

The Consequences of Perceived Marketing Experience and Price Fairness in Tourism Marketing: A Stimulus-Organism-Response (S-O-R) Theory Perspective

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Abstract

This study aims to analyze the effect of experiential marketing dimensions, and price fairness on the revisit intention of Dunia Fantasi (Dufan) visitors through the mediating roles of memorable tourism experience and tourist satisfaction, using the stimulus-organism-response (S-O-R) framework. This quantitative study employs a survey method with a purposive sampling technique, targeting visitors who had visited Dufan at least once within the past year. Data were collected using an online questionnaire and analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4. Of the fourteen proposed hypotheses, all fourteen were supported by the empirical findings. The results indicate that sense, feel, act, relate, and price fairness each have a direct effect on tourist satisfaction, which in turn directly affects both memorable tourism experience and revisit intention, while memorable tourism experience also directly affects revisit intention. Furthermore, tourist satisfaction is shown to mediate the effect of all five stimulus variables on revisit intention, while memorable tourism experience additionally mediates the effect of sense on revisit intention. These findings provide both theoretical and practical contributions by extending the understanding of how experiential and price-related stimuli shape tourist behavior through psychological mechanisms, and by offering practical direction for Dufan's management to prioritize the cultivation of togetherness and shared visitor experience through the relate dimension as the primary strategy to strengthen tourist satisfaction and encourage repeat visitation.

INTRODUCTION

Over the past decade, reported cases of stress, anxiety, and depression have risen sharply across much of the world, driven by mounting work pressure, increasingly complex social demands, and persistent economic strain (GBD Mental Disorders Collaborators, 2022). Self-healing, understood as a process of personal exploration aimed at restoring emotional and mental balance (Bachtiar & Faletchan, 2021), has consequently become an important motive behind leisure travel. Amusement parks, in particular, have emerged as a preferred destination for this kind of restorative recreation, since they combine technology-based attractions such as rides, zoos, and water parks within a single entertainment ecosystem that sits alongside nature, cultural, educational, and family-oriented tourism (Hasbiyana & Fauzi, 2025). Indonesian regulation formally recognizes amusement parks as one of thirteen tourism business subcategories under Law No. 10 of 2009, and current data indicate 185 such parks nationwide classified under KBLI 93211, with waterparks accounting for roughly half of the market, followed by theme parks (41%) and zoo parks (9%) (Hasbiyana & Fauzi, 2025). Within this landscape, Dunia Fantasi (Dufan) stands as Indonesia's largest theme park, built around a world-fantasy concept spread across nine thematic zones catering to visitors

of all ages (PT Pembangunan Jaya Ancol Tbk, 2024). Yet the company's 2024 annual report records a 10.42% decline in visitor numbers, down to 2.2 million, a pattern that points squarely to a weakening revisit intention among Dufan's tourists and motivates the present inquiry.

The stimulus-organism-response (S-O-R) framework introduced by Mehrabian and Russell (1974) offers a fitting theoretical lens for explaining how this decline might be reversed, and has been widely adopted across marketing and psychology research to explain how external stimuli are processed internally before manifesting as behavior (Lavuri et al., 2022). The framework distinguishes three components: stimulus, comprising both sensory inputs such as visual, auditory, and olfactory cues and non-sensory inputs such as social interaction or situational context (Zhou et al., 2023; Anwar et al., 2023; Dalvi-Esfahani et al., 2023); organism, the internal cognitive and affective processing perception, memory, decision-making, and emotional response that mediates the stimulus (Ming et al., 2021; Han et al., 2022); and response, the resulting observable behavioral outcome, whether approach or avoidance (Upadhyay & Kamble, 2024; Yang et al., 2022). Applied to a destination context, positive experiential stimuli are expected to strengthen a visitor's internal psychological state, which in turn shapes the intention to revisit or avoid a destination in the future. Empirical tourism research published between 2022 and 2026 lends consistent support to this chain of reasoning, while also revealing where the model still falls short. Munawwarah et al. (2026) found that visitor engagement improves visitor satisfaction and revisit intention among tourists in Kutai Kartanegara Regency, but that memorable tourism experience does not affect revisit intention directly its influence flows only through visitor satisfaction. Qoyyum and Ernawadi (2025) reported that the meaningful and act dimensions of experiential marketing raise eudaimonic satisfaction among Situ Cisanti tourists, whereas novelty does not, and that this satisfaction is what ultimately drives revisit intention. Most directly relevant to the present study, Febriyana and Ernawadi (2026) tested feel, act, and price fairness against tourist satisfaction and trust at Wahoo Waterworld in West Bandung Regency and found that feel, act, and price fairness positively affect tourist satisfaction, that price fairness also builds trust, and that both satisfaction and trust subsequently drive revisit intention while sense showed no significant direct effect on satisfaction. Elsewhere, Ismadi and Suwitho (2024) showed that destination attractiveness and tourism experience raise revisit intention at Kampung Coklat Blitar through the mediating role of tourism experience itself; Usman and Hasriana (2025) found that destination quality at Ancol shapes revisit intention only indirectly, through destination image and tourist perception; Putri and Ernawadi (2025) demonstrated that cognitive destination image, but not service quality alone, builds destination loyalty at Sarae Hills; and Ramdani and Ernawadi (2023) found that enthusiasm, but not absorption, builds memorable tourism experience at Kawah Putih, with memorable tourism experience mediating both constructs' effect on revisit intention. Domestically, Kamila and Ernawadi (2026) found that attraction, environment, quality of activities, and convenience raise revisit intention at the Pakuhaji destination through the mediating role of tourist satisfaction, while Putra and Ernawadi (2023) found that visitor engagement increases revisit intention among Borobudur Temple tourists. Amelia and Ernawadi (2024) further showed that destination image and destination attributes affect revisit intention at Taman Mini Indonesia Indah through memorable tourist experience, reinforcing the relevance of memory-based mechanisms alongside satisfaction in shaping post-visit behavior. Taken together, this body of work confirms that destination stimuli rarely shape revisit behavior directly; the effect is almost always carried through an internal psychological mechanism first.

