

THE ROLE OF SATISFACTION AND TRUST IN NATURE CONSERVATION TO INCREASE DOMESTIC TOURIST VISITS

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Abstract: This study aims to examine the revisit intention of domestic tourists to Buleleng Regency in Bali, Indonesia by analysing the effects of service quality, destination image, tourist experience, satisfaction, and trust. Trust is introduced as a moderating variable. A total of 600 domestic tourists responded to the survey. The results showed that service quality significantly influences satisfaction but has no direct effect on revisit intention. Destination image and tourist experience positively affect both satisfaction and revisit intention. Satisfaction fully mediates the relationship between service quality and revisit intention and partially mediates the relationship between destination image, experience, and revisit intention. Trust strengthens the effect of satisfaction on revisit intention. The findings suggest that environmental sustainability is a contributor to positive tourist experiences, which in turn, encourage responsible behaviour and promote return visits. This study highlights the importance of sustainable tourism practices and trust in enhancing domestic tourist loyalty to Buleleng.

Keywords: Satisfaction, trust, revisit intention, domestic tourist.

Introduction

The trend of travelling within the country has been echoed by the government since 2021. The goal is clear; to grow the tourism sector, which is the foundation of the economy. The domestic market has an important role in restoring the economy and providing jobs (Ferwati *et al.*, 2021). The trend with the hashtag “in Indonesia aja” (#DiIndonesiaAja) is created to promote the country’s domestic tourism and reduce the trend of travelling abroad (Sara & Saputra, 2021). This is done by encouraging families to take trips to domestic attractions that are safe and comfortable.

Tourist destinations can be interpreted as geographical or administrative areas which include attractions, public facilities, and communities that have a relationship in realising tourism (Laksmi *et al.*, 2023). The destinations can be places with natural nuances, historical sites, amusement parks, or cultural attractions. Therefore, the development of tourism

destinations must be continuously improved (Saputra *et al.*, 2023).

Domestic tourism in Indonesia is better known by the term *Wisatawan Nusantara*, which refers to travelling within the country in less than six months, with purposes other than earning income or routine activities (Saputra *et al.*, 2023). The criteria of domestic tourists are as follows: First, those who travel to commercial destinations of around 100 km, regardless whether they stay in hotels. Second are those who do not visit commercial destinations but stay in hotels or other commercial accommodations, even if their travel distance is less than 100 km. Third are those who do not visit commercial tourist destinations and do not stay in hotels or other commercial accommodations, but travel distances greater than 100 km.

Buleleng Regency, a tourist destination is located northwest of Bali with an area spanning 136,588 ha or 24.25% of the total island

(Regional Regulation of Buleleng Regency No. 9 of 2013). According to the Buleleng Regency Tourism Office (2023), the highest growth of domestic tourists occurred in 2019 when it received 1,005,564 arrivals, which was a 155.42% increase compared with the year before. However, with the COVID-19 pandemic onset in 2020, domestic tourist visits saw a very significant decline of 87.68% due to the imposition of social and movement restrictions (Saputra & Laksmi, 2024).

Another constraining factor is due to geographical perspective. The regency is a rural area that largely comprises hilly and steep terrain, with narrow, winding roads making travel uncomfortable. Travelling time to the regency from I Gusti Ngurah Rai Airport, the main airport in south Bali is around three hours. However, it is observed that tourists who are satisfied with the natural beauty of Buleleng tend to have a stronger intention to return (Werastuti *et al.*, 2018). This indicates that maintaining the island's natural environment and its ecosystem is a vital move to provide a positive experience for tourists.

The topographic conditions in Buleleng are also prone to various disasters. Hilly conditions increase the risk of landslides (Saputra *et al.*, 2021) and its long beaches are exposing seven sub-districts to tsunami danger. Despite the shortcomings, Buleleng has comprehensive tourist attractions, including a pristine environment, rich local culture, and deep historical roots, besides interesting maritime, spiritual, agriculture culinary, and built attractions. Each region has its own uniqueness to produce a strong attraction (Abdou *et al.*, 2020; Javanmardi *et al.*, 2020).

Historically, people in the regency have been known to resist the Dutch administration in Indonesia. Buleleng served as the capital of Sunda Kecil (a chain of Indonesian islands east of Java, from Bali to Timor) during the early independence government and interestingly, it is also a nostalgic destination for the descendants of Dutch colonialists. This phenomenon not only gives a special touch to the identity of Buleleng,

but also significantly enhances its image as a unique destination.

Understanding revisit intention for tourism marketers is a form of competitive advantage in marketing strategy. Gaining the loyalty of tourists in revisiting destinations can reduce costs compared to attracting first-time visitors (Jayawarsa *et al.*, 2021). One of the main focuses of marketing strategy is to increase revisit tourists, which is a crucial issue in the field of service marketing and an important concept in understanding products and services (Hellmeister & Richins, 2019). The key reason why return tourist visits are very important for the sustainability of tourism destinations is that, in addition to reducing marketing costs, it can also reduce promotional costs (Branstrator *et al.*, 2023).

Reducing marketing and promotion costs can be pursued through positive tourist attitudes and repeat visits that will create a competitive cost advantage. Cost advantages can be the key to destination marketing success (Aguar *et al.*, 2021). Revisit intentions are very important for marketers in the tourism industry. They reflect the extent of traveller satisfaction with the destination experience (Hussein, 2020), involving service aspects and destination image (McLean & Barhorst, 2022). Satisfaction with quality service, positive destination image, and experiences contribute to tourists' sense of confidence and trust in the destination (Mwesiumo *et al.*, 2022). A deep understanding of the factors that influence return visit intentions allows marketers to design more precise strategies.

