

The Role of Memorable Tourism Experiences on Revisit Intention Through Visitor Engagement at the Lodge Maribaya

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Abstract

This study aims to analyze the influence of hedonism, meaningfulness, aesthetics, and safety on revisit intention, with visitor engagement as a mediating variable, among tourists at The Lodge Maribaya. A total of 108 visitors at The Lodge Maribaya participated in the quantitative survey that formed the basis of this study. The author used partial least squares (PLS) modeling based on Smart PLS 3.0 to analyze the data collected from the questionnaire. The findings show that although the safety factor does not play a mediating role in revisit intention, the factors of hedonism, meaningfulness, and aesthetics all play a mediating role through visitor engagement. The results of this study are expected to provide input for the management of The Lodge Maribaya to prioritize strengthening the aspect of hedonism, followed by aesthetics, and then meaningfulness, in order to increase tourists' revisit intention through visitor engagement. Further research is needed to develop a study model that includes additional variables more relevant to the context of adventure and nature tourism. This will help the author gain a deeper understanding of the factors influencing revisit intention, as the study's findings suggest that factors not included in the model may influence revisit intention.

INTRODUCTION

One of the most popular choices for recreational activities is the rapidly growing tourism industry. Tourism activities not only provide opportunities for relaxation but also serve as a means of entertainment and stress relief from daily routines (Li & Su, 2022). Therefore, tourism activities can be interpreted as an effort to meet the various needs of tourists (Ernawadi et al., 2025). Indonesia possesses a highly diverse range of natural tourism potential, ranging from natural recreation parks to destinations that emphasize visual appeal or Instagrammable features. Most of these destinations embrace the concepts of adventure and natural beauty, targeting both young travelers and families, and are supported by digital marketing strategies to enhance their appeal and market reach. One such destination is The Lodge Maribaya, which offers various photo spots and outdoor activities with an eco-tourism approach. This destination is located near Babakan Gentong, Cibodas, Lembang, West Bandung Regency, specifically at Jalan Maribaya No. 149/252, RT 03 RW 15. Situated on the slopes of Maribaya Hill, this tourist area spans approximately three hectares and has temperatures ranging from eighteen to twenty degrees Celsius. These conditions support the growth of various types of flowers and trees, creating a lush and attractive natural landscape for tourists (Machdalena et al., 2018). In 2022, The Lodge Maribaya experienced a significant decline in visitor numbers. After peaking at 650,000 visitors, the number dropped by approximately 40% to 390,000 in 2023, and fell again by about 10% to 351,000 visitors in 2024. The decline in the number of tourist visits indicates a downward trend in revisit intention. Therefore, this study aims to analyze the various factors that influence tourists intention to revisit The Lodge Maribaya.

To achieve the research objectives, the author draws on the stimulus-organism-response (S-O-R) paradigm in this study. According to the theory proposed by Mehrabian and Russell (1974), a person's actions are the result of their mental and emotional reactions to the world around them. Thus, individuals do not respond directly to stimuli but first process them through internal states, such as perceptions and emotions, before generating a response. The S-O-R model consists of three components the stimulus as an external stimulus, the organism as the individual's internal processes, and the response as the resulting behavior. In this study, the S-O-R theory is used to explain how stimulus received by tourists during their visit influence the psychological processes that ultimately drive revisit intention. The S-O-R theory has been widely applied in various fields of research. In the field of social media psychology, this theory has been used by Abidin (2021), Prihantoro (2022), Widyasari (2023), and Janah et al. (2024). Additionally, its application has been observed in social science research by Jamil (2023) and in the health sector by Sivasothey (2024). In the field of marketing, the S-O-R theory is also widely utilized as a conceptual framework. Akhsin (2022) used it in marketing communication research, Khrisna (2022) in the coffee shop sector, Fadhila & Afifah (2024) in a study of digital marketing, and Tedry et al. (2025) in the field of social marketing. Meanwhile, in the context of tourism, this theory has been applied in various studies examining tourist behavior, including by Zulfikar & Ernawadi (2024) at the Tahura Djuanda Bandung tourist attraction, Sabila & Ernawadi (2024) at Sari Ater Hot Springs, Keni et al. (2024) at tourist destinations in the Riau Islands, and Siti et al. (2025) at the Golaga Purbalingga tourist attraction. These studies reinforce the relevance of the S-O-R theory as a theoretical foundation for explaining the mechanisms underlying tourist behavior, particularly in understanding how stimuli received during the travel experience can influence psychological states and drive the emergence of revisit intention.