Two gaps nonetheless remain open in this literature, and both concern the model closest in structure to the present study. First, Febriyana and Ernawadi (2026) found that sense carried no significant direct effect on tourist satisfaction at Wahoo Waterworld, leaving open the question of how sensory stimulation actually contributes to revisit behavior if not through satisfaction alone a genuine

theoretical gap regarding the pathway connecting sensory experience to behavioral response. Second, although Schmitt (1999) specifies five dimensions of experiential marketing sense, feel, think, act, and relate Febriyana and Ernawadi (2026) operationalized only three (sense, feel, act) and did not include relate, a dimension concerned with social bonding and shared identity that is arguably central to a family- and group-oriented destination such as Dufan, where visitors typically travel with relatives, friends, or peer groups rather than alone. Their model also relied on tourist satisfaction and trust as the sole organism constructs, without testing memorable tourism experience as an additional internal mechanism, despite a well-established stream of research showing that memory-based experience is what carries stimulus effects through to revisit behavior (Barnes et al., 2016; Zhang et al., 2018; Wang et al., 2025; Jeon et al., 2020). This study addresses both gaps by extending the Febriyana and Ernawadi (2026) model in two ways: it reintroduces relate as a fourth experiential marketing stimulus, and it positions memorable tourism experience as a second organism construct capable of mediating the effect of sense alongside tourist satisfaction on revisit intention. Accordingly, this study aims to analyze the effect of sense, feel, act, relate, and price fairness on the revisit intention of Dufan visitors through the mediating roles of memorable tourism experience and tourist satisfaction, building on and extending the S-O-R-based model of Febriyana and Ernawadi (2026).

Building on these three postulates of the S-O-R framework, this study operationalizes stimulus through the four experiential marketing dimensions specified by Schmitt (1999) sense, feel, act, and relate alongside price fairness as conceptualized by Xia et al. (2004), organism through tourist satisfaction (Oliver, 1980) and memorable tourism experience (Kim et al., 2012), and response through revisit intention (Tosun et al., 2015), as depicted in Figure 1. Following the first S-O postulate, positive experiential and pricing stimuli are expected to strengthen a visitor's internal psychological state directly: sense is hypothesized to positively affect tourist satisfaction (H1), as is feel (H2), act (H3), relate (H4), and price fairness (H5). This sensory pathway is further supported by Taufik and Ernawadi (2025), who found that aesthetic experience alongside perceived quality and value experience positively shapes revisit intention through tourist satisfaction at Carita Alam, lending domestic empirical support to the role of sensory and aesthetic stimuli in tourism behavior. Because a strong sense of satisfaction is itself a precondition for retaining a positive memory of the visit, tourist satisfaction is further hypothesized to positively affect memorable tourism experience (H6). Following the second O-R postulate, in line with expectancy disconfirmation theory (Oliver, 1980), a visitor whose experience meets or exceeds prior expectations develops a favorable evaluation that carries forward into future behavioral intention; tourist satisfaction is accordingly hypothesized to positively affect revisit intention (H7), and, since a vivid and pleasant memory of a visit is itself a strong predictor of the desire to repeat that experience (Wirtz et al., 2003), memorable tourism experience is hypothesized to positively affect revisit intention (H8) as well. Finally, the causal-chain postulate of S-O-R holds that stimuli rarely shape behavior directly, but operate through the psychological states they generate; this study accordingly hypothesizes that memorable tourism experience mediates the effect of sense on revisit intention (H9), and that tourist satisfaction mediates the effect of sense (H10), feel (H11),