In various studies, it is very difficult to find operational trust as a moderator between satisfaction and tourist return intentions. Li *et al.* (2021) operated social trust as a moderating variable between satisfaction and brand loyalty in the restaurant business. The study stated that social trust has a moderating effect on customer satisfaction and loyalty. Thus, the study illustrated how trust might become a moderating variable between satisfaction and loyalty. In this

study, the conceptualisation of the research gap to be analysed includes:

- (a) Analysing and explaining the relationship between variables of service quality, destination image, and experience on the satisfaction of domestic tourists.
- (b) Analysing and explaining the relationship between variables of service quality, destination image, and experience on the revisit intention of domestic tourists.
- (c) Analysing and explaining the mediating role of satisfaction between variables of service quality, destination image, and experience on the revisit intention of domestic tourists.
- (d) Analysing and explaining trust as a moderating variable between satisfaction variables on the revisit intention of domestic tourists. This research is the first to be conducted in Buleleng using trust as a moderating variable in the context of tourism, based on the Theory of Planned Behaviour (TPB) and push-and-pull factors (Sarma, 2022).

The novelty is the development of a model that operationalises satisfaction as a mediating variable and trust variables as moderating variables simultaneously, which are rare in tourism research. The satisfaction variable was chosen as a mediating variable because the concept of satisfaction is a key factor in the tourist decision-making process. Placing satisfaction as a mediating variable reflects the view that it plays a role in linking certain factors to take repeated actions. The trust variable is used as a moderating variable because trust can strengthen or weaken the effect of the relationship between exogenous variables and endogenous variables. This new marketing concept can increase the return visit of domestic tourists to Buleleng.

Literature Review

In this study, there are several significant relationships between variables that influence the intention of domestic tourists to revisit

Buleleng. First is service quality, where the better the quality provided, the higher the level of satisfaction felt by tourists (Atmadja *et al.*, 2021). Furthermore, destination image also contributes positively to satisfaction, where a good image can improve experience and positive feelings towards the destination.

Tourist satisfaction, which is generated from service quality and destination image is proven to have a significant direct effect on intention to revisit. This means that tourists who feel satisfied tend to have a greater desire to revisit Buleleng (Saputra *et al.*, 2023). In addition, tourist experience also plays an important role, where positive experiences during a visit can strengthen satisfaction and in turn, increase the intention to revisit.

On the other hand, trust functions as a moderator variable, which strengthens the relationship between satisfaction and intention to revisit. Tourists who have a high level of trust in a destination are more likely to return, even if they experience minor dissatisfaction. Thus, the relationship between these variables indicates that service quality, destination image, and satisfying experiences are very important in creating intention to revisit while trust can strengthen the impact of such satisfaction (Saputra *et al.*, 2023; Laksmi *et al.*, 2024).

Theory of Planned Behaviour

TPB is a social psychology theory, aimed at explaining how a person's intentions influence their behaviour. This theory has undergone several developments, including a better understanding of the factors that influence intention and behaviour, as well as testing the theory in various contexts and populations (Adnan *et al.*, 2019).

Furthermore, recent developments include a greater emphasis on the role of emotions and self-control in shaping intentions and behaviour, as well as the importance of subjective norms (Putu *et al.*, 2020). Understanding decision-making is highly influenced by tourists' planned actions. The TPB is an enhancement of the

“Theory of Reasoned Action”, which adds attitude as an essential component of behaviour (Gerschewski *et al.*, 2020). In TPB, the factor that most influences a person’s behaviour is the intention to display the behaviour.

Revisit Intention

The revisit intention is an important aspect of consumer behaviour studies, especially in the tourism and service industries (Rytkönen & Oghazi, 2022). This intention reflects a person’s desire or plan to revisit a destination or reuse a particular service in the future. McLean *et al.* (2023) explained that return visits are a common phenomenon in vacation destinations. Investigating the behaviour of tourists who visit destinations repeatedly may provide valuable insights for mature destinations to maintain competitiveness (Sotiriadis, 2015). Chan and Hsu (2016) stated that revisit intentions are aimed at consumers who have used tourism services before and experienced the service firsthand.

Service Quality

According to Su *et al.* (2023), service quality includes efforts to meet consumer needs and desires and service accuracy by taking expectations into consideration. Zameer *et al.* (2018) defined service quality as a function of the difference between service expectations and customer perceptions of the services provided. Previous research showed that good service quality leads to customer satisfaction and subsequent tourist revisit intentions (Lim *et al.*, 2024). The relationship between service quality and customer satisfaction and loyalty has been confirmed in various studies in different contexts. In tourism research, the relationship between service quality and tourist satisfaction is a crucial factor in increasing revisit intentions (Hussein, 2020; X. Li *et al.*, 2021; Lim *et al.*, 2024).

H1: Service quality has a positive effect on satisfaction of domestic tourists to Buleleng.

H2: Service quality has a positive effect on revisit intention of domestic tourists to Buleleng.

Destination Image

Image is a function of consumption accumulated over time or the cumulative effect of consumer satisfaction and dissatisfaction (Lee *et al.*, 2019). Oncioiu and Priescu (2022) noted that the level of destination image affects travellers’ satisfaction with service providers. To maintain travellers’ intention to return, service providers should not neglect aspects of destination image (Zhu *et al.*, 2023). Destination image has a positive relationship with return visit intention, as seen in several tourism studies (Widayati *et al.*, 2020). A pristine and well-maintained natural environment is the main attraction that influences tourists’ satisfaction and intention to return (Saputra & Laksmi, 2024). Environmental preservation such as maintaining the beauty and cleanliness of nature is very important in maintaining a positive image.

