

Determinants Of Revisit Intention Situ Candi Cangkuang Garut: Social Exchange Theory Perspective

Mita Mustika¹, Yadi Ernawadi²

^{1,2}Jenderal Achmad Yani University, Indonesia

Email: mitamustika_22p415@mn.unjani.ac.id, yadi.ernawadi@lecture.unjani.ac.id

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Abstract

This study aims to analyze the influence of authenticity, historical culture, social value, and experiential quality on revisit intention through the role of visitor engagement mediation in tourists from Situ Candi Cangkuang, Garut based on the perspective of social exchange theory. This study uses a quantitative approach with a survey method involving 162 tourists who visited Situ Candi Cangkuang, Garut. Data analysis was carried out using structural equation modeling based on partial least squares with the help of smartpls software version 3.0. Based on the results of hypothesis testing, authenticity, historical culture, social value, and experiential quality are proven to have a positive effect on revisit intention through the mediation role of visitor engagement. The novelty of this research lies in the integration of social value and experiential quality as antecedent variables in the revisit intention model in cultural and historical heritage tourism destinations. Managerially, the findings of this study provide implications for the management of Situ Candi Cangkuang Garut to develop a strategy that focuses on improving the quality of tourist experiences, preserving the authenticity of destinations, strengthening historical and cultural values, and creating social values to strengthen visitor engagement and increase tourist revisit intention. Scientifically, this study expands the application of social exchange theory in the context of cultural tourism by integrating social value and experiential quality as antecedent variables that contribute to the formation of visitor engagement, thereby providing a more comprehensive understanding of the mechanism of forming revisit intention. It is further recommended to develop this research model by integrating other relevant variables in the perspective of social exchange theory so as to provide a more comprehensive understanding of the factors that influence revisit intention.

INTRODUCTION

Busy routines in modern life often cause individuals to experience physical and mental fatigue so they need activities that are able to provide refreshment and meaningful experiences. (Faiza et al., 2024) These feelings can be caused by the continuous performance of certain activities over a period of time. (Ernawadi, 2025) One of the activities that many people choose to meet these needs is traveling. In addition to being a means of recreation, tourism activities are also able to provide educational experiences, expand cultural insights, and improve the psychological well-being of tourists. Therefore, tourist destinations are not only required to offer natural beauty, but also to be able to present valuable experiences so as to encourage tourists to make repeat visits. (Purwihartuti et al., 2022)

One of the cultural tourism destinations in Garut Regency that offers this experience is Situ Candi Cangkuang. A tourist destination that offers a combination of the natural beauty of the lake with cross-religious historical sites. In the middle of this lake, visitors can visit Cangkuang Temple which is the only Hindu temple in West Java from the 8th century, which stands side by side harmoniously with the tomb of Embah Dalem Arief Muhammad, a figure

who spread Islam in the region. A unique experience begins from the journey to the island using a traditional bamboo raft, providing a serene atmosphere while enjoying the views of the mountains that surround the area of this cultural heritage site. In addition to historical and religious values, this area offers a thick cultural education through the existence of Kampung Pulo, a traditional village that consistently maintains tradition by having only six houses and one mosque for generations. Visitors can also explore a small museum that houses ancient manuscripts as well as historical artifacts to deepen their insight into the Hindu-Islamic transition period in Sundanese Tatars. For the convenience of tourists, the area is now equipped with modern facilities such as an aesthetic photo spot and a lakeside relaxation area, making it a complete destination for family tours and historical studies that still preserve ancestral customs and culture (Ministry of Education and Culture of the Republic of Indonesia 2026) (Rustiyanti & Budaya, 2018). This uniqueness makes Situ Candi Cangkuang one of the tourist destinations that has great potential to attract tourists from various regions. (Visit Indonesia, 2025)

Despite having a unique attraction, Situ Candi Cangkuang still faces challenges in maintaining the interest of tourists to return to visit. Based on the results of the analysis of tourist visit data during the period from January 2023 to August 2024, the number of visits experienced an average downward trend of 82 tourists every month. The decline indicates that tourist (Garut Satu Data, 2025) *revisit intentions* have not been optimally formed. This condition is an important concern because the sustainability of tourist destinations is not only determined by the number of new tourist visits, but also by the ability of the destination to retain tourists to be willing to make a repeat visit. (Traveloka, 2024)