act (H12), relate (H13), and price fairness (H14) on revisit intention. The full path structure is illustrated in Figure 1.

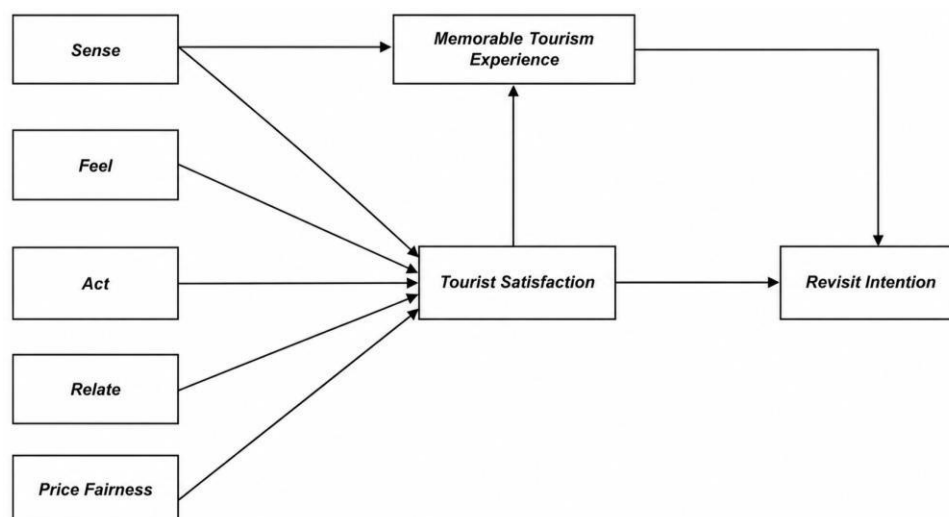


Figure 1. Conceptual Model

RESEARCH METHODS

This study adopts a quantitative approach using the survey method, chosen for its capacity to explain causal relationships between variables while simultaneously testing research hypotheses (Effendi & Tukiran, 2012). The research is cross-sectional in nature, with data collected within a single defined time frame. The population comprises all visitors of Dunia Fantasi (Dufan), and the sample was restricted to visitors aged 17 years or older who had visited the destination at least once within the preceding year, a threshold set on the assumption that respondents at this age possess sufficient cognitive capacity to interpret and respond to the research instrument accurately. Sample size was determined with reference to Roscoe (1975) and Sekaran and Bougie (2017), who recommend a minimum of five to six times the number of indicators for multivariate analysis; with 28 indicators across eight constructs, the required minimum was set at 168 respondents. Data collection yielded 190 valid responses, exceeding this threshold. Respondents were selected through purposive sampling, a nonprobability technique in which units are drawn according to predetermined criteria rather than random selection (Sekaran & Bougie, 2017).

The data used in this study are primary data, obtained directly from Dufan visitors through a structured online questionnaire distributed via Google Forms, using a five-point Likert scale ranging from strongly disagree to strongly agree. The instrument operationalizes eight constructs across 28 indicators, each conceptually defined following its respective source theory and operationally measured using indicators adapted from prior validated instruments: sense (4 indicators, conceptually following Schmitt, 1999, with indicators adapted from Mardiawan & Ernawadi, 2024), feel (4 indicators, Schmitt, 1999, indicators adapted from Febriyana & Ernawadi, 2026), act (4 indicators, Schmitt, 1999), and relate (3 indicators, Schmitt, 1999, indicators adapted from Kahraman & Cifci, 2022); price fairness (4 indicators, Xia et al., 2004, indicators adapted from Febriyana & Ernawadi, 2026); memorable tourism experience (3 indicators, Kim et al., 2012); tourist satisfaction (3 indicators, Oliver, 1980, indicators informed by Kotler & Keller, 2016, and Tse & Wilton, 1988); and revisit intention (3 indicators, Tosun et al., 2015, indicators adapted from

Raihan & Ernawadi (2025). Instrument items were refined through semantic and content validity checks with the research supervisor and research-seminar reviewers prior to statistical testing,

following the verification procedure of Effendi and Tukiran (2012) and Ferdinand (2014). The characteristics of respondents are presented in Table 1.