This study develops the conceptual model proposed by Sabila & Ernawadi (2024) based on the S-O-R theory. This development is grounded in the shared characteristics of the research subjects, namely nature-based tourism. According to Hollebeek (2020), a memorable tourism experience is an event that remains etched in one's memory with fond recollections even years after the event has passed. According to the study by Sabila and Ernawadi (2024), a memorable tourism experience comprises four components hedonism, novelty, meaningfulness, and aesthetic appeal. These factors influence the intention to revisit in order to obtain a more enjoyable experience. The term hedonism refers to the pursuit of pleasure through the senses (Trauer & Ryan, 2005). According to Noy (2004), a trip can be considered meaningful if it provides a highly significant or beneficial experience. It is the overall atmosphere of a location that makes it aesthetically pleasing (Pine & Gilmore, 1999). Since the attributes of the objects evaluated and the study participants did not align with the novelty dimension, that dimension was not included in this study. One difference between this study and the conceptual model proposed by Sabila & Ernawadi (2024) is that the authors distinguish memorable tourism experience from safety as one of its dimensions. Safety is defined as the security and well-being of visitors, which is a key factor in attracting tourists and maintaining a destination's reputation (Chandra, 2022). However, that model does not fully align with the characteristics of The Lodge Maribaya. Additionally, this study does not examine the direct influence of MTE on revisit intention because, within the S-O-R framework, the relationship between stimulus and response is not explained directly but must occur through an internal process. To date, numerous studies have directly examined the effects of hedonism, meaningfulness, aesthetics, and safety which are hypothesized to influence visitor engagement in the context of nature-based tourism. However, there have not been many studies

that directly examine the effect of safety on visitor engagement. Thus, this study offers a novel conceptual model within the S-O-R framework by proposing that hedonism, meaningfulness, aesthetics, and safety are hypothesized to influence visitor engagement. This explanation forms the basis for establishing the following hypotheses:

H₁ : hedonism has a positive effect on visitor engagement

H₂ : meaningfulness has a positive effect on visitor engagement

H₃ : aesthetics has a positive effect on visitor engagement

H₄ : safety has a positive effect on visitor engagement

The SOR theory explains that individuals do not respond to a stimulus (S) directly but process it through an internal mechanism or organism (O) before generating a response (R). In this study, this internal mechanism is defined as visitor engagement. According to Taheri et al. (2014), visitor engagement refers to tourists' cognitive, emotional, and behavioral attachment to a tourist destination. Hafiya and Trihantoro (2024) also demonstrated that visitor engagement has a positive effect on revisit intention. Therefore, this study modifies the conceptual model by replacing the fun variable with visitor engagement as the organism variable, as it is deemed more appropriate for the characteristics of educational and adventure nature tourism at The Lodge Maribaya. Thus, the hypothesis is formulated as follows

H₅: visitor engagement has a positive effect on revisit intention.

