Al-Kharaj: Journal of Islamic Economics and Business
Volume 8 (3), 2026: xxx - xxx
P-ISSN: 2686-262X; E-ISSN: 2685-9300

Determinants of Destination Loyalty Among Jatijajar Cave Tourists: A Sor Theory Perspective

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Keywords :
Legend storytelling, Esthetic, Education, Natural landscape, Destination attachment, Destination loyalty, Stimulus organism response

Abstract
This study aims to analyze the effects of legend storytelling, esthetic, education, and natural landscape on destination loyalty through destination attachment among Jatijajar Cave tourists. A survey method was employed involving respondents who had visited Jatijajar Cave . The data were analyzed using SEM with SmartPLS version 3.0. SOR theory served as the theoretical foundation for developing the conceptual model by modifying the independent variables from previous research to better suit the characteristics of a cultural heritage tourist destination. The results indicate that legend storytelling, esthetic, education, and natural landscape positively affect destination loyalty through destination attachment. The findings are expected to assist the management of Jatijajar Cave in prioritizing education, followed by natural landscape, esthetic, and legend storytelling. The relatively smaller influence of legend storytelling and esthetic suggests the need for further research by adding other relevant variables that can be hypothesized as antecedents of destination attachment at a higher level. Therefore, future research is recommended to include additional relevant variables in the conceptual model.

INTRODUCTION

Daily routines can cause boredom among individuals. The drive to fulfill these needs leads individuals to various forms of need satisfaction, such as recreational sports, leisure, tourism activities, and other means of fulfilling their needs (Crespo-eguilaz et al., 2024; Li et al., 2025; Ernawadi, 2025). In the realm of tourism, there are various types of tourism, such as nature based tourism, cultural tourism, educational tourism, and religious tourism. Kebumen Regency is one of the regions in Central Java that is home to a variety of tourist destinations. Jatijajar Cave is one of Kebumen's flagship tourist attractions, distinguished by its natural limestone cave landscape, the legend of Raden Kamandaka depicted through 32 dioramas, and seven springs (*sendang*) that are associated with local myths (KebumenKab.go.id, 2025). According to the Government Agency Performance Report (LKJIP) data from the Kebumen Regency Tourism and Culture Office, tourist visits increased from 1,623,865 in 2022 to 2,151,109 in 2023, then to 2,983,442 in 2024, and reached 3,884,348 in 2025. However, this increase is not in line with the number of tourist visits to Jatijajar Cave, which decreased from 187,048 in 2022 to 158,249 in 2023 and further declined to 80,990 in 2024 (LKJIP of the Kebumen Regency Tourism and Culture Office, 2025). Although the number of visits increased to 146,281 in 2025, trend analysis results indicate that tourist visits to Jatijajar Cave have the potential to continue declining by 9,978 visits annually if effective strategies are not implemented to enhance the destination's attractiveness and strengthen tourists' attachment to the destination. This condition may indicate a decline in destination loyalty among tourists visiting Jatijajar Cave. Therefore, this study aims to provide recommendations for the management of Jatijajar Cave to improve the factors influencing destination loyalty.

To fulfill this purpose, the stimulus organism response (SOR) theory proposed by Mehrabian & Russell (1974) is used as the underpinning theory of this study. Stimulus refers to various forms of external stimuli received by individuals. Organism represents an individual's internal cognitive and affective conditions resulting from the stimuli received. Response refers to an individual's behavioral reaction resulting from internal cognitive and affective processes. The first postulate of the SOR theory states that stimuli received by individuals influence their internal organism. The second postulate states that the internal state of the organism shapes behavioral responses. The third postulate states that the influence of stimuli on behavioral responses is not direct but occurs through the mediation of the organism. This theory explains how environmental stimuli influence individuals' internal processes (organism), which subsequently generate behavioral responses. The application of the SOR theory is not limited to the realm of marketing but has also been widely applied across various disciplines, including health (Munanda, 2020), communication (Durhan & Tahir, 2021), psychology (Yang et al., 2022), sociology (Hidayah et al., 2023), education (Pan et al., 2024), and social and political science (Au, 2025).

