although research on destination image has developed rapidly, previous research has generally examined its influence on satisfaction, loyalty, visit decisions, and revisit intention (Rahma & Santoso, 2023; Tjahjono et al., 2025), while research linking it to place attachment tends to treat the construct in general without clearly separating the place dependence dimension from place identity (Akhrani et al., 2024). Research that specifically examines place dependence as an influenced variable more often links it to tourists' emotional experiences, rather than to the specific dimensions of destination image (Hamid et al., 2020). In addition, previous studies were generally conducted at large-scale destinations with adequate infrastructure, so they may not be relevant for local coastal destinations that have a disparity between natural attractions and facility quality. Specifically for Tablolong Beach, available research is still limited to qualitative descriptive studies (Nisoni et al., 2024; Usman et al., 2022) and no quantitative studies are available that empirically explain how each dimension of cognitive, affective, and unique destination image forms the functional dependence of tourists. This gap is the basis for the novelty of this research, namely examining specifically the influence of the three dimensions of destination image on place dependence at local coastal destinations.

Therefore, this study aims to analyze the influence of destination image consisting of cognitive, affective, and unique dimensions on tourists' place dependence at Tablolong Beach. This research is expected to provide theoretical contributions in the fields of tourism and architecture, particularly regarding how space and physical elements of the destination influence users' functional attachment to a place. In addition, this research also provides practical implications for destination managers in formulating development strategies that not only focus on visual and emotional attractiveness, but also on strengthening the functional aspects of the destination.

This study uses a conceptual framework model that shows the relationship between the dimensions of destination image (X) and place dependence (Y). Figure 1 shows the framework used to explain that destination image is divided into three main dimensions, namely, cognitive image (X1), affective image (X2), and unique image (X3). The third dimension is assumed to have an influence on place dependence, namely the level of dependence of tourists on a destination to meet their tourism activity needs. Based on this conceptual framework, the proposed hypothesis is as follows:

H1: Cognitive Image influences place dependence

H2: Affective Image influences place dependence

H3: Unique Image influences place dependence

Method

This study uses a quantitative approach with an explanatory design aimed at analyzing the influence of destination image on the place dependence of tourists at Tablolong Beach. The independent variables in this study include cognitive image, affective image, and unique image, while the dependent variable is place dependence.

The sampling technique uses purposive sampling with the criteria that respondents are visitors to Tablolong Beach aged at least 17 years and have made at least one visit in the last three years. The determination of the sample size was carried out using the Cochran (1953) formula with a confidence level of 95%, maximum proportion of 0.5, and error tolerance of 10%, resulting in $n = 96.04$ which was rounded up to 100 respondents. The data collection period was carried out from January to March 2026. Data collection was conducted by distributing online questionnaires using Google Form distributed through social media platforms such as WhatsApp and Instagram.

The research instrument consisted of 30 statement items representing 4 variables through 12 indicators. The indicators in this study include: Cognitive Image, measured using three indicators: physical quality of facilities, cleanliness of public areas, and accessibility and infrastructure (Beerli & Martin, 2004; Echtner & Ritchie, 1993; Guan et al., 2023; Nazir et al., 2021; Tosun et al., 2015). Affective Image, measured using two indicators: spatial ambience and spatial atmosphere comfort (Guan et al., 2023; Rahma & Santoso, 2023; Tosun et al., 2015; Yang et al., 2022). Unique Image, measured using two indicators: uniqueness of physical landscape characteristics and uniqueness of spatial activities and distinctive building character at the destination (Rahma & Santoso, 2023; Wardhana & Munas, 2024). Place dependence, measured using five indicators: the place's ability to meet activity needs, best place, functional satisfaction toward the place, loyalty/irreplaceability, and effort to stay and return (Alrobaee & Al-Kinani, 2019; Putri & Yudhistira, 2025; Yuksel et al., 2010). The research instrument uses a five-point Likert scale.

The data analysis technique uses multiple linear regression to test the influence of each dimension of destination image on place dependence. Before analysis was conducted, the data were tested through validity tests, reliability tests, and classical assumption tests including normality, multicollinearity, and heteroscedasticity. Data analysis and processing in this study used SPSS for Windows version 26.0. This research uses a conceptual framework model as shown in the image below.