Referring to the theoretical framework outlined earlier, through the S-O-R model developed by Mehrabian & Russell (1974), this study explains that environmental stimuli influence a person's internal state through cognitive, emotional, and organismic processes. A person's responses and behaviors are reflections of these internal states. At the stimulus stage, external stimuli serve as the initial trigger that shapes an individual's perceptions and emotions. The organism stage describes the internal process by which an individual cognitively and affectively evaluates and experiences these stimuli. Subsequently, a response emerges as an action or behavioral intention resulting from the internal meaning that has been formed. Based on this combination of postulates, the relationship between variables in the study by Sabila & Ernawadi (2024) which examined the Sari Ater Hot Spring in Lembang as a popular tourist destination and a systematic review, visitors who reported having experienced a memorable tourism experience were more likely to plan a revisit. This is because the attributes of the research object do not align with the attributes of the evaluated object. Thus, this study introduces a novel conceptual model within the S-O-R framework, proposing that hedonism, meaningfulness, aesthetics, and safety as hypothesized influence revisit intention through visitor engagement. Thus, visitor engagement is viewed as a mediating mechanism that explains how various stimuli received by tourists influence the formation of revisit intention. Based on this description, the hypotheses proposed by this study are as follows:

H₆ : visitor engagement mediates the effect of hedonism on revisit intention

H₇ : visitor engagement mediates the effect of meaningfulness on revisit intention

H₈ : visitor engagement mediates the effect of aesthetic on revisit intention

H₉ : visitor engagement mediates the effect of safety on revisit intention

Thus, this study proposes an S-O-R model in which hedonism, meaningfulness, aesthetic, and safety have a positive effect on revisit intention through visitor engagement.

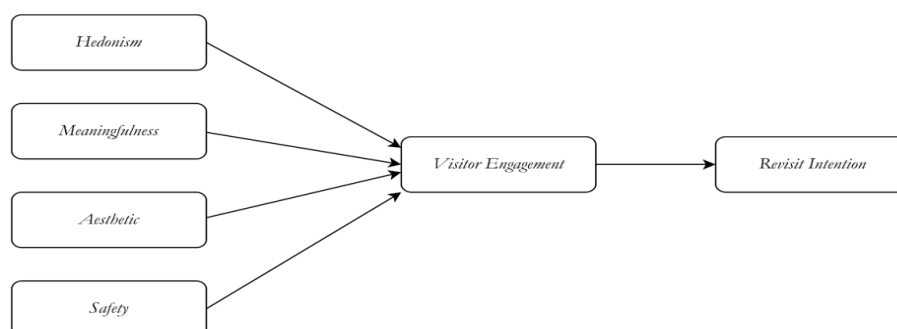


Figure 1. Conceptual Model of the Study

METHOD

This study employed a survey method, which involves collecting data from a sample via a questionnaire to test hypotheses and their causal relationships. The questionnaire used to collect data in this study was deemed valid and reliable based on both semantic and outer-model tests. The study population consisted of tourists who had visited The Lodge Maribaya, and the sample comprised individuals aged 17 or older who had participated as respondents with a friend or family member at least once in the past year. An online questionnaire was used to collect the data, and respondents were selected using purposive sampling, a non-probability sampling approach. Furthermore, data were collected only during a specific time period because this study employed a cross-sectional methodology. Based on this data collection process, 108 respondents were obtained, predominantly women (66.7%) aged 17–25 (60.2%) residing in the Greater Bandung area (77.8%), as shown in Table 1 in the appendix.

The Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, using SmartPLS version 3.0, was employed to analyze the data. The research model predictions and the testing of causal relationships among the latent variables were supported by PLS-SEM, a variance-based analytical approach (Hair et al., 2019). As part of this study, the construct validity and reliability were examined by evaluating the outer model using tests for convergent validity, discriminant validity, and composite reliability. Referring to Table 2 in the appendix, the assessment findings show that all indicators met the requirements for convergent validity, with factor loadings >0.7 and composite reliability >0.7 . Subsequently, the authors examined whether each construct measured a unique concept using the Fornell-Larcker criterion for discriminant validity. If the root mean square error of prediction for each construct is greater than the correlation coefficient between that construct and any other construct, then discriminant validity is met (Hair et al., 2019). Table 3 in the appendix shows that all constructs met these requirements based on the test results. Table 4 in the appendix shows that all constructs in this study met the criteria for convergent validity, and discriminant validity, as demonstrated in the structural model (inner model) evaluation through AVE and root-mean-square AVE tests. Furthermore, hypothesis testing, goodness-of-fit, and f-square tests were used to evaluate the structural model (inner model).