Various studies have identified factors that influence the *revisit intention* of tourists. Research shows that Purnama & Ernawadi (2025) *visitor engagement* plays a role as a mechanism that encourages tourists to return to visit a destination. However, the model still focuses on some of the attributes of the destination so that it does not fully represent the characteristics of historical tourism. Meanwhile, the research emphasizes that social value is an important factor in building a cultural tourism experience, while stating that Szromek & Bugdol (2023) (Juliana et al., 2023) *experiential quality* is the main determinant in shaping tourist behavior after visiting. On the other hand, research on historical tourism also shows that *authenticity* and *historical culture* are the main attributes that distinguish cultural tourism destinations from other types of destinations. However, research that integrates these four variables in a single model with (Park et al., 2019) *visitor engagement* as a mediating variable is still relatively limited, especially in the context of historical tourist destinations in Indonesia. The research gap is an important basis for this research.

To explain the relationship between these variables, this study uses *Social Exchange Theory* (SET) as the *underpinning theory*. According to , each individual will evaluate the benefits and Homans (1961) costs before deciding on a behavior. Individuals tend to maintain a relationship when the benefits received are greater than the sacrifices expended. In the context of tourism, these benefits can be in the form of authentic experiences, historical and cultural knowledge, positive social interactions, and quality of experience during the visit. When tourists feel these benefits, they will give a positive response to the destinations they visit. (Homans, 1974)

According to the postulate of *Social Exchange Theory*, the benefits that individuals receive do not necessarily result in direct behavior, but first form a psychological evaluation that influences subsequent behavior. In this study, the psychological evaluation is represented by visitor

engagement, which is the emotional, cognitive, and behavioral involvement of visitors towards tourist destinations. The higher the benefits felt by tourists through (Nunkoo & Ramkissoon, 2012) *authenticity*, *historical culture*, *social value*, and *experiential quality*, the higher the level of *visitor engagement* that is formed. This involvement further encourages tourists to return to visit the destination as a form of response to the benefits they have obtained with the theoretical argument, this study suspects that *authenticity*, *historical culture*, *social value*, and *experiential quality* have a positive effect on *visitor engagement*. Furthermore, *visitor engagement* is estimated to have a positive effect on *revisit intention* and mediate the relationship between the four variables and *revisit intention*. Thus, this study proposes nine hypotheses that will be tested empirically.

- H1: *Authenticity* has a positive effect on *Visitor engagement*.
- H2: *Historical culture* has a positive effect on *Visitor engagement*.
- H3: *Social value* has a positive effect on *Visitor engagement*.
- H4: *Experiential quality* has a positive effect on *Visitor engagement*.
- H5: *Visitor engagement* has a positive effect on *Revisit intention*.
- H6: *Visitor engagement* Mediating influence *Authenticity* against *Revisit intention*.
- H7: *Visitor engagement* Mediating influence *Historical Culture* against *Revisit intention*.
- H8: *Visitor engagement* Mediating influence *Social Value* against *Revisit intention*.
- H9: *Visitor engagement* mediates the influence of *experiential quality* on *revisit intention*.

Based on the development of theories, previous research, and hypotheses that have been formulated, this study develops a conceptual framework that describes the relationship between *authenticity*, *historical culture*, *social value*, *experiential quality*, *visitor engagement*, and *revisit intention*. The conceptual framework of the research is presented in Figure 1.

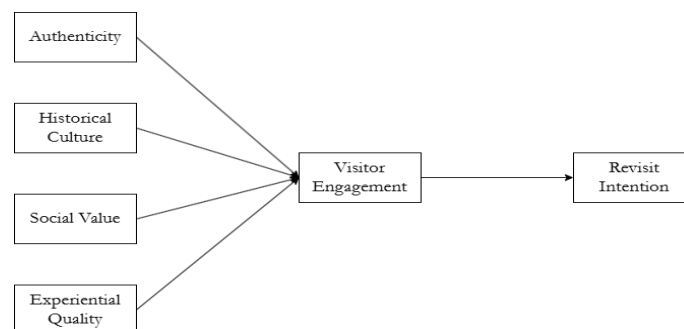


Figure 1. Conceptual Model

METHODS

This study uses a survey method. According to the survey method, it is a research method that takes data from the sample using a questionnaire that aims to explain causal relationships as well as test hypotheses. The questionnaire used in this study has met the valid and reliable criteria based on the results of the measurement model (Effendi & Tukiran (2012) *outer model*) test. The population in this study includes all tourists from Situ Cangkuang Temple. The research sample is tourists who are at least 17 years old and have visited Situ Candi Cangkuang

at least once. Respondents were selected using *the purposive sampling* technique, which is one of the *non-probability sampling* techniques, then data was collected through the distribution of an online questionnaire using Google Forms. This study uses *a cross-sectional* design, which is data collected over a certain period of time to obtain respondents' perceptions of the variables studied.