H3: Destination image has a positive effect on satisfaction of domestic tourists to Buleleng.

H4: Destination image has a positive effect on revisit intention of domestic tourists to Buleleng.

Experience

Tourist experience affects the satisfaction of the tourists themselves (Aguilera-Caracuel & Ortiz-de-Mandojana, 2013). When tourists feel satisfied with themselves, they tend to repeat their travel experiences with the same process (Ortet *et al.*, 2022). Therefore, creating an interesting, authentic, and quality experience is the key to increasing tourist satisfaction (Zertuche *et al.*, 2020; Kafouros *et al.*, 2021).

H5: Experience has a positive effect on satisfaction of domestic tourists to Buleleng.

H6: Experience has a positive effect on revisit intention of domestic tourists to Buleleng.

Satisfaction

It is known that satisfaction is the best predictor of direct and indirect relationships to loyalty or revisit intention (Saputra *et al.*, 2024). Satisfaction has a significant effect on the direct relationship to revisit intention (Hellmeister & Richins, 2019; Ismail *et al.*, 2019; Atzeni *et al.*, 2022), as well as a mediating variable.

- H7: Satisfaction has a positive effect on revisit intention of domestic tourists to Buleleng.
- H8: Service quality has a positive effect on the revisit intention of domestic tourists to Buleleng, which is mediated by satisfaction.
- H9: Destination image has a positive effect on the revisit intention of domestic tourists to Buleleng, which is mediated by satisfaction.
- H10: Experience has a positive effect on the revisit intention of domestic tourists to Buleleng, which is mediated by satisfaction.

Trust

Trust variables affect how strong or weak the mediating effect of customer satisfaction is on customer loyalty (Saputra & Sanjaya, 2019). Hasaballah *et al.* (2019) analysed the role of trust in moderating the effects of experiential marketing and satisfaction on customer loyalty. The results showed that the trust variable is an important moderating factor (Mele *et al.*, 2019; Yang *et al.*, 2019; Chairina & Tjahjadi, 2023). This confirmed that trust plays an important role in strengthening the effect of satisfaction on customer loyalty. Harrigan *et al.* (2017) also found that trust has a moderating effect between the satisfaction variable and loyalty.

- H11: Satisfaction has a positive effect on the revisit intention of domestic tourists to Buleleng, which is moderated by trust.

Method

This study used a quantitative method with a survey approach to analyse the variables that influences the intention to revisit domestic tourists. The respondents were domestic tourists who met certain criteria, which included being at least 18 years old, having entered a tourist attraction and having visited Buleleng at least once. The total number of respondents was 600 people.

Data were collected through questionnaires distributed directly at six tourist attractions in Buleleng, namely Air Sanih, Lovina Beach, Banjar Hot Springs, Arama Banjar Monument, Lakes Buyan and Tamblingan, and Krisna Fantastic Land. The questionnaire was designed using a Likert scale with an interval of 1-5, where 1 indicated “strongly disagree” and 5 was “strongly agree”, thus, allowing the measurement of the level of satisfaction and perception of respondents towards the variables studied. After data collection, validity and reliability tests were carried out using SPSS software version 23 (Astuty *et al.*, 2022). Further data analysis was carried out using SEM-PLS 4 to test the proposed hypotheses (Horton, 2022).

The questionnaire was developed through several stages. First, a literature review was conducted to identify key variables that have been proven to be influential in previous studies such as service quality, destination image, experience, satisfaction, and trust (Desalegn & Tangl, 2022). Next, question items were formulated based on these variables, using a Likert scale with an interval of 1-5, where 1 indicated “strongly disagree” and 5 was “strongly agree”. Each item was designed to capture the nuances of respondents’ perceptions of each variable. The questionnaire was then used in a pilot test on a small group of respondents (30 people). Feedback from this pilot test was used to revise and refine the questionnaire.

Results

Respondents' Profile and Characteristics

During holidays, the majority of tourists in Buleleng Regency are Indonesians. For them, visiting the tourist destinations in the regency had become a tradition, particularly during the Eid holidays, due to their affordability and suitability for family recreation. The popularity of relatively inexpensive local attractions, along with their geographical proximity and familiarity with these sites, makes them more frequently visited by local people than international tourists.

Table 1 explains the characteristics of domestic tourists who revisit tourism destinations in Buleleng. They were mostly women (51.17%) of Generation Z aged between 18 and 27 (45.50%). Based on the area of origin, locals of Buleleng themselves occupy the highest percentage at 33.67%.

Validity and Reliability Test

Validity testing is used to ensure whether the questionnaire could accurately measure the intended variables. This testing was conducted with 30 respondents before the questionnaire was distributed to the entire sample. Out of the 57 items used to measure validity, those with loading factors greater than 0.4 were considered valid. Reliability measurement was performed using the one-shot method, which showed Cronbach's Alpha values above 0.7. The results of the validity and reliability tests are presented in Table 2.

Outer Loading

The function of evaluating the measurement model (Outer Model) with reflective indicators was to ensure that the constructs or latent variables measured by multiple reflective indicators were valid and reliable. This evaluation was

Table 1: Characteristics of domestic tourists

Demography	Options	Frequency	Percentage (%)
Gender	Male	293	48.83
	Female	307	51.17
Generation	Baby Boomers	15	2.50
	Gen X	79	13.17
	Milenial	236	39.33
	Gen Z	270	45.50
Origin	Buleleng	202	33.67
	Badung	50	8.33
	Denpasar	128	21.33
	Gianyar	56	9.33
	Jembrana	3	0.50
	Klungkung	8	1.33
	Karangasem	49	8.17
	Tabanan	24	4.00
	Bangli	8	1.33
	Surabaya	7	1.17
	Jakarta	6	1.00
	Lombok Barat	24	4.00
	Mataram	30	5.00
	Sidoarjo	5	0.83

Table 2: Validity and reliability test

No.	Variables	Cronbach Alpha	No. of Items
1	Service Quality (X1)	0.947	17
2	Destination Image (X2)	0.897	9
3	Experience (X3)	0.967	18
4	Satisfaction (M1)	0.939	5
5	Trust (M2)	0.915	3
6	Revisit Intention (Y1)	0.938	5

conducted through the outer model by testing Convergent Validity, Discriminant Validity, and Composite Reliability.