RESULTS AND DISCUSSION

Before conducting hypothesis testing, an evaluation of the research model's suitability was first performed using the Goodness of Fit (GoF) to assess the overall level of model fit. Based on

Wetzels' (2009) criteria, a GoF value of 0.10 indicates a poor fit, 0.25 a moderate fit, and 0.36 a good fit. The test results yielded:

$$\text{GOF Value} = \sqrt{\text{Average AVE} \times \text{Average R-squared}}$$

$$\text{GOF Value} = \sqrt{0.812 \times 0.462}$$

$$\text{GOF Value} = 0.612$$

Based on the results in Table 5, a GoF value of 0.612 was obtained, indicating that the combined level of fit between the measurement model (outer model) and the structural model (inner model) in this study falls into the high category. Therefore, hypothesis testing can be conducted using SmartPLS version 3.0.

Table 5. Goodness of Fit (GoF)

Variable	AVE	R-Square
Hedonism (HD)	.819	
Meaningfulness (MN)	.796	
Aesthetic (AES)	.832	
Safety (ST)	.796	
Visitor Engagement (VE)	.789	.475
Intention to Return (RI)	.839	.450
Average	.812	.462

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

The second step involves analyzing the effect size, which is a method for measuring the magnitude of the influence of each independent variable on its dependent variable in the study. The evaluation was conducted based on the f^2 value. According to Hardisman (2021), the f^2 value is interpreted as follows: a value less than 0.02 indicates no effect; a value between 0.02 and 0.15 indicates a small effect; a value between 0.15 and 0.35 indicates a moderate effect; and a value greater than 0.35 indicates a significant effect. As can be seen in Table 6, the author conducted an effect size analysis.

The results of the analysis show that the hedonism variable has an f^2 value of 0.190, placing it in the category of a moderate effect on visitor engagement. Meanwhile, the meaningfulness variable, with a value of 0.054, and the aesthetic variable, with a value of 0.060, fall into the small-effect category, meaning both contribute relatively little but still influence visitor engagement. The safety variable has an f^2 value of 0.010, so it is categorized as having no effect on visitor engagement. Furthermore, regarding the relationship between visitor engagement and revisit intention, an f^2 value of 0.818 was obtained, which falls into the category of a large effect. This demonstrates that visitor engagement significantly influences the likelihood of their return. The model demonstrates a high level of fit, based on the analysis of the structural model's using the f^2 test and GoF. Therefore, the bootstrapping mechanism in the SmartPLS application can be used in hypothesis testing.

Table 6. f -Square

Variable	HD	MN	AES	ST	VE	RI
Hedonism (HD)					.190	
Meaningfulness (MN)					.054	
Aesthetic (AES)					.060	

Safety (ST)	.010	
Visitor Engagement (VE)		.818
Revisit Intention (RI)		

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

To determine whether the relationships between constructs in the structural model are statistically significant, the author used SmartPLS 3.0 and the bootstrapping process to test these hypotheses. The testing criteria were set in accordance with Hair et al. (2017), which require a t-statistic greater than 1.96 and a p-value less than 0.05 at a 5% significance level. The statistical significance of the relationships among the latent variables in the study model was evaluated using these criteria. A summary of the hypothesis testing results is presented in Table 7.

Based on the analysis results in Table 7, most of the hypotheses are supported by empirical data, as indicated by the T-statistic and P-value. The variables of hedonism, meaningfulness, and aesthetic were found to have a positive effect on visitor engagement, while safety did not show a positive effect. Furthermore, visitor engagement has a strong positive influence on revisit intention. In the mediation analysis, visitor engagement was able to mediate the effects of hedonism, meaningfulness, and aesthetics on revisit intention, but it was unable to mediate the effect of safety on revisit intention. These findings indicate that aspects of emotional experience and meaning play a greater role in enhancing visitor engagement and driving revisit intention compared to safety aspects.