Tabel 1. Respondent profile

Characteristics	Variable	Frequency	Percentage
Gender	Male	86	45.26
	Female	104	54.74
	Total	190	100%
Age	17-25 years	83	43.68%
	25-35 years	52	27.37%
	> 35	55	28.95%
	Total	190	100%
Domicile	Cimahi	91	47.89%
	Outside Cimahi	99	52.11%
	Total	190	100%
Occupation	Student	13	6.84%
	Employee	70	36.84%
	Entrepreneur	69	36.32 %
	Civil Servant	30	15.79%
	Other	8	4.21%
	Total	190	100%
Monthly Income	< IDR 1,500,000	11	5.79%
	IDR 1,500,000 - Rp 3,000,000	96	50.53%
	> Rp 3,000,000	83	43.68%
	Total	190	100%

Source: Primary data processed by the authors, 2026

As shown in Table 1, the demographic profile of the 190 valid Dufan visitors is presented. Female respondents dominate the sample at 54.74%, compared to 45.26% male, indicating a moderate skew toward female visitors typical of family and leisure-oriented theme park tourism. By age, the largest group falls in the 17-25 year bracket (43.68%), followed by visitors above 35 years (28.95%) and those aged 25-35 years (27.37%), suggesting the sample spans both younger, peer-group visitors and older, likely family-unit visitors rather than skewing toward a single life stage. Respondents are fairly evenly split by domicile, with 52.11% residing outside Cimahi and 47.89% within Cimahi, indicating Dufan draws a substantial share of its visitors from beyond its immediate local area. In terms of occupation, employees (36.84%) and entrepreneurs (36.32%) together account for over 70% of respondents, followed by civil servants (15.79%), students (6.84%), and other occupations (4.21%) a distribution weighted toward working adults with independent purchasing power rather than students, which is consistent with the income profile below. Regarding monthly income, 94.21% of respondents report earnings above Rp1,500,000,

with the largest single bracket earning around Rp3,000,000 (50.53%) and 43.68% earning above Rp3,000,000, while only 5.79% earn below Rp1,500,000 indicating that Dufan's visitor base in this sample is predominantly composed of tourists with moderate-to-established purchasing power,

a relevant contextual factor given this study's finding that price fairness significantly shapes tourist satisfaction.

Tabel 2. Loading Factor and Composite Reliability

Statement	Loading Factor	Composite reliability
Sense (S)		0.875
The visual appeal of the rides	0.783	
The appeal of the music at Dufan	0.763	
The comfort of the physical environment	0.826	
The aesthetic quality of the Dufan area	0.816	
Feel (F)		0.855
The feeling of joy while being in the Dufan area	0.778	
The feeling of safety when trying various facilities or rides	0.783	
The high enthusiasm felt while enjoying the rides	0.744	
The emotional attachment created by the atmosphere at Dufan	0.784	
Act (A)		0.837
The drive to participate actively in various activities	0.711	
The rides provide an experience different from daily life	0.777	
Tourism activities inspire trying new things	0.765	
Visitor involvement in various activities	0.742	
Relate (R)		0.844
The feeling of togetherness with family/friends	0.811	
The meaningfulness of the relationship with family/friends	0.798	
The feeling of being part of the visitor community	0.799	
Price Fairness (PF)		0.873
The price matches the quality of service	0.778	
The price matches the facilities received	0.797	
The price is fair compared to other destinations	0.791	
The price is commensurate with the experience obtained	0.814	
Memorable Tourism Experience (MTE)		0.859
A memorable experience	0.836	
An unforgettable experience	0.844	
A pleasant experience to recall	0.773	
Tourist Satisfaction (TS)		0.885
The experience matches visitors' expectations	0.866	
The rightness of the decision to choose Dufan as a destination	0.839	
The fulfillment of expectations toward Dufan's performance	0.840	
Statement	Loading Factor	Composite reliability
Revisit Intention (RI)		0.882

The desire to revisit the destination	0.826
The hope of revisiting the destination in the future	0.841
Intending to make it the top choice to revisit if given the opportunity	0.868

Source: SEM-PLS Version 4.0 output processed by the authors (2026).

