

Quality, Service Quality, and Revisit Intention in Oceanarium Tourism

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Abstract

This study examined the effects of experience quality and service quality on revisit intention, with customer satisfaction and perceived value serving as mediating variables in the context of oceanarium tourism. A quantitative cross-sectional survey was conducted involving 146 valid respondents who had visited oceanariums in Jakarta and South Tangerang. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicated that experience quality and service quality significantly enhanced customer satisfaction and perceived value. However, neither experience quality, service quality, nor customer satisfaction exerted significant direct effects on revisit intention. Instead, perceived value emerged as the strongest predictor of revisit intention, suggesting that visitors were more likely to revisit when they perceived that the overall benefits of the experience exceeded the costs incurred. This study was limited to oceanarium visitors in Jakarta and South Tangerang and employed a cross-sectional design, which may restrict the generalizability of the findings. The study contributes to tourism literature by demonstrating the central role of perceived value in explaining revisit intention within experience-based tourism and provides practical insights for tourism managers in developing strategies to enhance visitor retention through value-oriented experiences.

Keywords: Customer Satisfaction, Experience Quality, Oceanarium Tourism, Perceived Value, Revisit Intention

1. INTRODUCTION

The tourism industry has evolved beyond its traditional role as a leisure activity into an experience-driven sector that generates significant economic, social, and educational value. In addition to contributing to economic growth and employment, tourism has become an important instrument for strengthening destination competitiveness through the creation of memorable visitor experiences ([Widodo, Widana, & Aridayanti, 2024](#)). Following the global recovery from the COVID-19 pandemic, tourism stakeholders have shifted their strategic focus from merely increasing visitor arrivals to fostering long-term visitor retention. In this context, revisit intention has emerged as a critical indicator of destination sustainability because repeat visitors tend to demonstrate higher loyalty, generate positive word-of-mouth, and contribute to stable tourism demand over time ([Dewi, & Sukaatmadja, 2022](#); [Nasib, Syaifuddin, & Rusiadi, 2023](#); [Rigelsky, Gavurova, Novotny, Bacik, & Senkova, 2025](#)).

Among various forms of experience-based tourism, oceanarium attractions have gained increasing attention by integrating recreation, environmental education, and marine conservation within a single destination. Unlike conventional recreational attractions, oceanariums offer immersive experiences through interactive exhibits, educational programs, and conservation-oriented activities that enable visitors to engage emotionally, cognitively, and behaviorally with marine ecosystems ([Natalia, Djunaid, Malini, & Andrian, 2026](#)). Consequently, visitor evaluations are influenced not only by service performance but also by the quality of the overall experience created during the visit ([Ramadani and Bramantio, 2026](#)). The growing popularity of oceanarium tourism in Indonesia is reflected in the increasing number of visitors to destinations such as Sea World Ancol, Jakarta Aquarium & Safari, and BXSea, particularly during holiday seasons, indicating the expanding demand for experience-based tourism attractions ([Aina, & Rozy, 2025](#); [Utami, Pratama, Destiana, Muslim, & Wulandari, 2025](#)).

Despite the increasing number of visitors, high visitation does not necessarily translate into stronger revisit intention. A destination may successfully attract first-time visitors but still experience difficulties in encouraging repeat visitation if visitors perceive that the benefits obtained do not justify the time, effort, and financial resources invested. In highly competitive tourism markets, retaining

existing visitors is considerably more sustainable than continuously relying on new visitors [Alam, Widjyanesti, and Iskanto \(2025\)](#). Therefore, understanding the factors that encourage tourists to revisit experience-based destinations has become an important issue for both tourism researchers and destination managers [\(Rozanna, 2025\)](#). Previous studies have identified several determinants of revisit intention, including experience quality, service quality, customer satisfaction, and perceived value. Experience quality has consistently been associated with tourists' emotional and cognitive evaluations of destinations, while service quality reflects visitors' assessments of service performance during their tourism experience. These two constructs have frequently been reported to enhance customer satisfaction and perceived value, which subsequently influence behavioral intention [\(Amroni, Syafei, & Narimawat, 2025; Bhatt, Sharma, Singh, & Arora, 2024; Manyangara, Makanyeza, & Muranda, 2023\)](#). However, empirical findings regarding these relationships remain inconsistent across different tourism contexts.

For example, [Indana, Suhud, and Berutu \(2024\)](#) found that destination image and service quality significantly influenced visitor satisfaction and revisit intention, whereas visitor experience did not significantly affect satisfaction. Similarly, [Yeyen and Ritonga \(2025\)](#) reported that tourist experience had no significant direct effect on revisit intention unless combined with hedonic factors. In contrast, [Bhatt et al. \(2024\)](#) emphasized perceived value as a key determinant of tourist satisfaction and loyalty. These inconsistent findings indicate that the relationships among experience quality, service quality, customer satisfaction, perceived value, and revisit intention remain inconclusive across different tourism settings.

Furthermore, previous studies have primarily examined these constructs independently or focused on direct relationships, providing limited evidence regarding the simultaneous mediating roles of customer satisfaction and perceived value in explaining revisit intention [\(Bhatt et al., 2024; Manyangara et al., 2023\)](#). Existing research has also concentrated predominantly on general tourism destinations, hospitality services, coastal tourism, and heritage tourism, whereas empirical evidence from oceanarium tourism remains limited despite its distinctive characteristics as an experience-based destination integrating recreation, education, and conservation. Consequently, there is still limited understanding of how visitors transform their experiential and service evaluations into revisit intention within the context of oceanarium tourism. Therefore, this study develops an integrated behavioral model to examine the mediating roles of customer satisfaction and perceived value in explaining the effects of experience quality and service quality on revisit intention among oceanarium visitors.