The results of the hypothesis testing show that visitor engagement mediates the effect of hedonism on revisit intention with a path coefficient of 0.262, indicating that tourists experience something unique, demonstrate enthusiasm in participating in various activities, and enjoy a variety of fun tourist activities during their visit to The Lodge Maribaya. This demonstrates that tourism experiences capable of creating positive impressions, sparking enthusiasm, and providing enjoyable activities will strengthen tourist engagement. This engagement, in turn, serves as a factor driving the formation of revisit intention.

Further findings show that visitor engagement mediates the effect of meaningfulness on revisit intention with a path coefficient of 0.136, indicating that tourists perceive various meaningful activities, gain unforgettable experiences, and have the opportunity to get to know themselves better during their visit to The Lodge Maribaya. This demonstrates that travel experiences capable of providing meaning, leaving a deep impression, and encouraging self-reflection will strengthen tourist engagement. This engagement, in turn, serves as a factor driving the formation of revisit intention.

The impact of aesthetic appeal on revisit intention can be mediated by the level of visitor engagement, as indicated by other findings path coefficient 0.137. The stimulus-organism-response theory by Mehrabian and Russell (1974) explains how external stimuli influence a person's internal state before triggering a behavioral response, which is consistent with these findings. In the context of this study, the beauty of The Lodge Maribaya's unspoiled natural scenery, the coolness of the environment, and the calm, quiet atmosphere serve as stimuli capable of creating an aesthetic experience for tourists. These stimuli evoke internal states characterized by increased visitor engagement, as reflected in tourists' emotional involvement and attention while enjoying the destination. The more positive tourists' perceptions of the environment's aesthetic quality, the higher their engagement during the trip. This engagement then fosters the intention to revisit, as tourists tend to want to return to destinations that offer a comfortable,

beautiful natural atmosphere and provide memorable visual experiences. Thus, the aesthetic quality of the environment not only plays a role in shaping positive impressions of the destination but also enhances visitor engagement, which in turn increases the likelihood of repeat visits. These results are consistent with the findings of a study conducted by Sabila and Ernawadi (2024), which demonstrated the importance of aesthetic experiences in increasing a destination's revisit intention through interactions with tourists.

On the other hand, although visitor engagement influences revisit intention, it is not influenced by safety. Therefore, visitor engagement cannot serve as a mediator of the effect of safety on revisit intention. Managers are advised to integrate safety aspects with the creation of more interactive and communicative experiences so that the perception of safety is not merely functional but also enhances visitors' emotional engagement.

The results of this study indicate that at The Lodge Maribaya tourist attraction, hedonism contributes the most to visitor engagement with a path coefficient of 0.390, followed by aesthetic at 0.204 and meaningfulness at 0.203. These findings demonstrate that enjoyable experiences, the visual beauty of nature, and the sense of meaning felt by tourists during their visit are the primary factors in increasing visitor engagement. Therefore, the management of The Lodge Maribaya is advised to prioritize the development of enjoyable, meaningful, and aesthetically pleasing tourism experiences to enhance visitor engagement and encourage repeat visits. The Lodge Maribaya management can prioritize the development of tourism experiences that enhance the aspects of hedonism, aesthetics, and meaningfulness to increase revisit intention.