As shown in Table 2, all indicators across the eight constructs satisfied the convergent validity requirement, as their loading factors exceeded the recommended threshold of 0.70. The loading values ranged from 0.711 to 0.868, indicating that each indicator was strongly associated with its respective construct. The highest loading factor was observed for the Revisit Intention construct, specifically the item measuring respondents' intention to make Dufan their primary choice for a future visit when the opportunity arises (0.868). In contrast, the lowest loading factor was found in the Act construct, represented by the item measuring visitors' motivation to actively participate in various activities (0.711). Nevertheless, all loading values remained above the acceptable threshold, confirming that all indicators were valid and retained in the measurement model.

In terms of internal consistency reliability, all constructs demonstrated composite reliability values ranging from 0.837 to 0.885, exceeding the recommended minimum value of 0.70. Tourist Satisfaction exhibited the highest level of reliability (0.885), followed by Revisit Intention (0.882), Sense (0.875), Price Fairness (0.873), Memorable Tourism Experience (0.859), Feel (0.855), Relate (0.844), and Act (0.837). These findings indicate that the indicators within each construct consistently measured the same underlying concept. Therefore, the measurement model can be considered both valid and reliable, providing a sound basis for subsequent structural model analysis.

Table 3 presents the Fornell-Larcker criterion, in which the square root of each construct's AVE (diagonal, bold) is compared against its correlations with other constructs (off-diagonal).

Tabel 3. Fornell-Larcker Criterion

Variable	S	F	A	R	PF	MTE	TS	RI
Sense (S)	0.797							
Feel (F)	0.680	0.772						
Act (A)	0.627	0.623	0.749					
Relate (R)	0.561	0.566	0.547	0.802				
Price Fairness (PF)	0.660	0.611	0.600	0.551	0.795			
Memorable Tourism Experience (MTE)	0.603	0.576	0.581	0.487	0.512	0.818		
Tourist Satisfaction (TS)	0.686	0.696	0.677	0.653	0.671	0.606	0.848	
Revisit Intention (RI)	0.655	0.641	0.593	0.590	0.569	0.611	0.716	0.845

Source: SEM-PLS Version 4.0 output processed by the authors (2026).

All constructs meet the Fornell-Larcker criterion, as the square root of average variance extracted (AVE) for each construct Act (0.749), Feel (0.772), Memorable Tourism Experience (0.818), Price Fairness (0.795), Relate (0.802), Revisit Intention (0.845), Sense (0.797), and Tourist

Satisfaction (0.848) exceeds its correlation with every other construct in the model. This indicates that each construct shares more variance with its own indicators than with any other construct, confirming that the eight latent variables are empirically distinct rather than overlapping. The measurement model is therefore considered to have satisfied the requirements for discriminant validity and is suitable to proceed to structural model testing.

RESULTS AND DISCUSSION

Table 4. Goodness of Fit

Variables	AVE	R Square
Sense	0.636	
Feel	0.596	
Act	0.562	
Relate	0.644	
Price Fairness	0.632	
Memorable Tourism Experience	0.670	0.427
Tourist Satisfaction	0.720	0.663
Revisit Intention	0.714	0.557
Average	0.647	0.549

Source: SEM-PLS Version 4.0 output processed by the authors (2026).

GoF Value = $\sqrt{(\text{Average AVE} \times \text{Average R-square})}$ GoF

Value = $\sqrt{(0.647 \times 0.549)}$

GoF Value = $\sqrt{0.355}$

GoF Value = 0.596

The overall model fit was assessed using the Goodness of Fit (GoF) index, which was calculated as the square root of the product of the average Average Variance Extracted (AVE) and the average coefficient of determination (R^2). The analysis produced an average AVE of 0.647 across the seven latent constructs and an average R^2 of 0.549 for the two endogenous constructs, resulting in a GoF value of 0.596. According to the benchmark proposed by Cohen (1988), GoF values of 0.10, 0.25, and 0.36 indicate small, medium, and large model fit, respectively. Therefore, the obtained GoF value of 0.596 exceeds the threshold for a large model fit, suggesting that the proposed structural model exhibits substantial explanatory power. This finding indicates that the model adequately captures the relationships among sense, feel, act, relate, price fairness, memorable tourism experience, tourist satisfaction, and revisit intention, thereby supporting its suitability for subsequent hypothesis testing.

Table 5. F-Square

Variable	MTE	TS	RI
Sense (S)	0.117	0.032	
Feel (F)		0.063	
Act (A)		0.065	
Relate (R)		0.088	
Price Fairness (PF)		0.048	
Memorable Tourism Experience (MTE)			0.113

Tourist Satisfaction (TS)	0.123	0.432
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Source: SEM-PLS Version 4.0 output processed by the authors (2026).