In the marketing discipline, SOR theory has been used as an underpinning theory in various studies, including the dessert café industry by Cho et al. (2020), the D'zena Boutique fashion brand by Runiasari (2021), social media by Vidyanata et al. (2022), the e-commerce sector through live streaming by Huo et al. (2023), the GrabBike online transportation service by Fahira & Ernawadi (2024), the OH!SOME retail store by Amin et al. (2025), and the Wahoo Waterworld recreational park by Febriyana & Ernawadi (2026). In tourism research, SOR theory has also been adopted in various studies focusing on different types of destinations, including nature tourism and cultural heritage tourism (Sinatria, 2023; Sabila & Ernawadi, 2024; Zulfikar & Ernawadi, 2024; Yuxin et al., 2024; Qoyyum & Ernawadi, 2025; Putri & Ernawadi, 2025). Consistent with the findings of Putri & Ernawadi (2025), cognitive destination image positively influences destination attachment and destination loyalty. Furthermore, destination attachment mediates the relationship between cognitive destination image and destination loyalty. However, service quality does not affect destination loyalty at Sarae Hills. Subsequently, this study modifies the model developed by Putri & Ernawadi (2025) by proposing legend storytelling as an independent variable based on the characteristics of the cultural heritage tourism destination at Jatijajar Cave. In cultural heritage destinations, facilities such as dioramas, lighting, and narrative boards constitute interpretive media that support storytelling within the cultural heritage environment (Tilden, 1957). Therefore, legend storytelling is considered a more appropriate variable for assessing the extent to which the legend narrative conveyed through these interpretive elements is accepted and understood by visitors. This modification is based on narrative transportation theory, which explains that when individuals become immersed in a story, the integration of attention, imagination, and emotions creates a narrative experience that can influence their beliefs, attitudes, and perceptions in the real world (Green & Brock, 2000). The role of legend storytelling in shaping destination loyalty at cultural heritage tourist destinations has not been fully explored. Based on this limitation, the present study proposes a new conceptual model by replacing cognitive destination image with esthetic and education in accordance with the experience economy concept (Pine & Gilmore, 1999). In addition, natural landscape is adopted as an environmental stimulus that influences tourists' cognitive and affective evaluations within the SOR theory framework (Mehrabian & Russell, 1974). This modification was made to align the stimulus measurement with the characteristics of the cultural heritage tourism experience at Jatijajar Cave.

Within the SOR theory framework, individuals are exposed to various types of stimuli, as demonstrated by Zulfikar & Ernawadi (2024), who found that natural soundscape, memorable tourism experience, and natural landscape influence emotions, with emotions mediating their effects on destination loyalty. Sabila & Ernawadi (2024) found that memorable tourism experience influences fun, whereas fun, hedonism, and aesthetics significantly affect revisit intention.

Meanwhile, Qoyyum & Ernawadi (2025) found that novelty has a direct effect on revisit intention, whereas eudaimonic satisfaction mediates the effects of meaningfulness and aesthetic on revisit intention. Using the same theoretical approach, Putri & Ernawadi (2025) demonstrated that cognitive destination image influences destination loyalty through destination attachment, whereas service quality has no effect on destination loyalty. Based on these findings, this study proposes a new model by replacing the service quality variable, which was found to have no effect on destination loyalty, and replacing cognitive destination image with stimuli that are more consistent with the characteristics of cultural heritage tourist destinations, namely legend storytelling, esthetic, education, and natural landscape.