Table 7. Results of Statistical Hypothesis Testing

	Hypothesis Description	Path Coefficient	T-Statistic	P-Value	Description
H1	HD→VE	0.390	3.703	0.000	Supported
H2	MN→VE	0.203	2.215	0.014	Supported
H3	AES→VE	0.204	2.175	0.015	Supported
H4	ST→VE	0.088	0.879	0.190	Not Supported
H5	VE→RI	0.671	8.475	0.000	Supported
H6	HD→VE→RI	0.262	3.281	0.001	Supported
H7	MN→VE→RI	0.136	2.072	0.019	Supported
H8	AES→VE→RI	0.137	2.047	0.021	Supported
H9	ST→VE→RI	0.059	0.841	0.200	Not Supported

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

CONCLUSION

This study found that visitor engagement mediates the effects of hedonism, meaningfulness, and aesthetics on revisit intention. This study differs from others because it modifies the variables in the conceptual model developed by Sabila & Ernawadi (2024). Both models are grounded in the same theory, namely the Stimulus-Organism-Response (S-O-R) theory, and share the same object of study: nature-based tourism. Based on previous studies, hedonism, meaningfulness, and aesthetics influence revisit intention through pleasurable and direct effects. The absence of a meaningfulness effect on revisit intention renders the model inapplicable to The Lodge Maribaya. Furthermore, this study did not examine the direct relationship between memorable tourism experiences and revisit intention because, in S-O-R theory, the relationship between stimulus and

response occurs through internal processes. Given that fun is conceptually close to hedonism, this study replaced fun with visitor engagement, which is considered more appropriate for the characteristics of educational and adventure-based nature tourism. This study also added the variable safety as a novel element, as perceptions of safety play a crucial role in driving revisit intention. Thus, this study proposes an S-O-R model that links hedonism, meaningfulness, aesthetics, and safety to revisit intention through visitor engagement. Future researchers are advised to validate the model in different tourism destination contexts to test the consistency of the findings. Additionally, the model can be further developed by integrating other relevant constructs so that the mechanisms underlying the formation of revisit intention can be explained more comprehensively.

The purpose of this study is to assist the management of The Lodge Maribaya in identifying factors that can increase revisit intention. The findings of this study show that revisit intention is directly influenced by the factors of hedonism, meaningfulness, and aesthetics. Furthermore, visitor engagement mediates the effects of hedonism, meaningfulness, and aesthetics on revisit intention. Additionally, these findings indicate that visitor engagement does not mediate the effect of safety on revisit intention, suggesting that safety aspects have not yet become a sufficiently strong stimulus in shaping tourists' psychological responses. This situation reflects that although various safety measures have been implemented such as providing evacuation routes, assembly points, and staff preparedness for emergencies these factors have not yet been able to significantly increase visitor engagement or encourage revisit intention. Thus, safety remains an important prerequisite for ensuring tourists' comfort and trust, but it is not the primary determinant in shaping visitor engagement or revisit intention therefore, destination managers need to place greater emphasis on creating experiences that are hedonistic, meaningful, and aesthetically pleasing to enhance the appeal and sustainability of tourist visits. Consequently, the management of The Lodge Maribaya needs to develop programs focused on enhancing enjoyable, meaningfulness, and aesthetically pleasing tourism experiences.

First, the management of The Lodge Maribaya can design programs that enhance the aspect of hedonism that is, experiences that provide pleasure and entertainment for tourists. This can be achieved through the development of interactive attractions such as zip bikes, sky trees, and various unique photo spots that offer an enjoyable sensation. These activities aim to create an entertaining tourist experience and boost visitors' positive emotions while they are at the destination. Second, management can develop programs focused on meaningfulness tourist experiences that provide meaning and value to visitors. Programs such as nature experiences, environmental education, and reflective activities like healing sessions or mindfulness in the great outdoors can help visitors feel a sense of calm, gratitude, and connection with nature. These experiences are expected to create a lasting impression that contributes to travelers' emotional attachment. Third, in terms of aesthetics, managers need to continuously enhance the visual beauty of the tourist area. This can be achieved through landscape design, the development of Instagram-worthy photo spots, and the preservation of the natural environment's pristine condition. The beauty of the mountain and pine forest views which are the main attractions of The Lodge Maribaya needs to be optimized to provide a powerful visual experience for tourists. Fourth, although safety does not have a positive impact, managers must still ensure high safety standards, such as facility maintenance, the provision of security personnel, and clear safety information. Good safety measures will support tourists' comfort during their visit. By optimizing the aspects of hedonism, meaningfulness, and aesthetics supported by strong visitor engagement the

management is expected to create a more memorable travel experience, thereby increasing tourists' likelihood of returning to The Lodge Maribaya.