Based on the data collection process, the number of respondents obtained was 162 respondents. The characteristics of the respondents were dominated by women (77.2%), aged 17–25 years (58.0%), most of them had the status of students (84.0%), and the majority came from outside Garut Regency (82.1%), as presented in Table 1.

Data analysis was carried out using *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) with the help of SmartPLS software version 3. According to , PLS-SEM is a variance-based analysis technique used to build and test statistical models, especially models that describe causal relationships between variables. The evaluation of the measurement model (Hair et al., 2021) *outer model*) is carried out through *convergent validity*, *composite reliability*, and *discriminant validity* testing to ensure the validity and reliability of the research construct. The results of the evaluation showed that all indicators met *the convergent validity* criteria with a loading factor *value* above 0.70 and a *Composite Reliability* value above 0.70 as presented in Table 2. Furthermore, *discriminant validity* was evaluated using *the Fornell-Larcker Criterion*, where the square root value of *Average Variance Extracted* (AVE) in each construct was greater than the correlation value between other constructs. The test results show that all constructs have met these criteria as presented in Table 3. In addition, all constructs also have an *Average Variance Extracted* (AVE) value above 0.50 so that it meets *the convergent validity criteria*. After the measurement model is declared valid and reliable, the evaluation of the structural model (*inner model*) is carried out through *R-Square* (R^2), *Effect Size* (f^2), *Goodness of Fit* (GoF), and hypothesis testing using *a bootstrapping* procedure based on *the path coefficient* value, *t-statistics*, and *p-value*.

RESULTS AND DISCUSSION

Before hypothesis testing, an evaluation of the feasibility of the research model using *goodness of fit* (GoF) was first carried out to assess the overall fit level of the model. Based on the criteria the Gof value of 0.10 indicates a small match, 0.25 a medium match, and 0.36 a large match. The results of the Gof test are presented in the following table. Cohen (1988)

Table 5. *Goodness of fit*

Variables	AVE	R-Square
Authenticity (A)	.824	
Historical Culture (HC)	.819	
Social Value (SV)	.816	
Experiential Quality (EQ)	.824	
Visitor Engagement (VE)	.826	.785
Revisit Intention (RI)	.814	.771
Average	.821	.778

Source: SEM-PLS version 3.0 output (Primary Data, 2026).

$$\text{GoF value} = \sqrt{\text{Average AVE} \times \text{Average R-Square}}$$

$$\text{GoF value} = \sqrt{0.821 \times 0.778}$$

$$\text{GoF value} = 0.799$$

Based on the calculation results, a *Goodness of Fit* (GoF) value of 0.799 was obtained. This value is above the criterion limit of 0.35, thus showing that the research model has a high level of goodness *of fit*. These results indicate that the constructed model is able to explain the relationships between variables in the study well, making it feasible to test hypotheses and analyze structural models. (Cohen, 1988)

Table 6. *F-square*

	A	HC	SV	EQ	VE	RI
A					.102	
HC					.237	
SV					.319	
EQ					.726	
VE						3.662
RI						

Source: SEM-PLS version 3.0 output (Primary Data, 2026).

The results of the effect size (f^2) test calculation presented in Table 6 found that the magnitude of the contribution of each relationship between variables varies, ranging from small to large influences. In the *Visitor Engagement* variable, *Authenticity* has an f^2 value of 0.102, which indicates that this variable contributes to increasing *Visitor Engagement*, although the influence is still in a small category. Furthermore, *Historical Culture* has an f^2 value of 0.237 and a *Social Value* of 0.319, which shows that these two variables contribute to increasing *Visitor Engagement* with a moderate influence category. Meanwhile, *Experiential Quality* has an f^2 value of 0.726, thus making a huge contribution to increasing *Visitor Engagement*. These results show that *Experiential Quality* is the most dominant variable in explaining *Visitor Engagement* compared to other variables. In the *Revisit Intention* variable, *Visitor Engagement* has an f^2 value of 0.662. This value shows that *Visitor Engagement* makes a great contribution to increasing *Revisit Intention*. These results show that although the relationship between *Visitor Engagement* and *Revisit Intention* is proven to be significant, the contribution of these variables in explaining *Revisit Intention* is also in the category of large influence. After the research model meets the evaluation criteria of the *outer model* and *inner model*, the next stage is to test the hypothesis using the *bootstrapping* procedure on PLS-SEM. This test was conducted to test the significance of the relationship between variables in the conceptual model based on the *path coefficient*, *t-statistics*, and *p-value values*. The results of the hypothesis testing are presented in the following table:

Table 7. Hypothesis test results

Hypothesis	Description	Path Coefficient	T-Statistic	P-Value	Remarks
H1	A→VE	.169	3.553	.000	Supported
H2	HC→VE	.466	6.245	.000	Supported
H3	SV→VE	.265	5.895	.000	Supported
H4	EQ→VE	.306	9.814	.000	Supported
H5	VE→RI	.886	64.614	.000	Supported
H6	VE→A→RI	.150	3.569	.000	Supported
H7	VE→HC→RI	.413	9.725	.000	Supported
H8	VE→SV→RI	.235	6.177	.000	Supported

H9	VE→EQ→RI	.271	5.924	.000	Supported
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Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Based on the results of hypothesis testing in Table 7, all hypotheses in this study were accepted because they had a *t-statistical* value of > 1.96 and a *p-value* of < 0.05 . These results show that *authenticity*, *historical culture*, *social value*, and *experiential quality* have a positive and significant effect on *visitor engagement*. In addition, *visitor engagement* also has a positive and significant effect on *revisit intention*. The results of the mediation test showed that *visitor engagement* was able to mediate the influence of *authenticity*, *historical culture*, *social value*, and *experiential quality* on *revisit intention*.

The test results showed that *authenticity* had a positive effect on *visitor engagement* with a path coefficient value of 0.169, a *t-statistic* value of 3.553 and a *p-value* of 0.000. These results show that the higher the perception of visitors to the authenticity of tourist destinations, the higher the involvement of visitors during travel. The authenticity of the building, historical information that is in accordance with the facts, the atmosphere that reflects historical values, and an authentic cultural experience can make visitors more interested in exploring destinations and participating in various tourist activities.

Furthermore, *historical culture* had a positive effect on *visitor engagement* with a path coefficient value of 0.466, a *t-statistical* value of 6.245, and a *p-value* of 0.000. This coefficient value is the largest among all variables that affect *visitor engagement*. The findings show that the better the historical and cultural experience that visitors feel, the higher their involvement with the tourist destination. Visitors who get clear historical information, understand the cultural value of the destination, and feel the cultural atmosphere that is still maintained will have a greater interest in enjoying every activity during their visit.

The results of the study also showed that *social value* had a positive effect on *visitor engagement* with a path coefficient value of 0.265, a *t-statistical* value of 5.895, and a *p-value* of 0.000. These findings show that the social benefits obtained during travel are able to increase visitor engagement. The opportunity to interact with family, friends, and other visitors as well as the experience of sharing activities during the trip makes visitors feel closer to the destination thus increasing their engagement.

Furthermore, *experiential quality* had a positive effect on *visitor engagement* with a path coefficient value of 0.306, a *t-statistic* value of 9.814, and a *p-value* of 0.000. These results show that the quality of the experience that visitors perceive has an important role in increasing their engagement. Good service, adequate facilities, comfortable environment, and pleasant travel experience are able to make visitors enjoy their visit more and be more involved with tourist destinations. (Kamila & Ernawadi, 2026)

In addition, the results showed that *visitor engagement* had a positive effect on *revisit intention* with a path coefficient value of 0.886, a *t-statistic* value of 64.614, and a *p-value* of 0.000. The value of the coefficient is the largest direct influence in this research model. These findings show that the higher the level of visitor engagement during travel, the greater their desire to return to the destination. Visitors who feel emotionally or actively involved in various tourist activities tend to have higher intentions to revisit and recommend destinations to others. (Huda & Ernawadi, 2025)

The results of the mediation test showed that *visitor engagement* mediated the influence of *authenticity* on *revisit intention* with a path coefficient value of 0.150, a *t-statistical* value of 3.569,

and a *p-value* of 0.000. These findings suggest that visitors' perception of the authenticity of a destination does not directly increase return intent, but rather increases visitor engagement. Once visitors feel more engaged with the destination, they will have a greater desire to return to visit.