In the context of cultural heritage tourism destinations, storytelling is defined as the practice and art of conveying stories that are deeply rooted in human culture to audiences, whether as listeners, readers, or viewers, and are manifested in various forms, such as everyday life stories, myths, and fairy tales (Beevor et al., 2022). Research conducted by Yuxin et al. (2024) in the Mogao Grottoes shows that historical storytelling affects revisit intention mediated by destination image and perceived value and place attachment as a moderator. Historical storytelling is the delivery of historical events connected with supporting objects through appropriate arrangements (Yuxin et al., 2024). The practice of storytelling is not only found in historical tourist attractions but also in tourist destinations based on legends, such as Jatijajar Cave. A legend is defined as a narrative that is believed to be true and contains important factual information (Bascom, 1954). Thus, legend storytelling is interpreted as the practice and art of conveying legend narratives that are believed to be true and contain important factual information as part of the tourist experience. Based on the findings described above, legend storytelling, esthetic, education, and natural landscape are assumed to be external stimuli. Esthetic and education are part of the experience dimensions introduced by Pine and Gilmore (1999). A study by Apriliansyah & Ernawadi (2024) found that esthetic, escapism, and tour guide performance affect revisit intention, whereas education has an indirect effect through visitor satisfaction. Esthetic refers to visitors' sensory experiences of the overall atmosphere and physical environment of a tourist attraction (Pine & Gilmore, 1999). Education refers to a novelty that encourages individuals to learn something new (Pine & Gilmore, 1999). Natural landscape is a landscape that has certain characteristics and can be enjoyed through sensory experiences, with elements that blend naturally and harmoniously to reinforce the character of the landscape (Starke & Simonds, 1961). In line with the SOR theoretical framework, legend storytelling, esthetic, education, and natural landscape, as external stimuli deduced at the empirical level, are hypothesized to have a partial effect on destination attachment. Destination attachment is defined as the emotional, cognitive, and functional bond between a person and a place that is formed because the place is able to meet the individual's activity needs or provide symbolic meaning (Yuksel et al., 2010). Thus, it can be argued that the more positive the stimuli received by tourists through legend storytelling, esthetic, education, and natural landscape, the stronger their destination attachment to Jatijajar Cave. In line with this description, the hypotheses representing the novelty of this study are proposed as follows:

H1: Legend storytelling has a positive effect on destination attachment.

H2: Esthetic has a positive effect on destination attachment.

H3: Education has a positive effect on destination attachment.

H4: Natural landscape has a positive effect on destination attachment.

According to SOR theory, the organism generates a behavioral response. Empirically, the findings of Putri & Ernawadi (2025) show that destination attachment affects destination loyalty. The findings indicate that the stronger the destination attachment, the greater the tendency of tourists to exhibit loyal behavior. Destination loyalty is defined as the level of commitment of tourists to a certain tourist destination (Hardiansyah & Ernawadi, 2024). Based on the SOR

theoretical framework and these empirical findings, it can be hypothesized that destination attachment plays a role in shaping the destination loyalty of Jatijajar Cave tourists. Based on these arguments, the following research hypotheses are proposed:

H5: *Destination attachment* has a positive effect on *destination loyalty*.

SOR theory explains that the organism mediates the relationship between stimulus and response. Putri & Ernawadi (2025) showed that cognitive destination image influences destination loyalty through destination attachment. Based on this argument, the following proposition can be made: high destination attachment arises from positive legend storytelling, esthetic, education, and natural landscape, which in turn leads to high destination loyalty, as shown in the conceptual model presented in Figure 1. Thus, the following research hypotheses are proposed:

H6: Destination attachment mediates the effect of legend storytelling on destination loyalty.

H7: Destination attachment mediates the effect of esthetic on destination loyalty.

H8: Destination attachment mediates the effect of education on destination loyalty.

H9: Destination attachment mediates the effect of natural landscape on destination loyalty.