Building upon these gaps, this study proposes an integrated research model that simultaneously examines the effects of experience quality and service quality on revisit intention through the mediating roles of customer satisfaction and perceived value. By combining the Experience Economy framework, Expectation Confirmation Theory (ECT), and the Theory of Planned Behavior (TPB), this study provides a more comprehensive explanation of tourists' post-consumption behavioral intentions than studies relying on a single theoretical perspective. Furthermore, positioning perceived value and customer satisfaction as parallel mediating mechanisms offers additional insight into how visitors evaluate their overall tourism experience before deciding whether to revisit an experience-based destination.

Accordingly, this study aims to examine the effects of experience quality and service quality on revisit intention among visitors to oceanarium tourism destinations in Jakarta and South Tangerang by investigating the mediating roles of customer satisfaction and perceived value. The findings are expected to contribute to the tourism literature by extending the understanding of revisit intention within experience-based tourism while providing practical implications for destination managers in designing strategies that enhance visitors' perceived value and encourage repeat visitation.

2. LITERATURE REVIEW

Tourist revisit intention has become one of the most extensively examined behavioral outcomes in tourism research because it reflects visitors' willingness to return to a destination after their initial experience [\(Wiwid & Tapa, 2025\)](#). Compared with attracting first-time visitors, encouraging repeat

visitation is considered a more sustainable strategy for destination competitiveness, as repeat visitors tend to exhibit stronger loyalty, spend more during subsequent visits, and generate positive word-of-mouth ([Hussain, Li, Kanwel, Asif, Jameel, & Hwang, 2023](#); [Viet, Dang, & Nguyen, 2020](#)). Consequently, researchers have increasingly emphasized understanding the cognitive and emotional mechanisms that shape revisit intention within various tourism settings.

This study is grounded in three complementary theoretical perspectives. The experience economy framework proposes that memorable tourism experiences are created through entertainment, education, esthetics, and escapism, all of which enhance visitors' overall experience evaluation ([Chang, & Suh, 2025](#); [Bhatt, Sharma, Singh, & Arora, 2024](#)). Meanwhile, Expectation Confirmation Theory (ECT) explains that customer satisfaction results from the comparison between pre-visit expectations and perceived performance, where positive confirmation increases satisfaction and subsequent behavioral intention [Oliver \(1980\)](#). Furthermore, the Theory of Planned Behavior (TPB) suggests that behavioral intention is primarily influenced by individuals' attitudes toward behavior, subjective norms, and perceived behavioral control, making it one of the most widely adopted frameworks for predicting tourists' future behavioral intentions ([Hagger, & Hamilton, 2025](#); [Srivastava, Mishra, Singh, & Jaiswal, 2023](#)). Collectively, these theories provide a comprehensive explanation of how visitors evaluate tourism experiences before forming intentions to revisit a destination.

Within this theoretical perspective, experience quality represents visitors' holistic evaluation of the psychological, emotional, and experiential aspects encountered during tourism activities ([Mardalena, Fachrudin, & Indrawan, 2026](#)). High-quality experiences create memorable interactions that strengthen emotional attachment, increase perceived value, and improve overall satisfaction ([Bhatt et al., 2024](#); [Laksono, & Sugiyanto, 2025](#)). Likewise, service quality, commonly measured through dimensions such as reliability, responsiveness, assurance, empathy, and tangibles, reflects visitors' assessment of service performance throughout their tourism experience ([Manyangara, Makanyeza, & Muranda, 2023](#); [Parasuraman, Zeithaml, & Berry, 1988](#)). Previous studies consistently demonstrate that both experience quality and service quality positively influence customer satisfaction and perceived value, although their direct effects on revisit intention remain inconsistent across different tourism contexts ([Amroni, Syafei, & Narimawat, 2025](#); [Wahim, & Hamzah, 2024](#)).

In addition to experience and service evaluations, customer satisfaction and perceived value have been recognized as important antecedents of revisit intention ([Munthe, Siregar, and Ritonga \(2026\)](#); [Munthe et al. \(2026\)](#)). Customer satisfaction reflects visitors' post-consumption evaluation regarding whether their tourism experience meets or exceeds initial expectations, whereas perceived value represents an overall assessment of the benefits received relative to the costs, time, and effort invested ([Sánchez, Callarisa, Rodríguez, & Moliner, 2006](#); [Sweeney, & Soutar, 2001](#)). Although both constructs are frequently associated with favorable behavioral outcomes, recent tourism studies suggest that perceived value may exert a stronger influence on revisit intention because tourists increasingly evaluate destinations based on the overall value obtained rather than emotional satisfaction alone ([Bhatt et al., 2024](#); [Sánchez et al., 2006](#)).

Despite the growing body of literature, previous studies present several unresolved issues. Empirical findings concerning the relationships between experience quality, service quality, customer satisfaction, perceived value, and revisit intention remain inconsistent across tourism settings. Moreover, existing studies predominantly investigate these variables separately or focus on direct relationships, providing limited understanding of the simultaneous mediating roles of customer satisfaction and perceived value. Research specifically examining these relationships within oceanarium tourism is also relatively scarce, despite the sector's increasing importance as an experience-based tourism destination. Therefore, this study develops an integrated conceptual model to explain revisit intention by examining both direct and indirect relationships among experience quality, service quality, customer satisfaction, perceived value, and revisit intention in the context of oceanarium tourism.

3. RESEARCH METHODOLOGY

This study employed a quantitative approach using a cross-sectional survey design to examine the relationships among experience quality, service quality, customer satisfaction, perceived value, and revisit intention in the context of oceanarium tourism. A quantitative approach was considered appropriate because it enables the empirical examination of relationships among latent constructs and the testing of the proposed hypotheses through statistical analysis. The study was conducted in major oceanarium tourism destinations located in Jakarta and South Tangerang, Indonesia, which represent experience-based tourism attractions integrating recreation, education, and marine conservation.