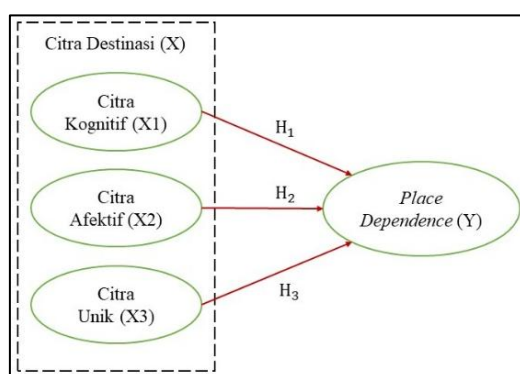


Figure 1. Conceptual Framework

Source: Researcher (2026)

Result and Discussion

Results

Respondent characteristics are grouped based on gender, age, and the last time a visit was made to Tablolong Beach. This grouping aims to obtain a general description of respondents that influences their perceptions of the destination and tourism activities. Understanding these characteristics supports a more contextual analysis.

Table 1. Respondent Description

Category	Detail	Percentage
Gender	Female	56%
	Male	44%
Age	17 – 25 years	30%
	26 – 35 years	36%
	36 – 45 years	14%
	46 – 55 years	13%
	56 – 65 years	7%
	> 65 years	0%
Last Visit	Last 6 Months	31%
	Last 1 Year	29%
	Last 2 Year	19%
	Last 3 Year	21%

Source: Data Analysis (2026)

Table 1 shows that the majority of respondents are female at 56%, while male respondents are 44%. This condition can be interpreted as meaning that the characteristics of the activities available at Tablolong Beach, such as enjoying open sea panoramas, fishing activities, or other outdoor activities, have relatively inclusive appeal for both male and female tourists.

In terms of age, respondents were dominated by the 26–35 year age group at 36%. This age group falls into the productive age category and generally has relatively high levels of mobility, financial independence, and recreational needs. The dominance of this young adult age indicates that Tablolong Beach has strong appeal for the tourist segment seeking a balance between recreational activities, relaxation, and social experiences. In the context of this research, the characteristics of productive age are also relevant to the formation of destination image perceptions, because this age group tends to be more active in evaluating facilities (cognitive image) while also responding to emotional experiences (affective image).

In terms of visit frequency in the last 3 years, the majority of respondents (31%) stated that they had visited Tablolong Beach in the last six months. This distribution shows that most respondents have relatively recent and not too distant visit experiences. This means that the perceptions they provide regarding the destination image of Tablolong Beach are still based on fairly recent experiences. This is important in destination image research, because tourists' perceptions tend to be more accurate and contextual when based on recent experiences. Overall, these results show that Tablolong Beach has had a fairly active visitor base over the past three years.

Validity and Reliability Testing

Table 2. Validity Test Results

Variable	Number of Items	r-Calculated Range	r Table	Remarks
Cognitive Image (X1)	11	0.378-0.828	0,361	Valid
Affective Image (X2)	5	0,620 – 0,721	0,361	Valid
Unique Image (X3)	5	0,684 – 0,843	0,361	Valid
Place dependence (Y)	9	0,654 – 0,896	0,361	Valid

Source: Data Analysis (2026)

Table 3. Reliability Test Results

Variable	Cronbach's Alpha (α)	Standard	Remarks
Cognitive Image (X1)	0.890	0,60	Reliabel
Affective Image (X2)	0.684	0,60	Reliabel
Unique Image (X3)	0.814	0,60	Reliabel
Place dependence (Y)	0.905	0,60	Reliabel

Source: Data Analysis (2026)

Table 2 and Table 3 show the test results that all statement items are declared valid because they have r calculated values greater than r table. In addition, the reliability test results show that all variables have Cronbach's Alpha (α) values above 0.60, indicating a good level of internal consistency. Thus, the research instrument is declared feasible and can be used for further analysis.