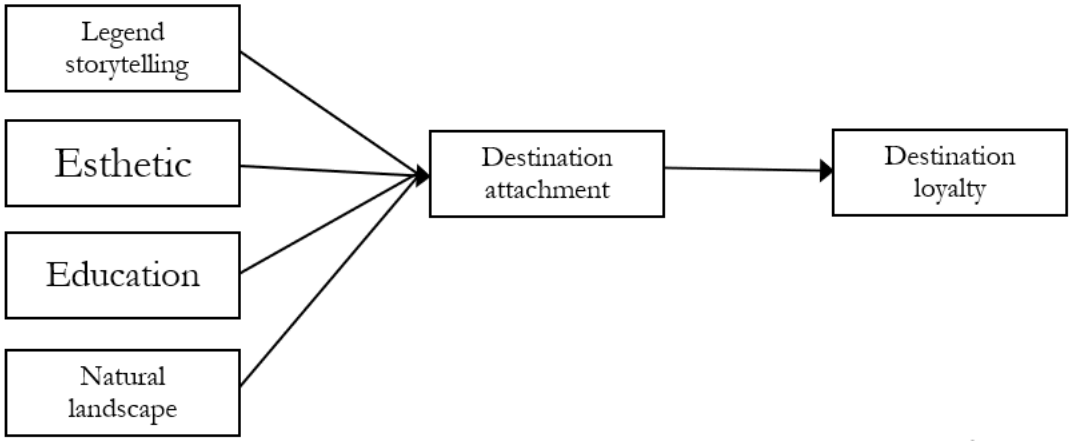

Figure 1 Conceptual model of research

METHODS

This study uses a survey method, which is defined as a research approach that collects data from a sample through questionnaires to explain causal relationships and test hypotheses. The sampling technique used was purposive sampling. Data were collected by distributing questionnaires that had been confirmed to be valid and reliable based on both semantic testing and outer model evaluation, including convergent validity, discriminant validity, and composite reliability, using SmartPLS version 3. This study involved visitors to Jatijajar Cave who were at least 17 years old and had visited Jatijajar Cave within the past year as respondents. The sample size was determined to be 117 respondents, which was considered adequate because it met the minimum sample size requirement based on the practical guidelines proposed by Roscoe (1975). The respondent characteristics showed that female respondents predominated, with 67 respondents, and that most respondents were aged 17–25 years, as presented in Table 1 in the

Appendix. Furthermore, the results of the loading factor and composite reliability tests showed that all indicators met the convergent validity criterion, with loading factor values of ≥ 0.7 and composite reliability values of ≥ 0.7, indicating that all indicators were adequate and could be used to measure all variables. Furthermore, discriminant validity was assessed using the Fornell–Larcker criterion. The results showed that all constructs met the required criterion, with the square root of the average variance extracted (AVE) for each construct exceeding the correlations among constructs, as presented in Table 3 in the Appendix (Hair et al., 2019). The results of the average variance extracted (AVE) and the square root of AVE also indicated that all constructs satisfied the convergent validity and discriminant validity criteria. Therefore, each construct was able to explain the variance of its indicators adequately and was suitable for further analysis, as presented in Table 4 in the Appendix.

RESULTS AND DISCUSSION

The first stage of the analysis involved evaluating the overall fit of the research model using the Goodness of Fit (GoF) index. According to Ghozali and Latan (2015), a GoF value of 0.10 indicates a small GoF, 0.25 indicates a medium GoF, and 0.36 indicates a large GoF. The results of the GoF analysis are presented in Table 5.

Table 5 Goodness of Fit (GoF)

Variabel	AVE	R Square
Legend storytelling (LS)	.797	
Esthetic (EST)	.636	
Education (EDU)	.712	
Natural landscape (NL)	.723	
Destination attachment (DA)	.782	.716
Destination loyalty (DL)	.802	.607
Average	**.742**	**.662**

Source: SmartPLS version 3.0 output (Primary Data, 2026).

GoF Value =√Average AVE × Average R-square
GoF Value =√0.742 × 0.662
GoF value =0.701

As shown in Table 5, the Goodness of Fit (GoF) value was 0.701, which falls into the large category. These results indicate that the research model has a good level of model fit and is therefore appropriate for hypothesis testing using SmartPLS version 3. The effect size was then evaluated using the f-square value to measure the magnitude of the effect of each independent variable on the dependent variable. Referring to Cohen (1988), an f-square value of less than 0.02 indicates no effect, a value of 0.02–0.15 indicates a small effect, a value of 0.15–0.35 indicates a medium effect, whereas a value greater than 0.35 indicates a large effect.

Table 6 F-square

Variabel	DA	DL	EDU	EST	LS	NL
Legend storytelling (LS)	.048					
Esthetic (EST)	.064					

Education (EDU)	.221	
Natural landscape (NL)	.129	
Destination attachment (DA)		1.546
Destination loyalty (DL)		

Source: SmartPLS version 3.0 output (Primary Data, 2026).