The target population consisted of individuals who had previously visited an oceanarium. Respondents were selected using non-probability sampling through purposive and snowball sampling techniques because only individuals with relevant visitation experience were considered capable of providing appropriate evaluations of the proposed constructs. To ensure data relevance, respondents were required to meet three criteria, such as be at least 17 years old, have visited an oceanarium at least once, and have visited within the previous two years to minimize recall bias. Data were collected through an online questionnaire distributed via social media platforms and tourism communities between 1 May and 12 May 2026. Participation was voluntary and anonymous.

A total of 211 responses were collected during the survey period. After applying the screening criteria, 183 respondents met the study requirements. Subsequently, data cleaning procedures were conducted to identify incomplete and inconsistent responses, resulting in 146 valid questionnaires retained for further analysis. This sample size satisfies the minimum recommendation for Partial Least Squares Structural Equation Modeling (PLS-SEM), considering the complexity of the proposed research model and the number of measurement indicators ([Hair, Ringle, & Sarstedt, 2022](#)).

The measurement instrument was adapted from validated scales used in previous studies and modified to fit the context of oceanarium tourism. The proposed research model consisted of five latent constructs: experience quality, service quality, customer satisfaction, perceived value, and revisit intention. Each construct was measured using five indicators adapted from established literature to ensure content validity and construct reliability. All responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The operational definitions, measurement indicators, and corresponding literature sources are presented in Table 1.

Since all constructs were measured using self-reported questionnaires collected from a single source at a single point in time, the potential for Common Method Bias (CMB) was considered. To minimize procedural bias, respondents were assured of anonymity and confidentiality, and participation was entirely voluntary. Furthermore, CMB was statistically assessed using Harman's single-factor test. A single-factor solution accounting for less than 50% of the total variance indicates that common method bias is unlikely to pose a serious threat to the validity of the findings.

Data were analyzed using SmartPLS 4 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. PLS-SEM was selected because it is suitable for prediction-oriented research involving multiple latent constructs and performs well with relatively moderate sample sizes ([Sarstedt, Ringle, & Hair, 2021](#)). The analysis followed a two-stage procedure. First, the measurement model was evaluated by examining indicator reliability through outer loadings, internal consistency reliability using Cronbach's alpha and composite reliability, as well as convergent and discriminant validity using Average Variance Extracted (AVE) and the Fornell–Larcker criterion. Second, the structural model was assessed by examining the coefficient of determination (R^2), model fit indices (SRMR and NFI), path coefficients, and bootstrapping procedures to determine the significance of the proposed hypotheses.

4. RESULTS AND DISCUSSION

4.1 Results

4.1.1 Operational Definitions and Measurement Items

Table 1. Operational definitions and measurement items

Construct	Operational Definition	Measurement Items	Scale	Reference
Experience Quality (EQ)	Visitors' overall evaluation of the psychological, emotional, and experiential aspects encountered during their visit to an oceanarium.	<i>EQ₁</i> : The oceanarium visit provided an enjoyable experience. <i>EQ₂</i> : The visit created memorable experiences. <i>EQ₃</i> : The activities were educational and informative. <i>EQ₄</i> : The atmosphere and environment enhanced my overall experience. <i>EQ₅</i> : Overall, the experience met or exceeded my expectations.	Five-point Likert Scale (1=Strongly Disagree, 5=Strongly Agree)	Bhatt et al. (2024), Chang and Suh (2025), and Laksono and Sugiyanto (2025)
Service Quality (SQ)	Visitors' evaluation of the quality of services delivered throughout the oceanarium visit, including reliability, responsiveness, and overall service performance.	<i>SQ₂</i> : Employees provided prompt and responsive services. <i>SQ₄</i> : The services provided were reliable and dependable. <i>SQ₅</i> : Overall, the service quality met my expectations.	Five-point Likert Scale (1=Strongly Disagree, 5=Strongly Agree)	Manyangara et al. (2023)
Customer Satisfaction (CSAT)	Visitors' overall affective evaluation reflecting the extent to which the oceanarium experience fulfilled or exceeded their expectations.	<i>CSAT₁</i> : Overall, I am satisfied with my visit. <i>CSAT₂</i> : The visit met my expectations. <i>CSAT₃</i> : Choosing this oceanarium was the right decision. <i>CSAT₄</i> : I am pleased with my overall experience. <i>CSAT₅</i> : Overall, I am satisfied with the services and attractions provided.	Five-point Likert Scale (1=Strongly Disagree, 5=Strongly Agree)	Oliver (1980) and Amroni et al. (2025)

Construct	Operational Definition	Measurement Items	Scale	Reference
Perceived Value (PV)	Visitors' overall cognitive assessment of the benefits received relative to the monetary, temporal, and psychological resources invested during the visit.	<i>PV₁</i> : The visit was worth the money spent. <i>PV₂</i> : The benefits outweighed the costs incurred. <i>PV₃</i> : The oceanarium offered good value for money. <i>PV₄</i> : Compared with similar attractions, this oceanarium offers superior value. <i>PV₅</i> : Overall, I received valuable benefits from this visit.	Five-point Likert Scale (1=Strongly Disagree; 5=Strongly Agree)	Sánchez et al. (2006)
Revisit Intention (RI)	Visitors' willingness and likelihood to revisit the oceanarium and recommend it to others in the future.	<i>RI₁</i> : I intend to revisit this oceanarium. <i>RI₂</i> : I will consider this oceanarium as my first choice for future visits. <i>RI₃</i> : I would recommend this oceanarium to others. <i>RI₄</i> : I would revisit if new attractions or programs were introduced. <i>RI₅</i> : I am likely to revisit this oceanarium in the future.	Five-point Likert Scale (1=Strongly Disagree; 5=Strongly Agree)	Hussain et al. (2023) and Viet, Dang, and Nguyen (2020)

Table 1 shows the operationalization of research constructs, including experience quality, service quality, customer satisfaction, perceived value, and revisit intention. Each construct is defined based on relevant theoretical perspectives, measured using specific indicators adapted from previous studies, and assessed using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The measurement items were developed to capture visitors' perceptions of their oceanarium experience, service evaluation, satisfaction level, perceived benefits, and intention to revisit.