Data Normality Test

Table 4. Data Normality Test

Description	Value
Number of Samples (N)	100
Test Statistic (K-S)	0.046
Significance (Asymp. Sig.)	0.200

Source: Data Analysis (2026)

Table 4 shows the data normality test used to test whether in a regression model, the dependent and independent variables (or both) have a normal distribution. A good regression model is one that has normally or near-normally distributed residual data. Data normality can be tested using the Kolmogorov-Smirnov statistical test. If the significance value is greater than 0.05, the data is considered normally distributed, and vice versa. Based on the SPSS output (Tests of Normality) above, it can be seen that the Kolmogorov-Smirnov Sig. value is greater than 0.05 ($0.200 \geq 0.05$), so it can be said that the residuals in the regression model are normally distributed, or the normality assumption is met. In conclusion, the residual data in the regression model is normally distributed.

Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether in the regression model there is an inequality of Variance from the residuals of one observation to another, or in other words to ensure that the variance of residuals from one observation to another remains constant. The Heteroscedasticity test using the Glejser method is carried out by regressing all independent variables against the absolute value of their residuals. If there is an influence of the independent

variables on the absolute value of the residuals, then there is a heteroscedasticity problem in the model.

The basic decision-making criteria for testing the presence or absence of heteroscedasticity symptoms in a regression model is: if the probability value is greater than the alpha value (α) (Sig. > 0.05), then there are no heteroscedasticity symptoms. Conversely, if the probability value is less than the alpha value (α) (Sig. < 0.05), then heteroscedasticity symptoms occur.

Table 5. Heteroscedasticity Test

Variabel	t	Sig.
(Constant)	1.083	.282
Cognitive Image (X1)	-.538	.592
Affective Image (X2)	.216	.830
Unique Image (X3)	.815	.417

Source: Data Analysis (2026)

Table 5 shows the test results conducted by regressing the absolute residual value (Abs_Res1) against the independent variables. The test results in the table above show that the significance (Sig.) values of each independent variable (Cognitive Image, Affective Image, and Unique Image) are greater than 0.05. Based on the above decision-making criteria, it can be said that in the regression model there are no heteroscedasticity symptoms.

Multicollinearity Test

The Multicollinearity Test aims to see whether there is a high correlation between independent variables in a multiple linear regression model. The basic decision-making criteria for testing the presence or absence of high correlation between independent variables in a regression model is: if the tolerance value > 0.10 and the Variance Inflation Factor (VIF) value < 10, it can be concluded that there is no Multicollinearity in the data. Conversely, if the tolerance value < 0.10 and the VIF value > 10, it can be concluded that there is Multicollinearity in the data.

Table 6. Multicollinearity Test

Variabel	t	Sig.	Collinearity Statistics	
			Tolerance	VIF
(Constant)	.907	.367		
Cognitive Image (X1)	3.645	.000	.776	1.289
Affective Image (X2)	3.700	.000	.624	1.603
Unique Image (X3)	4.756	.000	.781	1.280

Source: Data Analysis (2026)

Table 6 shows that from the multicollinearity test analysis, it can be seen that the Cognitive Image variable has a Tolerance value of 0.776 with a VIF of 1.289, the Affective Image variable has a Tolerance value of 0.624 with a VIF of 1.603, while the Unique Image variable has a Tolerance value of 0.781 with a VIF of 1.280. Based on the decision-making criteria, it can be concluded that all independent variables in the regression model (Cognitive Image, Affective Image, and Unique Image) meet the criteria. Therefore, there are no multicollinearity symptoms in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine whether there is a significant influence of two or more independent variables on one dependent variable (Duli, 2019). The

multiple linear regression method in this study was chosen according to the research objective of testing the influence of destination image dimensions on place dependence.

Table 7. Multiple Linear Regression Analysis Output

Dependent variable: <i>Place Dependence</i>					
Independent variable	Adjusted R-squared	F-statistic	Coefficient	P-value	Significance
Cognitive Image (X1)	.532	38.512	.209	.000	Positive-significant
Affective Image (X2)			.550	.000	Positive-significant
Unique Image (X3)			.644	.000	Positive-significant
(Constant)			2.519		

Source: Data Analysis (2026)

Table 7 shows that the F-test used to determine the extent to which the independent variables (Cognitive Image, Affective Image, and Unique Image) used in this study are able to explain the dependent variable (Place Dependence). The F-calculated value obtained is 38.512, meaning that all independent variables have a simultaneously significant role in the formation of the dependent variable. The coefficient of determination essentially measures how far the model is able to explain the variation of the dependent variable. The Adjusted R Square value obtained is 0.532, meaning that 53.2% of the independent variables (Cognitive Image, Affective Image, and Unique Image) are able to explain the dependent variable (Place Dependence).