Based on Table 6, legend storytelling has an f-square value of 0.048 on destination attachment, indicating a small effect. Furthermore, esthetic has an f-square value of 0.064 on destination attachment, which also indicates a small effect. Education has an f-square value of 0.221 on destination attachment, indicating a moderate effect. Meanwhile, natural landscape has an f-square value of 0.129 on destination attachment, indicating a small effect. These findings show that education contributes more to destination attachment than legend storytelling, esthetic, and natural landscape. Furthermore, destination attachment has an f-square value of 1.546 on destination loyalty, indicating a large effect. These findings indicate that destination attachment is the variable that contributes the most to enhancing the destination loyalty of Jatijajar Cave tourists.

Table 7. Hypothesis Test Results

Hypothesis Description	Original Sample (O)	T Statistics	P Value	Remarks
H1 LS → DA	.155	1.813	.035	Supported
H2 EST → DA	.194	2.505	.006	Supported
H3 EDU → DA	.362	4.146	.000	Supported
H4 NL → DA	.285	3.753	.000	Supported
H5 DA→ DL	.779	17.202	.000	Supported
H6 LS → DA → DL	.121	1.809	.036	Supported
H7 EST → DA → DL	.151	2.461	.007	Supported
H8 EDU → DA → DL	.282	4.031	.000	Supported
H9 NL → DA → DL	.222	3.572	.000	Supported

Source: SmartPLS Version 3.0 Output (Primary Data, 2026)

The results presented in Table 7 show that all research hypotheses are supported by the empirical data, as evidenced by t-statistic values ≥ 1.66216 and p-values ≤ 0.05. Legend storytelling, esthetic, education, and natural landscape have positive effects on destination attachment. In addition, destination attachment has a positive effect on destination loyalty and mediates the effects of these four stimuli on destination loyalty. These results suggest that improving the quality of legend storytelling, esthetic, education, and natural landscape can strengthen tourists' destination attachment, which in turn enhances destination loyalty toward Jatijajar Cave.

The analysis showed that destination attachment mediates the effect of legend storytelling on destination loyalty, with a path coefficient of 0.121. These findings indicate that delivering legends in an engaging, easy-to-understand manner that is consistent with the characteristics of Jatijajar Cave can enhance tourists' positive emotional feelings toward the destination, create lasting emotional memories during their visit, and develop personal meaning associated with Jatijajar Cave. This condition subsequently encourages tourists to revisit Jatijajar Cave, recommend it to others, and share positive information about the destination. These findings support SOR theory, which explains that environmental stimuli influence an individual's internal state and subsequently

produce specific behavioral responses. The results of this study also support the findings of Yuxin et al. (2024), which showed that historical storytelling has a positive effect on destination image and perceived value.

The results of the subsequent analysis showed that destination attachment mediates the effect of esthetic on destination loyalty, with a path coefficient of 0.151. These findings indicate that the harmony of visual elements, the neatness of the spatial layout, and the comfort of the physical environment of Jatijajar Cave can enhance tourists' positive emotional feelings toward the destination, create lasting emotional memories during their visit, and develop personal meaning associated with Jatijajar Cave. This condition subsequently encourages tourists to revisit Jatijajar Cave, recommend it to others, and share positive information about the destination. These findings support SOR theory, which explains that environmental stimuli influence an individual's internal state and subsequently produce specific behavioral responses. The results of this study also support the findings of Sabila & Ernawadi (2024), which showed that esthetic shapes tourists' psychological responses through hedonic experiences, as well as the findings of Qoyyum & Ernawadi (2025), which showed that esthetic contributes positively to eudaimonic satisfaction.

The same mediating role was found in the relationship between education and destination loyalty, with a path coefficient of 0.282. These findings indicate that encouraging tourists to learn new information, increasing the knowledge gained during the visit, and providing meaningful learning experiences can enhance tourists' positive emotional feelings toward the destination, create lasting emotional memories during their visit, and develop personal meaning associated with Jatijajar Cave. This condition subsequently encourages the development of destination loyalty, as reflected in tourists' intention to recommend the destination to others, their intention to revisit, and their willingness to share positive information about Jatijajar Cave. These findings support SOR theory, which explains that environmental stimuli influence an individual's internal state and subsequently produce specific behavioral responses. The results of this study also support the findings of Apriliansyah & Ernawadi (2024), which showed that education has an indirect effect on revisit intention through visitor satisfaction.