4.1.2 Respondent Characteristics

A total of 146 valid questionnaires were included in the final analysis after the screening and data cleaning procedures. The demographic and visitation characteristics of the respondents are presented in Table 2.

Table 2. Characteristics of respondents in this study

Variables	Category	Frequency	Percentage (%)
Gender	Female	87	60
	Male	59	40
Age	17-20	25	17
	21-25	82	56
	26-30	17	12
	31-40	13	9
	> 40	9	6
Domicile	DKI Jakarta	41	28
	Tangerang	62	42
	Bekasi	18	12
	Bogor	11	8
	Depok	10	7
	Others	4	3
Oceanarium Visited	Sea World Ancol	79	37
	Jakarta Aquarium & Safari	69	32
	BXSea	68	31
Recency of Visit	Less than 3 months ago	21	14
	3–6 months ago	32	22
	6–12 months ago	34	23
	1–2 years ago	27	18
	More than 2 years ago	32	22
Visit Frequency	Once	66	45
	Twice	55	38
	3–4 times	17	12
	More than 4 times	8	5
Purpose of Visit	Recreation	135	92
	Education	4	3
	Social Media Content	7	5

Table 2 shows that female respondents constituted the majority of the sample (60%), while male respondents accounted for 40%. Most respondents were between 21 and 25 years old (56%), followed by those aged 17–20 years (17%). This age distribution indicates that the study predominantly represents young adults, who are generally recognized as one of the primary market segments for experience-based tourism due to their higher interest in recreational, educational, and interactive attractions. Regarding respondents' domicile, the largest proportion resided in Tangerang (42%) and DKI Jakarta (28%), followed by Bekasi (12%), Bogor (8%), Depok (7%), and other regions (3%). This distribution is consistent with the geographical locations of the selected oceanarium attractions, indicating that the respondents represent the primary visitor market within the Greater Jakarta metropolitan area. Such a distribution strengthens the contextual relevance of the study because the selected respondents are familiar with the tourism destinations examined.

In terms of visitation behavior, Sea World Ancol was the most frequently visited destination (37%), followed by Jakarta Aquarium & Safari (32%) and BXSea (31%). The relatively balanced distribution across the three oceanariums suggests that the collected data capture visitor experiences from multiple destinations rather than being concentrated at a single attraction. Furthermore, most respondents reported visiting an oceanarium within the previous 6–12 months (23%), while 45% had

visited only once and 38% had visited twice. These findings indicate that the respondents possessed relatively recent visitation experiences, thereby reducing the likelihood of recall bias while reflecting different levels of familiarity with oceanarium tourism.

Regarding visit motivation, recreation emerged as the dominant purpose of visitation (92%), whereas educational purposes (3%) and social media content creation (5%) represented only a small proportion of respondents. This finding suggests that oceanariums are primarily perceived as recreational attractions, although their educational and conservation functions remain important complementary attributes that enrich visitors' overall experiences. Such characteristics are consistent with the positioning of oceanariums as experience-based tourism destinations that integrate entertainment, education, and environmental awareness.

Overall, the respondent profile indicates that this study primarily represents young recreational visitors with relatively recent experience of visiting oceanariums in Jakarta and South Tangerang. Since all respondents fulfilled the predetermined sampling criteria, the dataset was considered appropriate for evaluating the relationships among experience quality, service quality, customer satisfaction, perceived value, and revisit intention within the proposed research model.

4.1.3 Measurement Model Assessment

The measurement model was evaluated to assess the reliability and validity of the proposed constructs before examining the structural relationships among variables. The assessment included indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. These procedures were conducted to ensure that the measurement instrument accurately represented the latent constructs and satisfied the recommended criteria for Partial Least Squares Structural Equation Modeling (PLS-SEM).

4.1.3.1 Measurement Model Assessment

Table 3. Convergent validity

Construct	Indicator	Outer Loading	Decision
EQ	EQ_1	0.804	Valid
	EQ_2	0.871	Valid
	EQ_3	0.761	Valid
	EQ_4	0.707	Valid
	EQ_5	0.778	Valid
SQ	SQ_2	0.782	Valid
	SQ_4	0.721	Valid
	SQ_5	0.778	Valid
CSAT	$CSAT_1$	0.869	Valid
	$CSAT_2$	0.858	Valid
	$CSAT_3$	0.885	Valid
	$CSAT_4$	0.800	Valid
	$CSAT_5$	0.864	Valid
PV	PV_1	0.821	Valid
	PV_2	0.737	Valid
	PV_3	0.841	Valid
	PV_4	0.846	Valid
	PV_5	0.863	Valid
RI	RI_1	0.853	Valid
	RI_2	0.890	Valid
	RI_3	0.856	Valid
	RI_4	0.783	Valid

Construct	Indicator	Outer Loading	Decision
RI	<i>RI_s</i>	0.755	Valid

Table 3 shows indicator reliability was assessed using outer loading values. All retained indicators exceeded the recommended threshold of 0.70, with loading values ranging from 0.707 to 0.890. Specifically, the indicators of experience quality ranged from 0.707 to 0.871, service quality from 0.721 to 0.782, customer satisfaction from 0.800 to 0.885, perceived value from 0.737 to 0.863, and revisit intention from 0.755 to 0.890. The satisfactory loading values indicate that each indicator adequately represents its corresponding latent construct and contributes substantially to explaining the underlying concept being measured. Indicators that did not satisfy the recommended loading criterion were excluded during the measurement model evaluation to improve construct quality and ensure the robustness of subsequent analyses (Hair et al., 2023).