Table 3 shows the 5 dimensions of measuring service quality variables, consisting of physical evidence, reliability, responsiveness, assurance, and empathy. The five dimensions had an Outer Loading value greater than 0.5; physical evidence with a value of 0.589; reliability with 0.889; responsiveness assurance each had a value of 0.915; and empathy with a value of 0.882. This means that the five dimensions of service quality are valid for measuring the variable of revisit intention. The dimensions of responsiveness and assurance had the highest Outer Loading value of 0.915.

The satisfaction variable with indicators of visiting satisfaction, comparable to time and effort, comparable to price, service according to expectations and equivalent experience also has an Outer Loading value greater than 0.5 and the indicator comparable to price had the highest Outer Loading value of 0.890. This means that the five satisfaction indicators were valid for measuring the variable of revisit intention.

The trust variable measured by the indicators of ability, integrity, and kindness

also had an Outer Loading value greater than 0.5 with kindness as the owner of the highest outer loading value of 0.950, so, the three trust indicators were said to be valid for measuring the variable of revisit intention. The revisit intention variable was measured by the indicators of returning soon, choosing the same place, returning later, returning often, and the main choice, the outer loading value is greater than 0.5 with returning often as the owner of the highest outer loading value of 0.906. These results indicate that the five indicators are the strongest in responding to the revisit intention of domestic tourists.

Table 4 shows that all six variables have Average Variance Extracted (AVE) values above 0.50 and the square roots of the AVE for each variable are higher than the correlation coefficients between that variable and others. This indicates that the data demonstrated good discriminant validity.

Table 5 shows that all variables have met the composite reliability because the Alpha values were above the threshold of 0.7. The indicators tested to measure the latent variables in this study had met the composite reliability element.

Table 3: Outer loading (Measurement Model)

Variable	Outer Loading	p – Value	Average Variance Extracted
Service Quality (X ₁)			0.718
Tangible (X _{1,1})	0.589	0.000	
Reliability (X _{1,2})	0.889	0.000	
Responsiveness (X _{1,3})	0.915	0.000	
Assurance (X _{1,4})	0.915	0.000	
Empathy (X _{1,5})	0.882	0.000	
Destination Image (X ₂)			0.865
Affective (X _{2,1})	0.929	0.000	
Cognitive (X _{2,2})	0.932	0.000	
Experience (X ₃)			0.739
Sense (X _{3,1})	0.796	0.000	
Feel (X _{3,2})	0.895	0.000	
Think (X _{3,3})	0.871	0.000	
Act (X _{3,4})	0.872	0.000	
Relate (X _{3,5})	0.862	0.000	
Satisfaction (M ₁)			0.736
Satisfaction (M _{1,1})	0.828	0.000	
Worth the time and effort (M _{1,2})	0.876	0.000	
Worth the price (M _{1,3})	0.890	0.000	
Expect of service (M _{1,4})	0.841	0.000	
Perception Experience (M _{1,5})	0.853	0.000	
Trust (M ₂)			0.887
Ability (M _{2,1})	0.931	0.000	
Integrity (M _{2,2})	0.946	0.000	
Benevolence (M _{2,3})	0.950	0.000	
Revisit Intention (Y ₁)			0.754
Revisit soon (Y _{1,1})	0.854	0.000	
Choose again (Y _{1,2})	0.873	0.000	
Come back future (Y _{1,3})	0.820	0.000	
Frequently visit (Y _{1,4})	0.906	0.000	
First choice (Y _{1,5})	0.885	0.000	

Table 4: Discriminant Validity – Fornell Larcker Creterion

Variable	AVE	√AVE	DI (X ₂)	EX (X ₃)	RI (Y ₁)	SF (M ₁)	SQ (X ₁)	TR (M ₂)
Destination image (X ₂)	0.865	0.930	0.930					
Experience (X ₃)	0.739	0.860	0.779	0.860				
Revisit intention (Y ₁)	0.754	0.868	0.720	0.724	0.868			
Satisfaction (M ₁)	0.736	0.858	0.773	0.800	0.762	0.858		
Service quality (X ₁)	0.718	0.847	0.711	0.644	0.583	0.641	0.847	
Trust (M ₂)	0.887	0.942	0.641	0.646	0.637	0.716	0.714	0.942

Table 5: Cronbach’s Alpha and composite reliability tests

Variable	Cronbach’s Alpha	Composite Reliability
Destination image (X ₂)	0.844	0.928
Experience (X ₃)	0.911	0.934
Revisit intention (Y ₁)	0.918	0.939
Satisfaction (M ₁)	0.910	0.933
Service quality (X ₁)	0.894	0.926
Trust (M ₂)	0.937	0.959

Inner Model

The results of R-square estimation using SmartPLS 4 are presented in Table 6. Table 6 shows the R-square value of the revisit intention variable of 0.660 and the satisfaction variable of 0.702. This means that the change in the revisit intention variable is caused by changes in service quality, destination image, and experience of 66%. Variables outside the model influence 34% on the revisit intention. In the satisfaction variable, changes in service quality, destination image, and experience are 70.20% while variables outside the model influence 29.80%. The higher the R-square value, the greater the ability of the exogenous variables could explain the endogenous variables so that the structural equation was better.