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APPENDIX

Table 1. Respondent Profile

DESCRIPTION	NUMBER	
	PERSONS	PERCENTAGE
Gender		
Male	36	33.3%
Female	72	66.7%
Age		
17–25 years	65	60.2%
25–35 years	35	32.4%
> 35 years old	8	7.4%
Residence		
Greater Bandung	84	77.8%
Outside the Greater Bandung Area	24	22.2%
Employment		
Students	8	7.4%
College Student	58	53.7%
Self-Employed	21	19.4%
Employee	18	16.7%
Civil servants	2	1.9%
Other	1	0.9%

Monthly Income		
< Rp. 1,500,000	69	63.9%
Rp 1,500,000	16	14.8%
Rp 3,000,000	14	13.0%
>Rp 3,000,000	9	8.3%

Source: Google Forms Output (Primary Data, 2026)

Table 2 Factor Loading, and Composite Reliability Values

Statement	Factor Loadings	Composite Reliability
Hedonism (HD)		
Different experiences are felt by tourists during their visit to <i>The Lodge</i> Maribaya	.894	
Tourists feel enthusiastic when participating in various activities at <i>The Lodge</i> Maribaya	.907	.931
Tourists found the diverse range of tourist activities at <i>The Lodge</i> Maribaya to be enjoyable.	.914	
Meaningfulness (MS)		
Various meaningful activities are experienced during a visit to <i>The Lodge</i> Maribaya.	.899	
<i>The Lodge</i> Maribaya successfully leaves an unforgettable impression.	.886	.921
An experience of self-discovery was gained during a trip to <i>The Lodge</i> Maribaya.	.892	
Aesthetics (AES)		
Tourists were impressed by the unspoiled natural scenery at <i>The Lodge</i> Maribaya.	.911	
You can feel the refreshing natural surroundings while staying at <i>The Lodge</i> Maribaya.	.939	.937
Tourists find the quiet atmosphere at <i>The Lodge</i> Maribaya very pleasant.	.887	
Safety (ST)		
The staff at <i>The Lodge</i> Maribaya understand disaster preparedness procedures	.871	
Assembly points and evacuation routes are clearly marked throughout <i>The Lodge</i> Maribaya.	.900	.921
The management of <i>The Lodge</i> Maribaya provides communication tools and mechanisms for handling emergency situations.	.906	
Visitor Engagement (VE)		
Tourists experience a high level of enthusiasm when visiting <i>The Lodge</i> Maribaya.	.894	
Tourists express interest in various aspects of <i>The Lodge</i> Maribaya.	.866	.918

Time seemed to fly by during visits to *The Lodge* Maribaya. .904

Revisit Intention (RI)

Tourists expressed a desire to revisit *The Lodge* Maribaya. .931

The Lodge Maribaya is perceived as the primary destination for tourism activities .895 .940

Tourists rate the likelihood of returning to *The Lodge* Maribaya as high. .922

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Table 3 Fornell-Larcker Criterion

Symbol Size	Hedonism (HD)	Meaningfulness (MS)	Aesthetic (AES)	Safety (ST)	Visitor Engagement (VE)	Intention to Return (RI)
Hedonism	.905					
Meaningfulness	.419	.892				
Aesthetic	.406	.461	.912			
Safety	.470	.432	.315	.892		
Visitor engagement	.610	.503	.477	.423	.888	
Revisit intention	.533	.540	.507	.525	.671	.916

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Table 4 AVE Values and AVE Square Roots

Variable	AVE	Square Root of AVE
Hedonism	.819	.904
Meaningfulness	.796	.892
Aesthetic	.832	.912
Safety	.796	.892
Visitor engagement	.789	.888
Intention to Return	.839	.915

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)