4.1.3.2 Internal Consistency Reliability and Convergent Validity

Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability, while convergent validity was assessed through the Average Variance Extracted (AVE). The results are presented in Table 4.

Table 4. Reliability and convergent validity

Construct	Cronbach Alpha	Composite Reliability	AVE	Decision
EQ	0.845	0.856	0.618	Reliable
SQ	0.643	0.652	0.579	Reliable
CSAT	0.908	0.911	0.732	Reliable
PV	0.880	0.885	0.677	Reliable
RI	0.886	0.898	0.687	Reliable

Table 4 shows Cronbach's Alpha values ranged from 0.643 to 0.908, while Composite Reliability values ranged from 0.652 to 0.911. Although the Cronbach's Alpha value for the service quality construct (0.643) was slightly below the conventional threshold of 0.70, previous PLS-SEM literature indicates that values between 0.60 and 0.70 are considered acceptable for exploratory research, particularly when Composite Reliability and Average Variance Extracted (AVE) meet the recommended criteria (Hair, Sarstedt, Ringle, & Gudergan, 2023). Furthermore, the Service Quality construct demonstrated satisfactory convergent validity, with an AVE of 0.579 and outer loading values exceeding 0.70. Therefore, the construct was retained for subsequent structural model analysis. Overall, the reliability and convergent validity results indicate that the measurement instrument consistently measures the intended constructs and provides an adequate basis for evaluating the structural relationships proposed in the research model.

4.1.3.3 Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker criterion by comparing the square root of the Average Variance Extracted (AVE) of each construct with its correlations with other constructs. The results are presented in Table 5.

Table 5. Fornell–Larcker criterion

Variables	CSAT	EQ	PV	RI	SQ
CSAT	0.856				
EQ	0.773	0.786			
PV	0.840	0.789	0.823		
RI	0.709	0.627	0.775	0.829	
SQ	0.704	0.678	0.746	0.639	0.761

4.1.4 Structural Model Assessment

After establishing the adequacy of the measurement model, the structural model was evaluated to determine the predictive capability of the proposed model and assess its overall goodness of fit. The evaluation included the coefficient of determination (R^2) and model fit indices, namely the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI), prior to testing the proposed hypotheses.

4.1.4.1 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was examined to evaluate the proportion of variance explained by the exogenous constructs in each endogenous variable. The results are presented in Table 6.

Table 6. Coefficient of determination (R^2)

Variables	R-Square	R-Square Adjusted
CSAT	0.658	0.653
PV	0.705	0.701
RI	0.617	0.606

Table 6 shows the proposed model demonstrates satisfactory explanatory power. Customer Satisfaction achieved an R^2 value of 0.658, indicating that approximately 65.8% of its variance is explained by experience quality and service quality. Likewise, perceived value recorded an R^2 value of 0.705, suggesting that experience quality and service quality jointly explain 70.5% of the variance in visitors' perceived value. Meanwhile, revisit intention obtained an R^2 value of 0.617, indicating that 61.7% of the variation in revisit intention can be explained by customer satisfaction, perceived value, experience quality, and service quality. According to the guidelines proposed by [Hair, Risher, Sarstedt, and Ringle \(2019\)](#), these R^2 values indicate moderate to substantial explanatory power, suggesting that the proposed structural model adequately explains the behavioral relationships examined in this study. Overall, the findings demonstrate that the selected constructs provide meaningful explanatory capability in predicting visitors' intention to revisit oceanarium tourism destinations.

4.1.4.2 Model Fit Assessment

Model fit was subsequently evaluated using the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). The results are summarized in Table 7.

Table 7. Model fit assessment

Index	Value	Threshold	Interpretation
SRMR	0.072	<0.08	Good Fit
NFI	0.738	<0.90	Acceptable

Table 7 shows the SRMR value was 0.072, which is below the recommended threshold of 0.08, indicating an acceptable level of model fit between the observed data and the proposed structural model. Meanwhile, the NFI value reached 0.738. Although this value did not approach the ideal benchmark of 0.90, previous PLS-SEM literature suggests that NFI should be interpreted cautiously because it is sensitive to model complexity and sample size. Consequently, SRMR is generally considered a more appropriate goodness-of-fit indicator for PLS-SEM applications ([Hair, Sarstedt, Ringle, & Gudergan, 2023](#)). Therefore, the overall model can be regarded as demonstrating an acceptable level of fit for subsequent hypothesis testing. Overall, the structural model evaluation indicates that the proposed research model possesses adequate explanatory capability and acceptable model fit. Consequently, the model satisfies the recommended criteria for evaluating the hypothesized relationships among experience quality, service quality, customer satisfaction, perceived value, and revisit intention.

4.1.5 Hypothesis Testing

The significance of the proposed hypotheses was evaluated using the bootstrapping procedure in SmartPLS 4. The assessment was based on the standardized path coefficient (β), t-statistic, and p-value. A hypothesis was considered statistically supported when the p-value was below 0.05. The results of the structural path analysis are presented in Table 8.

Table 8. Hypothesis testing results

H	Path	β	T	P	Decision
H_1	EQ $\rightarrow$ CSAT	0.548	6.802	0.000	Supported
H_2	EQ $\rightarrow$ PV	0.523	8.337	0.000	Supported
H_3	EQ $\rightarrow$ RI	-0.037	0.311	0.756	Not Supported
H_4	SQ $\rightarrow$ CSAT	0.332	4.473	0.000	Supported
H_5	SQ $\rightarrow$ PV	0.392	6.409	0.000	Supported
H_6	SQ $\rightarrow$ RI	0.112	1.505	0.132	Not Supported
H_7	CSAT $\rightarrow$ RI	0.182	1.404	0.160	Not Supported
H_8	PV $\rightarrow$ RI	0.567	5.750	0.000	Supported