The calculation using Q-square predictive relevance is stated in Equation 1:

$$Q^2 = 1 - \{(1 - R^2M1)(1 - R^2Y1)\} \quad \text{(Equation 1)}$$

$$Q^2 = 1 - \{(1 - 0.702)(1 - 0.0060)\}$$

$$Q^2 = 1 - \{(0.298)(0.340)\}$$

$$Q^2 = 1 - 0.10132$$

$$Q^2 = 0.89868 \text{ (rounded up to 0,899)}$$

The Q² value is a result of 0.899 which can be said that the results show that 89.90% of the relationship between variables could be explained by the model while the remaining 10.10% is explained by other factors that were not explained by the model in the study. These results indicated that the observations were very good.

Table 6: R-square value

Variable	R-square	R-square Adjusted	Criteria
Revisit intention (Y ₁)	0,660	0,656	Medium
Satisfaction (M ₁)	0,702	0,700	Medium

Hypothesis Testing

Table 7 shows the results of hypothesis testing of the relationship between variables as follows. First, service quality had a positive and significant effect on the satisfaction of domestic tourists to Buleleng, with a coefficient of 0.097 and a t-statistic of 2.217, which means that hypothesis one was accepted.

Second, service quality had a positive but insignificant effect on the revisit intention of domestic tourists to Buleleng, with a coefficient of 0.008 and a t-statistic of 0.171, so, hypothesis two was rejected. The results of the study indicated that service quality had a positive but insignificant effect on the revisit intention of domestic tourists. These results indicated that quality service had not been able to significantly shape the revisit intention of domestic tourists. Quality service was considered something ordinary (basic standard) and must be present in every tourist attraction for domestic tourists to enjoy.

Third, destination image had positive and significant effect on the satisfaction of domestic tourists, with a coefficient of 0.329 and a

t-statistic of 6.486, so, hypothesis three was accepted. The results of this study indicated that destination image had a significant effect on the satisfaction of domestic tourists.

Fourth, destination image also had a positive and significant effect on the revisit intention of domestic tourists to Buleleng, with a coefficient of 0.227 and a t-statistic of 3.533, so, hypothesis four was accepted. Destination image had a positive and significant effect on the revisit intention of domestic tourists. A strong positive destination image could be the main attraction for domestic tourists to consider revisiting the location in the future.

Fifth, experience had a positive and significant effect on the satisfaction of domestic tourists to Buleleng, with a coefficient of 0.482 and a t-statistic of 9.411, so, hypothesis five was accepted. The results of the study showed that experience had a positive and significant effect on the satisfaction of domestic tourists.

Sixth, experience had a positive and significant effect on the revisit intention of domestic tourists to Buleleng, with a coefficient

Table 7: Hypothesis testing results

No.	Variable Relationship	Path Coefficient	t-statistic	Conclusion
1	Service quality (X_1) \rightarrow Satisfaction (M_1)	0.097	2.217	H1 accepted
2	Service quality (X_1) \rightarrow Revisit intention (Y_1)	0.008	0.171	H2 rejected
3	Destination image (X_2) \rightarrow Satisfaction (M_1)	0.329	6.486	H3 accepted
4	Destination image (X_2) \rightarrow Revisit intention (Y_1)	0.227	3.533	H4 accepted
5	Experience (X_3) \rightarrow Satisfaction (M_1)	0.482	9.411	H5 accepted
6	Experience (X_3) \rightarrow Revisit intention (Y_1)	0.168	2.465	H6 accepted
7	Satisfaction (M_1) \rightarrow Revisit intention (Y_1)	0.410	6.048	H7 accepted
8	Service quality (X_1) \rightarrow Satisfaction (M_1) Revisit intention (Y_1)	0.039	1.973	H8 accepted
9	Destination image (X_2) \rightarrow Satisfaction (M_1) \rightarrow Revisit intention (Y_1)	0.132	4.305	H9 accepted
10	Experience (X_3) \rightarrow Satisfaction (M_1) \rightarrow Revisit intention (Y_1)	0.193	5.363	H10 accepted
11	Satisfaction (M_1)* Satisfaction (M_2) \rightarrow Revisit intention (Y_1)	0.099	3.672	H11 accepted

of 0.168 and a t-statistic of 2.465, so, hypothesis six was accepted.

Seventh, satisfaction had a positive and significant effect on the revisit intention domestic tourists to Buleleng, with a coefficient of 0.410 and a t-statistic of 6.048, so, hypothesis seven was accepted. The results of this study indicated that satisfaction had a significant positive effect on the revisit intention of domestic tourists to Buleleng. From the questionnaire responses, it was known that domestic tourists did experience overall satisfaction when visiting tourist attractions in the regency.

Eighth, service quality had a positive and significant effect on the revisit intention domestic tourists to Buleleng through satisfaction mediation, with a coefficient of 0.039 and a t-statistic of 1.973, so that hypothesis eight was accepted, indicating a perfect mediation role of satisfaction. The results of this study found that service quality had a significant effect on the revisit intention tourists through the mediation variable of satisfaction.

Ninth, destination image also had a positive and significant effect on revisit intention through satisfaction mediation, with a coefficient of 0.132 and a t-statistic of 4.305, so, hypothesis nine was accepted, with partial mediation by satisfaction. A positive destination image had a significant effect on satisfaction.