The results of the subsequent analysis showed that destination attachment mediates the effect of natural landscape on destination loyalty, with a path coefficient of 0.222. These findings indicate that the beauty of the natural scenery, the clarity of natural elements, the coolness of the environment, and the freshness of the air in Jatijajar Cave can enhance tourists' positive emotional feelings toward the destination, create lasting emotional memories during their visit, and develop personal meaning associated with Jatijajar Cave. This condition subsequently encourages the development of destination loyalty, as reflected in tourists' intention to recommend the destination to others, their intention to revisit, and their willingness to share positive information about Jatijajar Cave. These findings support SOR theory, which explains that environmental stimuli influence an individual's internal state and subsequently produce specific behavioral responses. The results of this study also support the findings of Zulfikar & Ernawadi (2024), which showed that natural landscape has a positive effect on emotions, which in turn have a positive effect on destination loyalty.

CONCLUSION

This research shows that legend storytelling, esthetic, education, and natural landscape have positive effects on destination attachment, which in turn increases the destination loyalty of Jatijajar Cave tourists. This research is consistent with stimulus organism response (SOR) theory proposed by Mehrabian & Russell (1974). The theory explains that the various stimuli received by tourists from the characteristics of a destination do not directly form loyalty but are first processed through internal psychological conditions. This research employed a survey method; therefore, the

findings describe the relationships among variables based on data obtained from respondents but have not been able to reveal in depth the underlying reasons or processes behind the formation of destination attachment and destination loyalty. In addition, this research only examined four stimuli, namely legend storytelling, esthetic, education, and natural landscape. This research makes an empirical contribution to the development of tourism marketing through the development of the research model of Putri & Ernawadi (2025) by modifying the independent variables into legend storytelling, esthetic, education, and natural landscape, which are more consistent with the characteristics of cultural heritage tourist destinations. The results indicate that education makes the greatest contribution to the formation of destination attachment, followed by natural landscape, esthetic, and legend storytelling. Therefore, future research is recommended to incorporate additional relevant variables into the conceptual model to better explain the influence of legend storytelling and esthetic on destination loyalty through destination attachment. Taking into account the magnitude of the contribution of each stimulus, the research findings indicate that strengthening the education aspect should become a priority in the management strategy of Jatijajar Cave, while continuing to optimize natural landscape, esthetic, and legend storytelling to enhance destination attachment and destination loyalty among tourists. **First**, the management of Jatijajar Cave needs to improve the quality of legend interpretation as part of the tourist experience. These efforts can be undertaken through regular updates and maintenance of the dioramas, the development of storyboards to guide the delivery of legend narratives, the provision of tour guides with effective storytelling skills, and the development of digital storytelling, such as audio guides, video mapping, or interactive media that present the legend narrative in a more engaging manner. These efforts are expected to increase tourists' engagement with the story (narrative transportation), thereby enhancing destination attachment and ultimately increasing destination loyalty. **Second**, the management of Jatijajar Cave can improve the spatial planning of the destination with a focus on enhancing its esthetic quality. This aspect is reflected in the harmony of visual elements, the neatness of the spatial layout, and the comfort of the destination's physical environment. These efforts can be undertaken through more integrated spatial planning, optimizing lighting arrangements to highlight the beauty of the natural ornaments and dioramas of Jatijajar Cave, improving visitor routes to provide greater comfort, and carrying out regular maintenance of cleanliness and visual elements. These efforts are expected to enhance the esthetic quality of the destination, thereby increasing destination attachment and ultimately increasing destination loyalty. **Third,** the management of Jatijajar Cave can develop an educational tourism program to improve the quality of tourists' learning during their visit. This aspect is reflected in the destination's ability to encourage tourists to learn new information, increase their knowledge, and provide meaningful learning experiences during the visit. These efforts can be undertaken through the implementation of guided educational tours, the development of interactive kiosks presenting historical, cultural, and geological information about Jatijajar Cave, the preparation of educational modules or activity sheets for visitors, as well as collaboration with schools, universities, communities, and cultural practitioners to organize educational festivals, art and cultural performances, local cultural workshops, and seminars on the history, legends, and cultural heritage of Jatijajar Cave on a regular basis. These efforts are expected to improve the quality of education, thereby enhancing destination attachment and ultimately increasing destination loyalty. **Fourth,** the management of Jatijajar Cave can develop environmental management oriented toward preserving the quality of the destination's natural landscape. This aspect is reflected in the beauty of the natural scenery, the clarity of natural elements, the coolness of the environment, and