Table 8 shows that experience quality has a positive and significant effect on customer satisfaction ($\beta=0.548$, $p<0.001$) and perceived value ($\beta=0.523$, $p<0.001$), thereby supporting H_1 and H_2 . However, its direct effect on Revisit Intention was not statistically significant ($\beta=-0.037$, $p=0.756$), leading to the rejection of H_3 . Similarly, service quality demonstrated significant positive effects on customer satisfaction ($\beta=0.332$, $p<0.001$) and perceived value ($\beta=0.392$, $p<0.001$), supporting H_4 and H_5 . Nevertheless, its direct relationship with revisit intention was not significant ($\beta=0.112$, $p=0.132$), indicating that H_6 was not supported. Furthermore, customer satisfaction did not significantly influence revisit intention ($\beta=0.182$, $p=0.160$), resulting in the rejection of H_7 . In contrast, perceived value exhibited the strongest positive effect on revisit intention ($\beta=0.567$, $p<0.001$), providing support for H_8 . Overall, five of the eight proposed hypotheses were supported, while three hypotheses were rejected. The findings suggest that experience quality and service quality primarily influence visitors' behavioral intention indirectly through customer satisfaction and perceived value rather than exerting direct effects on revisit intention. Among all structural relationships, perceived value emerged as the strongest predictor of visitors' intention to revisit oceanarium tourism destinations.

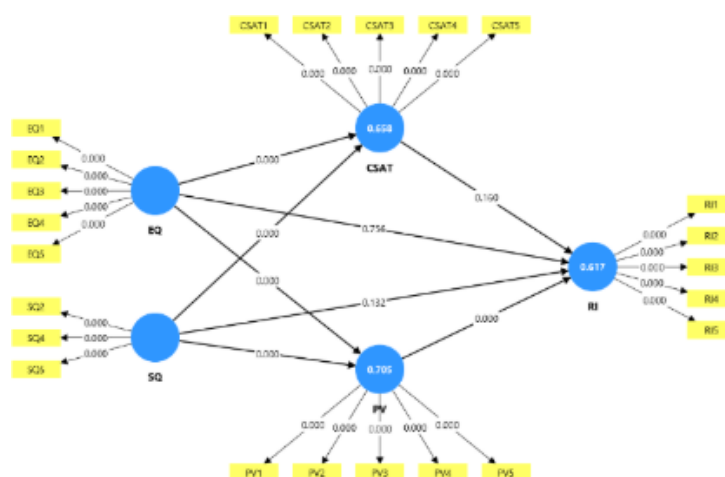


Figure 3. PLS-SEM Algorithm Model

Figure 3 illustrates the final structural model estimated using PLS-SEM. The model presents the relationships among the latent constructs and their corresponding indicators, together with the standardized path coefficients obtained from the analysis. The figure provides a visual representation of the hypothesized relationships and supports the interpretation of the statistical results presented in Table 8.

4.1.6 Mediation Analysis

To provide a more comprehensive evaluation of the proposed conceptual model, the mediating roles of customer satisfaction and perceived value were examined. The mediation analysis was interpreted based on the structural relationships between the independent variables, mediators, and Revisit Intention. The results are summarized in Table 9.

Table 9. Evaluate the proposed conceptual model

Indirect Relationship	Direct Effect (β , p -value)	Mediator $\rightarrow$ RI (β , p -value)	Mediation Type	Decision
Experience Quality $\rightarrow$ Customer Satisfaction $\rightarrow$ Revisit Intention	$\beta=-0.037$; $p=0.756$	$\beta=0.182$; $p=0.160$	No Mediation	Not Supported
Experience Quality $\rightarrow$ Perceived Value $\rightarrow$ Revisit Intention	$\beta=-0.037$; $p=0.756$	$\beta=0.567$; $p<0.001$	Full Mediation	Supported
Service Quality $\rightarrow$ Customer Satisfaction $\rightarrow$ Revisit Intention	$\beta=0.112$; $p=0.132$	$\beta=0.182$; $p=0.160$	No Mediation	Not Supported
Service Quality $\rightarrow$ Perceived Value $\rightarrow$ Revisit Intention	$\beta=0.112$; $p=0.132$	$\beta=0.567$; $p<0.001$	Full Mediation	Supported

Table 9 shows to further evaluate the proposed conceptual model, the mediating roles of customer satisfaction and perceived value were examined by comparing the significance of the direct structural relationships with the relationships involving the mediating variables. The results indicate that experience quality and service quality do not exert significant direct effects on revisit intention ($\beta=-0.037$, $p=0.756$; $\beta=0.112$, $p=0.132$, respectively). Likewise, Customer satisfaction does not significantly influence revisit intention ($\beta=0.182$, $p=0.160$). In contrast, perceived value demonstrates a significant positive effect on revisit intention ($\beta=0.567$, $p<0.001$). These findings suggest that customer satisfaction does not mediate the relationships between experience quality, service quality, and revisit intention because the relationship between customer satisfaction and revisit intention is statistically insignificant. Conversely, perceived value functions as the principal mediating mechanism through which experience quality and service quality influence visitors' intention to revisit oceanarium tourism destinations.

4.2 Discussion

4.2.1 Experience Quality and Service Quality as Antecedents of Customer Evaluation

The findings demonstrate that both experience quality and service quality significantly influence customer satisfaction and perceived value among oceanarium visitors. Specifically, experience quality exerts stronger effects on both customer satisfaction ($\beta=0.548$, $p<0.001$) and perceived value ($\beta=0.523$, $p<0.001$), while service quality also contributes positively to these constructs. These findings suggest that visitors evaluate oceanarium tourism through a combination of experiential and functional attributes rather than relying solely on service performance. In experience-based tourism, memorable experiences and service encounters operate as complementary mechanisms that shape visitors' post-consumption evaluations.