All independent variables (Cognitive Image, Affective Image, and Unique Image) are proven to have a partially significant role in the formation of the dependent variable (Place Dependence). The regression model produced in this study is $Y = 2.519 + 0.209X_1 + 0.550X_2 + 0.644X_3$. The constant value obtained is 2.519, meaning that without the contribution of independent variables (Cognitive Image, Affective Image, and Unique Image), the value of place dependence is 2.519. The highest coefficient is found in the Unique Image variable of Tablolong Beach tourist destination. All regression coefficients have positive values. Positive regression coefficient values mean they are in the same direction: if the independent variables (Cognitive Image, Affective Image, and Unique Image) increase, it will also cause an increase in the dependent variable (Place Dependence).

Discussion

Cognitive Image Influences Place Dependence (H1)

The statistical test results show that Cognitive Image partially has a significant effect on Place Dependence. This is evidenced by a p-value (Sig.) smaller than the alpha value (α) ($0.000 < 0.05$). Therefore, the hypothesis stating that cognitive image affects place dependence is accepted.

The regression coefficient of 0.209 shows that the relationship between cognitive image and place dependence is positive. That is, the better tourists' perceptions of the functional attributes of the destination, the higher their level of dependence on that destination. Cognitive image reflects rational evaluation of various attributes, such as quality of facilities, accessibility, security, cleanliness, and completeness of services. When these attributes are assessed as able to support activities optimally, the destination tends to be chosen as the most suitable place compared to other alternatives.

The results of this study are consistent with [Prayag & Ryan \(2011\)](#) who stated that destination image is an important antecedent in the formation of place attachment, including the place dependence dimension. Similar findings were also put forward by [Fan & Qiu \(2014\)](#) who showed that perceptions of destination attributes directly influence tourist attachment. In addition, [Chiang \(2016\)](#) affirms that positive cognitive evaluation will increase the likelihood of functional dependence on a place being formed.

From an architectural perspective, the influence of cognitive image on place dependence shows that user dependence is greatly influenced by the functional quality of space formed through physical elements. Accessibility, availability of facilities, and spatial layout are the main factors in effectively supporting activities. When a space is able to meet these needs well, users tend to maintain their preference for that place. Thus, place dependence in this dimension reflects the success of space design in meeting utilitarian aspects optimally.

Affective Image Influences Place Dependence (H2)

The statistical test results show that Affective Image partially has a significant effect on Place Dependence. This is shown by the p-value (Sig.) smaller than the alpha value (α) ($0.000 < 0.05$). Therefore, the hypothesis stating that affective image affects place dependence is accepted. The regression coefficient of 0.550 shows that the relationship between affective image and place dependence is positive. That is, the more positive tourists' feelings toward the destination, the higher their level of dependence on that place.

Affective image reflects tourists' emotional responses, such as feelings of comfort, relaxation, and pleasure while at the destination. These positive emotional experiences encourage tourists to assess that the destination is the most suitable place to meet their tourism activity needs. The results of this study are consistent with [Prayag & Ryan \(2011\)](#) who stated that destination image, including the affective dimension, plays a role in the formation of place attachment. Research by [Stylidis et al. \(2017\)](#), [Qu et al. \(2011\)](#), and [Guan et al. \(2023\)](#) also shows that tourists' emotional responses make a significant contribution in building the relationship between tourists and the destination. Positive feelings that emerge during the tourism experience will increase attachment and strengthen the perception that the destination is the best choice for recreational activities.

From an architectural perspective, the influence of affective image on place dependence shows that the quality of atmosphere and emotional experience produced by the space has an important role in forming users' functional attachment. Visual comfort, tranquility, and environmental quality that supports relaxation are the result of processing spatial and landscape elements. When a place is consistently able to present a pleasant spatial experience, users will tend to maintain their preference for that place compared to other alternatives.