The effect-size results provide a more differentiated interpretation of each predictor's contribution. Referring to Hardisman (2021), an f^2 value of 0.02-0.15 indicates a small (weak) effect, >0.15-0.35 indicates a moderate effect, and >0.35 indicates a large effect. Tourist satisfaction has a large effect on revisit intention (0.432), while its effect on memorable tourism experience (0.123) and sense's direct effect on memorable tourism experience (0.117) sit at the upper end of the small-effect range, approaching medium. Memorable tourism experience's effect on revisit intention (0.113) is likewise a small-to-moderate effect. The remaining paths into tourist satisfaction relate (0.088), act (0.065), feel (0.063), price fairness (0.048), and sense (0.032) are all classified as small effects. This distinction matters: several of these small-effect predictors are nonetheless statistically significant, as shown in the hypothesis testing results below, meaning their contribution is real but modest in magnitude rather than uniformly strong across all five stimulus variables.

Table 6. Hypothesis Test Result

Hypothesis	Description	Path Coefficients	t-statistic	p-value	Information
H1	S → TS	0.161	2.111	0.035	Supported
H2	F → TS	0.218	2.821	0.005	Supported
H3	A → TS	0.208	2.797	0.005	Supported
H4	R → TS	0.225	3.616	0.001	Supported
H5	PF → TS	0.182	2.522	0.012	Supported
H6	TS → MTE	0.363	4.025	0.001	Supported
H7	TS → RI	0.547	9.238	0.001	Supported
H8	MTE → RI	0.279	3.864	0.001	Supported
H9	S → MTE → RI	0.099	2.307	0.021	Supported
H10	S → TS → RI	0.088	2.042	0.041	Supported
H11	F → TS → RI	0.119	2.708	0.007	Supported
H12	A → TS → RI	0.114	2.765	0.006	Supported
H13	R → TS → RI	0.123	3.230	0.001	Supported
H14	PF → TS → RI	0.100	2.375	0.018	Supported

Source: SEM-PLS Version 4.0 output processed by the authors (2026).

Based on the hypothesis testing results in Table 6, all fourteen hypothesized relationships are supported by empirical data, as reflected in t-statistic values above 1.96 and p-values below 0.05. Because a fully supported model of this size is comparatively uncommon in PLS-SEM tourism research, it is worth reading these results alongside the effect-size findings in Table 5:

several supported paths most notably sense on tourist satisfaction (0.032) carry a small effect size despite reaching statistical significance, a pattern attributable in part to the moderate sample size ($n = 190$) typical of survey-based PLS-SEM research. Statistical support should therefore be read as evidence that a relationship exists, not as a claim that every stimulus variable exerts an equally strong influence on tourist satisfaction or revisit intention. To highlight the relative importance of each relationship, the fourteen hypotheses are discussed below in descending order of path coefficient magnitude rather than in numerical sequence.

The results of the hypothesis test indicate that H7 is supported by empirical data, where

Tourist Satisfaction has a positive effect on Revisit Intention with a path coefficient of 0.547, the strongest relationship in the entire model. This provides the clearest confirmation of the S-O-R framework's organism-to-response postulate: once a favorable internal psychological state is formed, it converts into behavioral intention with considerably greater force than any individual stimulus variable exerts on that internal state. This result directly replicates Febriyana and Ernawadi (2026) and is consistent with Nurfa et al. (2022) and Mardawan and Ernawadi (2024). The results of the hypothesis test indicate that H6 is supported by empirical data, where Tourist Satisfaction has a positive effect on Memorable Tourism Experience with a path coefficient of 0.363. This finding confirms that a satisfying visit is a precondition for forming a lasting, positively valenced memory of that visit, consistent with expectancy disconfirmation theory (Oliver, 1980), under which the satisfaction generated by a positive experience-versus-expectation gap becomes encoded as memorable content. Because Febriyana and Ernawadi (2026) did not test memorable tourism experience, this path represents new empirical ground rather than a direct replication.

The results of the hypothesis test indicate that H8 is supported by empirical data, where Memorable Tourism Experience has a positive effect on Revisit Intention with a path coefficient of 0.279. This finding confirms that a vivid, positively remembered visit functions as a second, partially independent behavioral driver alongside satisfaction, consistent with Wirtz et al. (2003), who found remembered experience to be among the strongest predictors of the intention to repeat a leisure activity.