Tenth, experience had a positive and significant effect on revisit intention through satisfaction mediation, with a coefficient of 0.193 and a t-statistic of 5.363, so, hypothesis 10 was accepted, also showing partial mediation.

Eleventh, trust moderated the effect of satisfaction on revisit intention, with a coefficient of 0.099 and a t-statistic of 3.672, so, hypothesis 11 was accepted, indicating a real moderation of trust. The nature of the trust variable in moderating satisfaction on revisit intention is pure moderation. This means that the trust variable is not directly significant on revisit intention. The trust variable can strengthen and weaken the relationship between satisfaction and revisit intention of domestic tourists to Buleleng.

Figure 1 shows that the covariance of indicator measurements is influenced by latent constructs or reflects variations in uni-dimensional constructs depicted by ellipses with several arrows from constructs to indicators. This model hypothesises that changes in latent constructs could affect changes in indicators. In the model, there were three exogenous variables, namely service quality, destination image, and domestic tourist experience, two endogenous variables, namely satisfaction and intention to revisit, and one moderating variable, namely trust (Camilleri-Fenech *et al.*, 2020; Illiyyina *et al.*, 2021; Saputra *et al.*, 2023).

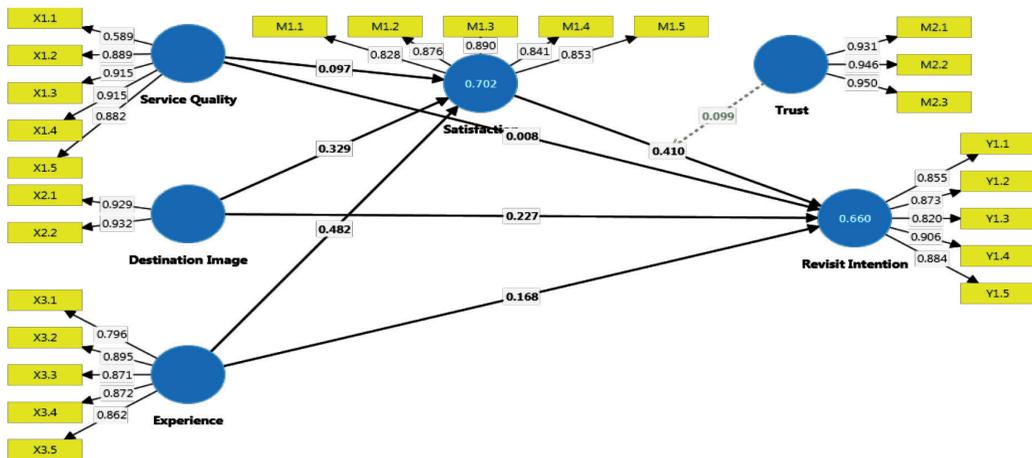


Figure 1: The hypothesis model with path coefficients

The results of this study indicated that service quality and destination image had a significant positive effect on domestic tourist satisfaction, which then contributed to revisit intention. This finding was in line with previous studies such as those by Oncioiu and Priescu (2022), which emphasised that good service quality was closely related to the level of tourist satisfaction. In addition, research by Zhu *et al.* (2023) also supported this result by showing that a positive destination image could increase the intention to return.

Furthermore, tourist experience had been shown to play an important role in increasing satisfaction and revisit intention. This was in line with a study by Yi *et al.* (2023), which stated that a positive experience during a visit could create higher satisfaction. This study also found that satisfaction functions as a full mediator between service quality and revisit intention, as well as a partial mediator between destination image and experience on that intention. This result was consistent with the findings of Ebrahimi *et al.* (2020), which showed that satisfaction could significantly influence revisit intention.

In addition, tourist trust functions as a moderator that strengthens the relationship between satisfaction and revisit intention. This is in line with research by Hidayaturrehman *et al.* (2022), which showed that trust could strengthen the effect of satisfaction on tourist loyalty. The findings of this study highlighted the importance of managing service quality, destination image, and tourism experience to increase satisfaction and revisit intention, showed that building trust among domestic tourists can be an effective strategy to increase visits to Buleleng. Thus, there was an important contribution to understanding the dynamics of factors that influenced tourist behaviour and offered a strong basis for developing more effective tourism marketing strategies in the future (Hasaballah *et al.*, 2019; Mele *et al.*, 2019; Xu *et al.*, 2021).

Discussion

The results of the study indicated that service quality had a positive and significant effect on the satisfaction of domestic tourists to Buleleng. Significant results indicated that quality services could increase the satisfaction of domestic tourists towards tourist attractions in Buleleng (Anis *et al.*, 2023). The better the service quality, the higher the satisfaction would be experienced by tourists. Physical evidence was the most dominant dimension in shaping service quality because it was a dimension of service quality that was easy to see, feel, and assess.

The accessibility aspect was the first thing that tourists paid attention to (initial impression). These results indicated that the real conditions in Buleleng, the accessibility of tourist attractions that were easy to reach had an important role in domestic tourist visits. The results were in line with those of Subota *et al.* (2024), which stated that service quality affected tourist satisfaction with syariah tourism attractions in Madura. Arismayanti *et al.* (2020) stated that service quality was the main determinant of tourist satisfaction. Tourists were willing to pay more when the quality of service was guaranteed. In line with this study, Li *et al.* (2019) stated that the quality of the physical environment had significant effect on consumer satisfaction, as well as the quality of restaurant services.

Domestic tourists were not motivated to revisit Buleleng if they made the regency a stopover and not a main destination. Domestic tourists only visited attractions to rest before continuing to other destinations (Li *et al.*, 2021). The results of this study were in line with Ferwati *et al.* (2021), which stated that there was a positive and insignificant effect between service quality and tourists revisit intention. Tourists assessment of service quality was very basic, therefore, assessments related to service quality were not enough to ensure that the tourists would return to the same place.