the freshness of the air in Jatijajar Cave. These efforts can be undertaken through vegetation conservation, maintaining the cleanliness of the area and spring water sources, implementing sustainable environmental conservation, increasing green open spaces and shaded areas, and controlling activities that have the potential to damage the natural condition of the area. These efforts are expected to improve the quality of the natural landscape, thereby enhancing destination attachment and ultimately increasing destination loyalty.

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APPENDIX

Table 1. Profile Responden

Description	Persons	(%)
Visit Jatijajar Cave at least 1 time in the last 1 year		
Yes	117	100
Gender		
Male	50	42,7
Women	67	57,3
Age		
17-25 Years	65	55,6
26-35 Years	35	29,9
>36 Years	17	14,5

Source: Google Form questionnaire results (Primary Data, 2026).

Tabel 2 Loading factor dan Composite reliability values

Statement	Loading factor	Composite reliability
Legend storytelling (LS)		
I am interested in the legend of Raden Kamandaka as depicted in the dioramas at Jatijajar Cave.	.895	.922
I was impressed by the story of the legend of Raden Kamandaka as depicted in the dioramas at Jatijajar Cave.	.918	

The presentation of the story through dioramas in Jatijajar Cave helped me understand the legend of Raden Kamandaka.	.865	
Esthetic (EST)		
There is a harmony in lighting, decoration, and spatial layout of Jatijajar Cave.	.814	.839
The layout of Jatijajar Cave is neatly designed.	.852	
The cleanliness of the Jatijajar Cave environment is well maintained.	.721	
Education (EDU)		
The experience of visiting Jatijajar Cave stimulated the desire to learn more.	.821	.881
The experience of visiting Jatijajar Cave added to my knowledge.	.857	
Visiting Jatijajar Cave was a meaningful experience for me.	.852	
Natural landscape (NL)		
The scenery inside Jatijajar Cave is beautiful.	.858	.912
The water (*sendang*) inside Jatijajar Cave is clear.	.755	
The air inside Jatijajar Cave is cool.	.892	
The air inside Jatijajar Cave is refreshing.	.888	
Destination attachment (DA)		
I felt happy during my visit to Jatijajar Cave.	.906	.915
The experience of visiting Jatijajar Cave gives beautiful memories.	.896	
Jatijajar Cave has its own meaning.	.851	
Destination loyalty (DL)		
I would like to invite the closest people to visit Jatijajar Cave.	.904	.924
I will visit Jatijajar Cave again.	.913	
I want to say positive things about Jatijajar Cave to others.	.868	

Source: SmartPLS version 3.0 output (Primary Data, 2026).

Table 3 Fornell-Larcker criterion

Variabel	DA	DL	EDU	EST	LS	NL
Destination attachment (DA)	.884					
Destination loyalty (DL)	.779	.895				
Education (EDU)	.756	.700	.844			
Esthetic (EST)	.690	.556	.609	.798		
Legend storytelling (LS)	.638	.584	.599	.546	.893	
Natural landscape (NL)	.734	.621	.641	.668	.560	.850

Source: SmartPLS version 3.0 output (Primary Data, 2026).

Table 4 AVE dan Square root of AVE values

Variabel	AVE	Square root of AVE

Legend storytelling (LS)	.797	.893
Esthetic (EST)	.636	.798
Education (EDU)	.712	.844
Natural landscape (NL)	.723	.850
Destination attachment (DA)	.782	.884
Destination loyalty (DL)	.802	.895

Source: SmartPLS version 3.0 output (Primary Data, 2026).