The results of the hypothesis test indicate that H4 is supported by empirical data, where Relate has a positive effect on Tourist Satisfaction with a path coefficient of 0.225, the largest coefficient among the five stimulus-to-satisfaction paths. This finding indicates that the sense of togetherness, meaningfulness of relationships, and feeling of belonging to the visitor community shape satisfaction more strongly than any purely sensory, affective, or behavioral stimulus tested. This finding is also consistent with Sulawati and Ernawadi (2025), who found that esthetic and tour-guide-related dimensions of the visitor experience proxies for social and interpersonal engagement shape recommendation intention through visitor attitude at the Raja Ali Haji Museum, reinforcing that socially embedded experience dimensions carry meaningful weight in Indonesian tourism contexts beyond Dufan. Because Dufan is typically visited in family or peer groups, this result confirms that reinstating relate as a fourth experiential marketing dimension omitted from the Febriyana and Ernawadi (2026) model this study extends captures a mechanism that is central, not peripheral, to a group-oriented destination.

The results of the hypothesis test indicate that H2 is supported by empirical data, where Feel has a positive effect on Tourist Satisfaction with a path coefficient of 0.218, the second-largest direct predictor in the model. This finding shows that the joy, sense of safety, enthusiasm, and emotional attachment visitors feel while at Dufan translate directly into a favorable evaluation

of the visit. This result is consistent with Febriyana and Ernawadi (2026), who likewise found feel to be the strongest predictor of tourist satisfaction at Wahoo Waterworld, and with Yogiswari et al. (2021), who found experiential marketing to shape visitor satisfaction at Batur Camping Ground through affective engagement.

The results of the hypothesis test indicate that H3 is supported by empirical data, where Act has a positive effect on Tourist Satisfaction with a path coefficient of 0.208. This finding shows that active participation in rides, physical engagement, and exploring the park contribute meaningfully to visitors' overall satisfaction, consistent with Schmitt's (1999) conceptualization of

act as an experiential module built around lifestyle and physical engagement. This result is consistent with Febriyana and Ernawadi (2026) and with Qoyyum and Ernawadi (2025), who found the act dimension to raise satisfaction among Situ Cisanti tourists.

The results of the hypothesis test indicate that H5 is supported by empirical data, where Price Fairness has a positive effect on Tourist Satisfaction with a path coefficient of 0.182. This finding shows that visitors' cognitive evaluation of ticket and facility costs relative to the benefits received contributes to satisfaction independently of experiential factors, consistent with Xia et al.'s (2004) conceptualization of price fairness as a distinct cognitive antecedent of satisfaction. This result replicates Febriyana and Ernawadi (2026) at Wahoo Waterworld and is consistent with Marpaung et al. (2024) at Lake Toba.

The results of the hypothesis test indicate that H1 is supported by empirical data, where Sense has a positive effect on Tourist Satisfaction with a path coefficient of 0.161. This finding shows that the visual appeal of the rides, the appeal of the music, the comfort of the physical environment, and the aesthetic quality of the Dufan area are able to shape a favorable internal evaluation among visitors, consistent with Schmitt's (1999) view of sense as an experiential module capable of generating aesthetic pleasure. This result stands in contrast to Febriyana and Ernawadi (2026), who found no significant effect of sense on tourist satisfaction at Wahoo Waterworld; a plausible explanation is that Dufan's nine thematic zones offer a richer and more differentiated sensory stimulus than a single-concept water park, making sensory cues more salient to visitor evaluation in this setting.

The results of the hypothesis test indicate that H13 is supported by empirical data, where Tourist Satisfaction mediates the effect of Relate on Revisit Intention with a path coefficient of 0.123, the strongest mediated effect among the five stimulus variables. This finding, together with H4, provides the clearest evidence that reinstating relate as a fourth experiential marketing dimension was empirically warranted: relate is not a marginal addition to the model but its single strongest satisfaction- and revisit-intention driver.

The results of the hypothesis test indicate that H11 is supported by empirical data, where Tourist Satisfaction mediates the effect of Feel on Revisit Intention with a path coefficient of 0.119. This finding shows that the affective stimuli captured by feel translate into behavioral intention primarily by first shaping visitors' overall satisfaction, consistent with Yogiswari et al. (2021), who confirmed a comparable satisfaction-mediated pathway at Batur Camping Ground. The results of the hypothesis test indicate that H12 is supported by empirical data, where Tourist Satisfaction mediates the effect of Act on Revisit Intention with a path coefficient of 0.114. This finding indicates that active behavioral engagement shapes revisit intention primarily by first generating satisfaction rather than by directly motivating a return visit, consistent with Wijaksono and Ari (2019), who confirmed satisfaction as an intervening variable between

experiential marketing and revisit intention at Trans Studio Mini.