The positive influence of experience quality on customer satisfaction supports the experience economy theory, which proposes that memorable experiences are created through entertainment, education, esthetics, and escapism (Chang, & Suh, 2025; Bhatt, Sharma, Singh, & Arora, 2024). However, the present findings further suggest that the experiential dimensions of oceanarium tourism

extend beyond creating enjoyable memories. Visitors also derive educational and conservation-related benefits, which enhance emotional attachment and strengthen their overall evaluation of the destination. Consequently, customer satisfaction is generated not merely by recreational enjoyment but by the integration of learning, entertainment, and environmental awareness into a coherent tourism experience.

Similarly, the significant relationship between experience quality and perceived value indicates that visitors assess tourism experiences by comparing the benefits received with the resources invested, including time, money, and effort. Unlike conventional recreational attractions, oceanariums provide multidimensional benefits encompassing entertainment, education, conservation awareness, and family interaction. These additional benefits enhance visitors' perceptions that the overall experience justifies the resources expended, thereby strengthening perceived value. This finding reinforces previous studies by [Bhatt et al. \(2024\)](#) and [Laksono and Sugiyanto \(2025\)](#), while extending their conclusions by demonstrating that educational and conservation experiences also contribute substantially to value formation within marine tourism attractions.

The positive effects of service quality on customer satisfaction and perceived value further reinforce the Service Quality (SERVQUAL) framework by [Parasuraman, Zeithaml, and Berry \(1988\)](#). Responsive employees, reliable services, attractive facilities, and professional interactions improve visitors' evaluations because they reduce uncertainty and facilitate enjoyable experiences throughout the visit. Nevertheless, the findings suggest that service quality primarily functions as an enabling factor rather than the ultimate source of behavioural intention. High-quality services provide the conditions necessary for memorable experiences to occur, but visitors ultimately evaluate the destination according to the overall value created by those experiences.

These findings are generally consistent with previous tourism studies demonstrating that experience quality and service quality positively influence customer satisfaction and perceived value ([Amroni, Syafei, & Narimawat, 2025](#); [Manyangara, Makanyeza, & Muranda, 2023](#); [Wahim and Hamzah \(2024\)](#)). However, this study advances the literature by demonstrating that, within oceanarium tourism, visitors simultaneously evaluate experiential and functional attributes before developing both affective which is the customer satisfaction and cognitive for example perceived value evaluations. Rather than acting independently, experience quality and service quality jointly create value perceptions that become the foundation for subsequent behavioural intentions.

4.2.2 Perceived Value as the Primary Driver of Revisit Intention

The most important finding of this study is that perceived value, rather than customer satisfaction, functions as the primary determinant of revisit intention. While experience quality and service quality significantly improve customer satisfaction and perceived value, neither construct exerts a significant direct influence on revisit intention. Likewise, customer satisfaction itself does not significantly predict revisit intention. These findings indicate that visitors' decisions to return are driven primarily by their cognitive assessment of overall value rather than by positive emotional evaluations alone.

The insignificant direct effect of experience quality on revisit intention suggests that memorable experiences alone are insufficient to motivate repeat visitation. Oceanarium attractions generally offer relatively stable exhibits and attractions compared with destinations that continuously introduce new experiences. Consequently, visitors may perceive that a single visit adequately satisfies their curiosity, even when the overall experience is enjoyable. Under these circumstances, memorable experiences contribute to revisit intention only when visitors perceive that the benefits obtained continue to outweigh the monetary, temporal, and psychological costs associated with returning. This interpretation explains why experience quality influences revisit intention indirectly through perceived value rather than directly.

A similar explanation applies to service quality. Although professional employees, responsive services, and high-quality facilities enhance visitors' evaluations during the visit, these attributes have

increasingly become expected standards rather than unique competitive advantages. Consequently, excellent service alone does not necessarily encourage repeat visitation unless it contributes to creating superior value for visitors. This finding indicates that service quality serves as a supporting resource that facilitates valuable experiences rather than acting as the principal driver of behavioural intention. Similar observations have been reported in previous tourism studies by [Agustin, Anita, and Nurazizza \(2025\)](#), although the present study demonstrates that this mechanism is particularly evident in experience-based tourism.

Another noteworthy finding concerns the non-significant relationship between customer satisfaction and revisit intention. This result contrasts with the dominant assumption within tourism literature that customer satisfaction directly predicts future behavioural intentions. One possible explanation is the demographic composition of the present study, which is dominated by young adult visitors. Younger tourists generally demonstrate stronger novelty-seeking behaviour and often prefer exploring new destinations rather than repeatedly visiting familiar attractions. Consequently, visitors may report high satisfaction with their oceanarium experience while simultaneously intending to seek different tourism experiences in the future. This finding suggests that customer satisfaction alone may no longer be sufficient to explain revisit behaviour in contemporary experience-based tourism.

Conversely, perceived value emerged as the strongest predictor of revisit intention. This finding supports Expectation Confirmation Theory (ECT) by suggesting that behavioural intentions are formed through visitors' evaluations of whether the benefits obtained exceed their expectations and investment. It also complements the Theory of Planned Behavior (TPB) by demonstrating that favourable behavioural intentions are strengthened when visitors perceive positive outcomes from their previous experiences. Within the context of oceanarium tourism, visitors appear to evaluate not only recreational enjoyment but also educational benefits, conservation awareness, convenience, and overall worth before deciding whether to revisit. Therefore, perceived value functions as the principal cognitive mechanism translating experience quality and service quality into behavioural intention.

Importantly, the mediation analysis further demonstrates that perceived value fully mediates the effects of experience quality and service quality on revisit intention, whereas customer satisfaction does not function as a significant mediator. These findings indicate that visitors' affective evaluations alone are insufficient to encourage repeat visitation unless they are accompanied by strong perceptions of value. Consequently, perceived value represents the critical psychological pathway through which positive tourism experiences are transformed into future behavioural intentions.