Unique Image Influences Place Dependence (H3)

The statistical test results show that Unique Image partially has a significant effect on Place Dependence. This is evidenced by a p-value (Sig.) smaller than the alpha value (α) ($0.000 < 0.05$). Therefore, the hypothesis stating that unique image affects place dependence is accepted.

The regression coefficient of 0.644 shows that the relationship between unique image and place dependence is positive and is the most dominant compared to other variables. The dominant influence of unique image can be contextually understood given that Tablolong Beach has a number of physical and spatial characteristics not found at other coastal destinations around Kupang city/regency, such as distinctive coral rock formations, a combination of mangrove and coral reef ecosystems, and the presence of lopo which has the character of Timorese local culture.

These unique features directly form tourists' perceptions that Tablolong Beach offers experiences that are difficult to replicate by other destinations, thus encouraging the formation of place dependence toward the destination.

That is, the stronger tourists' perceptions of the uniqueness of the destination, the higher their level of dependence on that place. Unique image that reflects perceptions of the distinctive characteristics of the destination, such as culture, natural landscape, and tourism experiences different from other places, can encourage tourists to assess that the destination has irreplaceable value, so it tends to be chosen as the main location to meet certain activity needs.

The results of this study are consistent with [Williams & Vaske \(2003\)](#) who stated that place dependence is formed from the functional superiority and special characteristics of a place. Research by [Qu et al. \(2011\)](#) and [Putri & Yudhistira \(2025\)](#) also shows that perceptions of destination uniqueness can increase tourist attachment because the experiences obtained are unique and irreplaceable. In addition, [Echtner & Ritchie \(1993\)](#) affirm that destination image is not only formed by general attributes, but also by unique attributes that become the identity of a place.

From an architectural perspective, the dominant influence of unique image on place dependence indicates that spatial character and environmental identity have a primary role in creating an irreplaceable place. Landscape uniqueness, spatial composition, and distinctive visual elements form a strong differentiation compared to other places. When a place has a clear and distinctive spatial identity, users will develop dependence because it is difficult to find a similar experience elsewhere.

Conclusion

This study shows that destination image consisting of cognitive image, affective image, and unique image, each has a positive and significant effect on tourists' place dependence at Tablolong Beach. Among the three dimensions, unique image is the most dominant factor, followed by affective image and cognitive image. Theoretically, these findings not only reinforce the relationship between destination image and place dependence, but also show a shift in the role of image dimensions in the context of destinations with limited facilities. The dominant influence of unique and affective image, compared to cognitive image, indicates that tourists' attachment to Tablolong Beach is more formed by emotional experiences and distinctive spatial character, rather than solely by the quality of functional attributes.

Practically, the results of this study recommend that destination managers prioritize the development of destination identity and uniqueness, create positive emotional experiences, and improve the quality of functional attributes as a strategy to strengthen tourists' dependence on the place and encourage the sustainability of visits. The dominant influence of unique image shows that strengthening spatial character and visual identity is the main aspect in creating an irreplaceable place. This can be realized through the design of distinctive physical elements, such as the use of local materials, contextual architectural forms, as well as the development of landscape elements and furniture that have certain visual characteristics as part of place branding. The significant influence of affective image indicates the importance of processing atmosphere and spatial experience quality. Visual comfort, tranquility, and relaxation experiences can be enhanced through open space arrangement, vegetation management, orientation of views toward the sea, as well as control of noise and spatial density. This aspect emphasizes that design not only functions physically, but also shapes users' emotional experiences. Finally, cognitive image related to the functional quality of space that effectively supports activities, can be addressed by providing

adequate facilities, clear circulation systems, good accessibility, and organized spatial layout, which are important factors in ensuring that the destination is able to meet users' needs optimally.

Thus, place dependence can be enhanced through spatial design that is able to present a balance between function, atmosphere, and the character of the destination. This research has limitations as it was only conducted at one destination and uses limited variables. Therefore, future research is suggested to expand the research objects to various types of destinations and to develop models by adding other variables, as well as using more diverse methodological approaches to obtain a more comprehensive understanding.

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