The more positive the destination image, the higher the level of satisfaction felt by domestic tourists. The results of the study showed that

the affective aspect was more dominant than cognitive in the influence of destination image. Emotional and feeling factors (affective) tended to have a stronger influence in shaping the satisfaction of domestic tourists because the inner bond with the destination had been embedded in their minds (Sukmadi, 2022). The results of this study were in line with Subawa *et al.* (2023), which stated that destination image was a manifestation of expectations, which included tourist perceptions.

The tourist attractions used as research locations had a low-cost image (Low Budget). The results indicated that destination image had positive and significant effect on the revisit intention domestic tourists to Buleleng. In line with Su *et al.* (2023), which stated that destination image was a good predictor for increasing the revisit intention to tourist destinations. A unique destination image could be a factor in attracting tourists to the revisit intention in the future or recommend the destination to colleagues. Furthermore, Niedbala *et al.* (2020) stated that destination image played an important role for tourist destinations. The more popular the image of the destination to be promoted, the more tourists would intend to revisit.

A good tourist attraction must be able to provide positive experiences and feelings. The results of Kusworo (2023) stated that satisfaction was the “estuary of quality tourist experiences” at tourist attractions. This was in line with the results of the study by Anis *et al.* (2023), which stated that satisfaction was influenced by tourist experience. Satisfaction could be formed with a comparison between expectations and sensory experiences, including emotional experiences. The experience that is passed through is imprinted in the memory of tourists and they would continue to repeat it at the next opportunity. The results of the study showed that experience had a positive and significant effect on the revisit intention of domestic tourists to Buleleng (Laksmi *et al.*, 2024). The better the quality and value of the experience obtained, the

stronger the revisit intention was. This was in line with Ting *et al.* (2020), which stated that experience aimed to provide added value after feeling a pleasant impression and experience so that the experience obtained would always be remembered and even repeated in the future.

The overall satisfaction felt by domestic tourists is obtained from the performance of services, images, and experiences while at the destination. The standards of satisfaction of domestic tourists visiting Buleleng vary. When domestic tourists choose to visit cheap tourist attractions, they usually did not expect luxurious facilities or services (Arismayanti *et al.*, 2020; Saputra *et al.*, 2024).

Domestic tourists focused more on basic experiences that were adequate and by the value paid. Various studies had confirmed that tourist satisfaction had a positive and significant impact on the revisit intention of tourists (Saputra *et al.*, 2022). The point was that for tourists who feel a pleasant feeling due to fulfilled expectations, it was certain that the attraction had provided satisfaction to increase the revisit intention. This result was in line with the research results of Hidayah *et al.* (2023), which stated that revisit intention was a follow-up to the satisfaction experienced by tourists after visiting a destination.

Manurung *et al.* (2022) also showed similar results, where tourist satisfaction with airport services could significantly increase their revisit intention. Saputra and Subroto *et al.* (2022) also stated that service quality was an important element in influencing revisit intention, both directly and through the satisfaction variable. The results of the study showed that satisfaction played a role as a full mediation between service quality and revisit intention domestic tourists to Buleleng (Sara *et al.*, 2023). This finding showed that although service quality was not significant to the revisit intention directly, however, if the satisfaction of domestic tourists was met or even exceeded, then, indirectly, service quality would have a significant effect on the revisit intention of domestic tourists.

This satisfaction could then increase the motivation to revisit the intention of domestic tourists. The results of this study confirmed that the research of Saputra and Paranoan (2024), which stated that the intention to revisit tourists was influenced by destination image through satisfaction. Destination image was a precursor to tourist satisfaction and revisits intention. The image created an impression in the minds of tourists and the task of service providers was to respond by showing service performance (Lee *et al.*, 2019). In this study, satisfaction acted as a partial mediation between destination image and revisit intention. This meant that destination image had a direct effect on revisit intention, as well as through the mediation variable of satisfaction.

A pleasant and memorable tourism experience could greatly influence tourist satisfaction. When tourists had a positive experience during a trip to a tourist attraction, it would create a strong feeling of satisfaction. Satisfaction leads to the intention to revisit tourists (Sara & Saputra, 2021). When tourists feel satisfied with the experience, they tended to have a stronger intention to return in the future. This was because tourists wanted to repeat the positive experiences they have had, to repeat for nostalgia, and repeat the precious moments (Merli *et al.*, 2019).

The results of the study showed that experience had a positive and significant effect on the intention to revisit Buleleng. This result was in line with the results of Hwang *et al.* (2021), which stated that satisfaction was a predictor that bridged the indirect relationship between experience and intention to revisit. This study showed that satisfaction had a partial mediation nature between experience and intention to revisit domestic tourists. This result could be interpreted as experience had a direct effect on the intention to revisit through satisfaction.

High satisfaction of domestic tourists, strengthened by trust had an impact on the revisit intention of domestic tourists. The trust of domestic tourists in Buleleng tourism

destinations was greatly influenced by the existence of local communities. Domestic tourists provided personal assessments of others to be able to trust what was conveyed and for actions that could be trusted. Tourists who had strong relationships with local communities and high satisfaction would give a high level of trust (Hasaballah *et al.*, 2019). Tourists with a high level of trust would be more tolerant of dissatisfactions to maintain long-term relationships. Conversely, tourists with low trust would certainly be unable to tolerate the dissatisfaction that occurred.