The mediation analysis further reinforces these findings by demonstrating that perceived value functions as the principal psychological mechanism translating experience quality and service quality into revisit intention. Although both antecedent variables significantly improve visitors' evaluations, their direct effects on revisit intention become insignificant once Perceived Value is considered. This finding indicates that memorable experiences and high-quality services encourage repeat visitation only when visitors perceive that the overall benefits exceed the monetary, temporal, and psychological costs incurred during the visit. Conversely, customer satisfaction does not mediate these relationships because satisfied visitors are not necessarily willing to revisit the same destination, particularly within experience-based tourism where novelty-seeking behavior may play an important role. These results strengthen the argument that cognitive value assessment is more influential than affective satisfaction in shaping revisit intention.

4.3 Theoretical Contributions

This study offers several important contributions to the tourism literature. First, unlike previous studies that predominantly position customer satisfaction as the principal antecedent of revisit intention, the present findings demonstrate that perceived value functions as the primary psychological mechanism linking both experience quality and service quality with revisit intention. This finding suggests that visitors' decisions to revisit are driven more by an overall cognitive evaluation of value than by affective satisfaction alone. Second, the findings extend the experience economy theory by indicating that memorable tourism experiences, although essential for enhancing

customer evaluations, are insufficient to directly stimulate revisit intention. Instead, memorable experiences encourage revisit intention only when visitors perceive that the benefits received exceed the monetary, temporal, and psychological resources invested.

Third, the study enriches Expectation Confirmation Theory (ECT) by demonstrating that post-consumption evaluations do not necessarily translate directly into behavioural intention. Rather, visitors' perceived value serves as the critical mechanism through which positive evaluations are transformed into intentions to revisit. Finally, this study complements the Theory of Planned Behavior (TPB) by showing that favourable behavioural intentions are primarily formed through visitors' cognitive assessment of overall value rather than emotional satisfaction. Consequently, the integration of Experience Economy Theory (ECT) and TPB provides a more comprehensive explanation of revisit intention in experience-based tourism, particularly within the context of oceanarium attractions.

5. CONCLUSIONS

5.1 Conclusion

This study investigated the relationships among experience quality, service quality, customer satisfaction, perceived value, and revisit intention in the context of oceanarium tourism in Jakarta and South Tangerang. The findings confirm that both experience quality and service quality significantly enhance customer satisfaction and perceived value, indicating that visitors evaluate oceanarium destinations through both experiential and functional service dimensions. However, neither experience quality, service quality, nor customer satisfaction exerted significant direct effects on revisit intention. Instead, the mediation analysis demonstrated that perceived value fully mediates the relationships between experience quality, service quality, and revisit intention, highlighting its central role in transforming visitors' evaluations into future behavioural intentions.

This finding provides important theoretical implications by demonstrating that revisit intention in experience-based tourism is driven primarily by visitors' cognitive evaluation of value rather than by emotional satisfaction alone. Unlike previous tourism studies that identify customer satisfaction as the principal antecedent of revisit intention, this study shows that visitors are more likely to revisit when they perceive that the educational, recreational, and conservation benefits obtained outweigh the monetary, temporal, and psychological resources invested. These findings extend the experience economy theory by showing that memorable experiences alone are insufficient to encourage repeat visitation unless they generate superior perceived value. Furthermore, the findings enrich Expectation Confirmation Theory (ECT) by demonstrating that positive post-consumption evaluations influence behavioural intention indirectly through perceived value, while also complementing the Theory of Planned Behavior (TPB) by emphasizing the importance of cognitive value assessment in shaping revisit intention.

From a practical perspective, the findings suggest that oceanarium managers should prioritize value-oriented strategies rather than focusing exclusively on customer satisfaction or service quality. Developing interactive educational programs, enhancing conservation-based experiences, improving visitor engagement, and ensuring that visitors perceive meaningful benefits relative to the costs incurred are likely to be more effective in encouraging repeat visitation. Therefore, creating superior perceived value should become the primary strategic objective for managers seeking to strengthen visitor loyalty in experience-based tourism destinations.

5.2 Research Limitations

This study has several limitations that should be considered when interpreting its findings. First, the research was conducted exclusively among visitors to oceanarium attractions in Jakarta and South Tangerang, therefore, the findings may not be fully generalizable to other tourism destinations with different characteristics. Second, the respondents were predominantly young recreational visitors, whose behavioural preferences may differ from those of family tourists, educational groups, or older visitors. Third, the cross-sectional design captured visitors' perceptions at a single point in time and therefore could not examine changes in perceived value or revisit intention as visitors gain additional

travel experience. Finally, although the proposed model explained a substantial proportion of the variance in revisit intention, other psychological and contextual factors that may influence tourists' behavioural intentions were not included in the present study.

5.3 Suggestions and Directions for Future Research

Future research is encouraged to validate the proposed model across a broader range of tourism contexts, including ecotourism, marine tourism, cultural tourism, heritage tourism, and theme parks, to assess the generalizability of the findings. Researchers are also encouraged to investigate additional antecedents of revisit intention, such as destination image, trust, destination attachment, perceived risk, novelty-seeking behavior, electronic Word-of-Mouth (e-WOM), and environmental awareness, which may further explain tourists' post-consumption behavior. Moreover, longitudinal research designs are recommended to examine how perceived value and revisit intention evolve over time, while mixed-method approaches could provide deeper insights into the cognitive and emotional processes underlying tourists' revisit decisions. Such studies would contribute to a more comprehensive understanding of visitor behavior and support the development of more effective destination management strategies.

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AUTHOR CONTRIBUTIONS

CWW contributed to the conceptualization of the research framework, development of the research methodology, data collection, data analysis, and initial manuscript preparation. NC contributed to literature review, validation of the research model, interpretation of findings, and critical revision of the manuscript. PH contributed to research supervision, methodological guidance, theoretical refinement, and final manuscript review. All authors have read and approved the final version of the manuscript.

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