Furthermore, *visitor engagement* mediated the influence of *historical culture* on *revisit intention* with a path coefficient value of 0.413, a *t-statistic* value of 9.725, and a *p-value* of 0.000. This coefficient value is the largest mediating influence in the study. These results show that meaningful historical and cultural experiences are able to increase visitor engagement, then that engagement encourages the emergence of intentions to make repeat visits. (Raihan & Ernawadi, 2025)

In addition, *visitor engagement* mediated the influence of *social value* on *revisit intention* with a path coefficient value of 0.235, a *t-statistic* value of 6.177, and a *p-value* of 0.000. These results show that the social benefits felt by visitors during their trip are able to increase their engagement with the destination. This involvement then encourages the emergence of the intention to visit again in the future.

The results of the study also showed that *visitor engagement* mediated the influence of *experiential quality* on *revisit intention* with a path coefficient value of 0.271, a *t-statistic* value of 5.924, and a *p-value* of 0.000. These findings suggest that a quality travel experience does not directly increase return intent, but rather increases visitor engagement. Once visitors feel more engaged with the destination, they will have a higher tendency to revisit.

Overall, the results of the study show that *visitor engagement* plays a role as a mediating variable that bridges the influence of *authenticity*, *historical culture*, *social value*, and *experiential quality* on *revisit intention*. Of all independent variables, *historical culture* has the greatest influence on *visitor engagement* with a path coefficient value of 0.466. Meanwhile, *visitor engagement* had the largest direct influence on *revisit intention* with a path coefficient value of 0.886. These findings indicate that the management of Situ Candi Cangkuang needs to prioritize preserving the authenticity of the site, strengthening historical and cultural values, improving the quality of tourist experiences, and creating positive social experiences. These efforts are expected to increase visitor engagement so as to encourage their intention to return to visit destinations in the future.

CONCLUSION

This study found that *visitor engagement* mediates the influence of *authenticity*, *historical culture*, *social value*, and *experiential quality* on *revisit intention*. These findings show that tourists' perception of the authenticity of destinations, historical and cultural values, social benefits, and the quality of tourist experiences are able to increase tourist involvement, which in turn acts as a mediation mechanism in increasing tourists' intention to return to visit Cangkuang Temple. This research provides an empirical contribution through the development of a conceptual model by integrating the variables of Purnama & Ernawadi (2025) *authenticity*, *historical culture*, *social value*, and *experiential quality* as factors that affect *visitor engagement* and *revisit intention* in the context of historical and cultural tourist destinations. In addition, this study strengthens the *social exchange theory* (set), which explains that the benefits felt by tourists from the authenticity of the destination, historical and cultural value, social benefits, and quality of tourist experience will encourage the formation of *visitor engagement*, which in turn increases *revisit intention*. These findings extend the application of *social exchange theory* in the context of marketing historical and cultural tourism destinations by showing that tourists will have a desire to revisit when they gain valuable experiences and feel engaged during their trip. (Putra & Ernawadi, 2023)

This research has several limitations that can be input for future research. First, this study was only conducted on tourists at the Cangkuang Temple in Garut Regency so that the generalization of the findings is still limited to the characteristics of the historical and cultural tourist destination. Further research is suggested to test research models on other historical and cultural tourist destinations that have different characteristics so as to obtain stronger external validity. Second, this study uses social exchange theory as the *underpinning theory*, so the research focuses on how the benefits felt by tourists through *authenticity*, *historical culture*, *social value*, and *experiential quality* encourage the formation of *visitor engagement* and *revisit intention*. Therefore, further research is recommended to use *self-determination theory* as an alternative theoretical foundation. *Self-determination theory* emphasizes that individual behavior is influenced not only by considerations of benefits and costs, but also by the intrinsic motivations that arise when basic psychological needs, i.e. autonomy, competence, and connectedness, are met. In the context of historical and cultural tourism, authentic experiences, meaningful social interactions, and quality of tourist experiences have the potential to meet these psychological needs so that they can increase *visitor engagement* and encourage the intention to *revisit (revisit intention)*. Thus, the use of *self-determination theory* is expected to provide a more comprehensive understanding of the psychological mechanisms underlying tourist behavior, as well as enrich the development of conceptual models in research in the field of historical and cultural tourism.