Tourists from the domestic archipelago visiting Buleleng were predominantly from Generation Z, aged 18 to 27, who tended to seek affordable travel destinations that still offered engaging experiences. These tourists often chose Buleleng as a brief stop before continuing their journey. Attractions such as Danau Buyan and Tamblingan, Air Sanih, Air Panas Banjar, Pantai Lovina, Wihara Arama, and Krisna Funtastic Land provided a range of experiences at very low costs, with entrance fees generally around IDR10,000. This affordability allowed visitors to enjoy natural, cultural, and recreational attractions without significant expenses.

For instance, Danau Buyan and Tamblingan offered stunning natural views and trekking activities while Pantai Lovina was famous for its dolphin-watching opportunities. Krisna Funtastic Land and Wihara Arama added variety with family entertainment and spiritual tourism. Generation Z, which usually sought brief yet meaningful experiences, could take advantage of these opportunities to explore the beauty and culture of Buleleng at minimal costs (Sara *et al.*, 2020). They also have a unique relationship with social media, constantly capturing and sharing moments from their experiences (Wang *et al.*, 2022; Saputra *et al.*, 2023).

This made Buleleng an ideal stopover in providing a comprehensive yet affordable travel experience. Interviews with tourist attraction managers revealed that during holiday periods, visitors were mainly from within the regency itself. For these tourists, visiting attractions

during Eid was a routine activity due to the low cost, making it a favoured option for spending time with family (Chan & Hsu, 2016). This suggested that affordable tourist attractions in Buleleng primarily attracted local tourists and those familiar with the area.

Service quality had a positive and significant impact on the satisfaction of domestic tourists, with the physical evidence dimension being the dominant factor (Ferwati *et al.*, 2021; Lewenussa, 2023). Good service quality enhances satisfaction while other dimensions such as assurance, empathy, and responsiveness also contribute, albeit with varying degrees of impact. The reliability dimension, although important, showed the lowest value, indicating the need to focus on sincerity and consistency in service. Interviews with tourists highlighted the importance of genuine and secure service and indicated that they tended to critically assess unsatisfactory services (Suprapti *et al.*, 2018; Kusumastuti *et al.*, 2022).

Although service quality positively affected the intention to revisit, its impact was not significant, suggesting that tourists might consider service quality as a baseline standard that was not enough to motivate them to return. Domestic tourists often viewed Buleleng as a temporary stopover rather than a primary destination. These findings aligned with previous research indicating that good service quality did not always guarantee a higher intention to revisit (Kusworo, 2023; Su *et al.*, 2023).

Destination image significantly influenced domestic tourists satisfaction, with a positive image encompassing emotional and affective aspects contributing to higher satisfaction. Emotional connections and memories with the destination could enhance satisfaction and positive experiences that exceed tourists' expectations also impacted their satisfaction. Moreover, destination image also had a positive and significant impact on the intention to revisit. A strong and positive image could motivate tourists to consider returning, especially if the image reflected the natural beauty, culture, and history they valued. Pleasant and high-quality

tourist experiences played a crucial role in influencing satisfaction and the intention to revisit. Experiences that engaged the senses such as beautiful views and satisfying activities could enhance satisfaction and loyalty, in line with the motivational theory and research results of Faqiri and Mastour (2024). Positive experiences reinforced tourist intention to return, supporting the TPB that positive perceptions and good behavioural control could encourage repeat visits.

Satisfaction acted as a mediator between service quality and the intention to revisit, as well as between destination image and the intention to revisit. Research showed that high satisfaction promoted the intention to revisit, consistent with Cochrane (2020). Satisfaction also mediated the relationship between destination image and experience on the intention to revisit, as found by Mergel *et al.* (2019) and Amrutha and Geetha (2021).

Tourists could contribute to preserving nature in tourist attractions by taking several actions such as using trash bins and separation of organic and non-organic waste, not disturbing or feeding wild animals and reducing the use of plastic besides participating in conservation programmes or donating to nature conservation (Dinkoksung *et al.*, 2023; Lulaj *et al.*, 2024).

The research was conducted in increasing tourist visits in Buleleng, in the initial visit to the research location, the researcher found that an increase in tourist visits was needed. This research was conducted with a quantitative approach using a survey to analyse the factors that influence the intention of domestic tourists to revisit Buleleng. These findings provided insight for tourism stakeholders in designing more effective marketing strategies to increase domestic tourist visits (Sumarto *et al.*, 2020; Li *et al.*, 2021; Parma *et al.*, 2021).

Conclusions

Service quality, destination image and experience had a positive and significant effect on satisfaction. While only service quality was

not significant in revisit intention. Satisfaction was a full mediation between service quality and revisit intention and a partial mediation between destination image and revisit intention, as well as between experience and revisit intention. Trust as a moderator between satisfaction and revisiting intention with pure moderation. This study provided important contributions both theoretically and practically in the field of tourism marketing management. Theoretically, it had broadened the understanding of the relationship between variables such as service quality, destination image, experience, satisfaction, trust, and revisit intention. The results confirmed the principles of TPB in the context of tourist revisit intention by strengthening empirical evidence from the variables developed in this model.

Several research limitations such as focusing on certain variables and cross-sectional data characteristics had been identified. Thus, the findings of this study are expected to provide valuable guidance for further development in tourism marketing management and understanding tourist consumer behaviour. The results also stated that tourists tended to remember their positive experiences, especially those related to nature and the preserved environment. This meant that environmentally friendly tourism experiences could motivate tourists to support environmental conservation practices, both directly and through responsible behaviour during their travels. Thus, efforts to preserve the environment in tourist destinations were not only important for the sustainability of nature, but also had direct impact on tourist revisit intentions, which was one of the main goals in tourism management.

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Conflict of Interest Statement

The authors declare that they have no conflict of interest.

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