The purpose of this study is to provide recommendations to the managers of the Cangkuang Temple site in identifying factors that can increase tourist *revisit intention*. The results of the study show that *authenticity*, *historical culture*, *social value*, and *experiential quality* play a role in increasing *visitor engagement*, which ultimately encourages the formation of *revisit intention*. Therefore, the manager of the Cangkuang temple site needs to develop a program that supports the strengthening of these four aspects. First, managers can increase *authenticity* through the preservation of cultural heritage buildings, maintain the authenticity of buildings, and provide accurate historical information so that tourists get an authentic experience. Second, managers can strengthen *historical culture* through the implementation of cultural activities, traditional art performances, the provision of tour guides, and interpretive media that are able to increase tourists' understanding of the historical and cultural value of the Cangkuang Temple site. Third, managers need to increase *social value* by providing tourism activities that encourage interaction between tourists, local communities, and cultural communities so as to create a positive social experience during visits. Fourth, managers need to improve *experiential quality* through the provision of adequate facilities, improving service quality, area cleanliness, security, and comfort of the tourist environment so that tourists get a pleasant experience. The implementation of these various efforts is expected to increase *visitor engagement*, thereby encouraging tourists to revisit and recommend the Cangkuang Temple site to other tourists.

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APPENDIX

Table 1. Respondent Profile

Description	People	Percentage
Sex		
Prempuan	125	77.2
Male	37	22.8
General		
17-25 years old	94	58
26-35 years old	44	27.2
>35 years old	24	14.8
Domicile		
Garut Regency	29	17.9
Lurar Garut Regency	133	82.1
Jobs		
Students	4	2.5
Students	136	84
Employees	8	4.9
State Employees	10	6.2
Others	4	2.5

Source: Google Forms questionnaire, 2026

Table 2. *Loading Factor and Composite Realibility*

Statement	Loading Factor	Composite Reliability
<i>Authenticity (A)</i>		.949
The building at Situ Cangkuang Temple still looks to maintain its authenticity.	.942	
The historical information conveyed at Situ Cangkuang Temple feels authentic and trustworthy.	.875	
Situ Cangkuang Temple provides a nuanced cultural history that is still original.	.873	
I gained historical knowledge from the authenticity displayed at Situ Candi Cangkuang.	.938	
<i>Historical Culture (HC)</i>		.947
The historical information at Situ Cangkuang Temple is conveyed clearly and easily understood.	.948	
The cultural heritage temple in Situ Cangkuang Temple helped me get to know history better.	.892	
I can understand the historical meaning found in Situ Cangkuang Temple.	.843	
Situ Cangkuang Temple reflects the culture of historical values inherited between generations.	.932	
<i>Social Value (SV)</i>		.947
I had the opportunity to interact with other visitors during my tour at Situ Candi Cangkuang.	.922	

I feel comfortable when interacting with the community around Situ Candi Cangkuang.	.885
I felt the togetherness with other visitors while at Situ Candi Cangkuang.	.888
Visiting Situ Cangkuang Temple added to my sense of pride in the social environment.	.917
Experiential Quality (EQ)	.949
The facilities at Situ Cangkuang Temple provide comfort for me.	.940
The service I received at Situ Candi Cangkuang was very satisfying.	.873
The tourist experience that I felt at Situ Candi Cangkuang was very pleasant.	.882
I feel very satisfied with the entire tour experience at Situ Candi Cangkuang.	.934
Visitor Engagement (VE)	.950
I feel interested in tourist activities at Situ Candi Cangkuang.	.934
I felt happy when I visited Situ Candi Cangkuang.	.900
I was involved in tourist activities at Situ Cangkuang Temple.	.862
I enjoyed every moment while I was at Situ Candi Cangkuang.	.937
Revisit Intention (RI)	.929
I intend to visit Situ Candi Cangkuang again.	.925
I would recommend Situ Candi Cangkuang to others.	.906
I am willing to share my positive experiences about Situ Cangkuang Temple to others.	.874

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

Table 3. *Fornell Larcker*

	(A)	(HC)	(SV)	(EQ)	(VE)	RI
Authenticity (A)	.908					
Historical Culture (HC)	.313	.905				
Social Value (SV)	.364	.306	.903			
Experiential Quality (EQ)	.264	.410	.358	.908		
Visitor Engagement (VE)	.486	.603	.616	.729	.909	
Revisit Intention	.542	.649	.572	.609	.886	.902

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

Table 4. AVE and *Square Roots of AVE*

Variables	AVE	Square Roots
Authenticity (A)	.824	.908
Historical Culture (HC)	.819	.905
Social Value (SV)	.816	.903
Experiential Quality (EQ)	.824	.908
Visitor Engagement (VE)	.826	.909
Revisit Intention (RI)	.814	.902

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