The results of the hypothesis test indicate that H14 is supported by empirical data, where Tourist Satisfaction mediates the effect of Price Fairness on Revisit Intention with a path coefficient of 0.100. This finding replicates the mediated structure identified by Febriyana and Ernawadi (2026) at Wahoo Waterworld, in which price fairness affected revisit intention through satisfaction, and is broadly consistent with Setiawan et al. (2020) and Marpaung et al. (2024).

The results of the hypothesis test indicate that H9 is supported by empirical data, where Memorable Tourism Experience mediates the effect of Sense on Revisit Intention with a path coefficient of 0.099. This finding shows that sensory stimuli reach revisit intention not only

through the modest direct-to-satisfaction path identified in H1, but also through a distinct pathway in which sensory input first shapes a lasting memory before that memory drives the intention to return. This result directly addresses the theoretical gap in Febriyana and Ernawadi (2026), whose model could only route sense through tourist satisfaction and consequently found its behavioral influence to be negligible; once memorable tourism experience is included as an alternative organism construct, sense's relevance to revisit behavior becomes clearly visible.

The results of the hypothesis test indicate that H10 is supported by empirical data, where Tourist Satisfaction mediates the effect of Sense on Revisit Intention with a path coefficient of 0.088. Combined with H9, this indicates that sense reaches revisit intention through two simultaneous mechanisms of comparable strength rather than a single dominant channel, consistent with the causal-chain postulate of the S-O-R framework, which holds that a single stimulus may activate more than one internal organism construct concurrently.

This study found that Relate provided the largest contribution to Revisit Intention through Tourist Satisfaction with a path coefficient of 0.123, followed by Feel (0.119) and Act (0.114). This finding indicates that the sense of togetherness and shared meaning tourists build with family and friends at Dufan is the most dominant psychological mechanism driving repeat visitation, ahead of sensory, affective, and pricing considerations. Therefore, Dufan's management needs to prioritize the design of shared, co-experienced moments group-friendly attractions, family-oriented programming, and communal live entertainment while continuing to invest in the emotional atmosphere and active-participation opportunities that feel and act respectively support, and maintaining transparent, fair pricing to sustain the more modest but still significant contribution of price fairness and sense.

CONCLUSION

This study examined how sense, feel, act, relate, and price fairness shape the revisit intention of Dunia Fantasi (Dufan) visitors through the mediating roles of tourist satisfaction and memorable tourism experience, within a stimulus-organism-response framework. All fourteen hypothesized relationships were supported by empirical data. Sense, feel, act, relate, and price fairness each positively affect tourist satisfaction, with relate emerging as the strongest single predictor; tourist satisfaction positively affects both memorable tourism experience and revisit intention, the latter representing the strongest relationship in the model; memorable tourism experience positively affects revisit intention; and both tourist satisfaction and memorable tourism experience mediate the effect of sense on revisit intention, while tourist satisfaction alone mediates the effect of feel, act, relate, and price fairness on revisit intention.

This study contributes to tourism marketing scholarship in two specific ways. First, it demonstrates that sense's apparent irrelevance to tourist behavior, reported in the model this study

extends (Febriyana & Ernawadi, 2026), was more plausibly an artifact of that model's narrower set of organism constructs than evidence that sensory stimuli are behaviorally unimportant. Once memorable tourism experience is introduced as an additional mediating mechanism, sense's total effect on revisit intention becomes clearly visible. Second, it shows that relate the experiential marketing dimension omitted from the model this study extends is empirically the strongest driver of both tourist satisfaction and, through satisfaction, revisit intention among the five stimulus variables tested, confirming that social bonding and shared experience are not a peripheral consideration at a group-oriented destination such as Dufan but a central mechanism through which the destination retains its visitors.

From a managerial standpoint, the results indicate that Dufan's management should treat the cultivation of togetherness and shared meaning among visitors as a primary strategic priority, given that relate exerts the strongest direct effect on tourist satisfaction among the five stimulus variables tested and that its effect on revisit intention operating through that same satisfaction pathway is likewise the strongest mediated effect in the model. Concretely, this can be pursued through the design of group-friendly attractions, family-oriented programming, communal live entertainment, and ticket packages that reward visiting together, since these interventions directly target the mechanism through which relate translates into repeat visitation. Because this pathway combines both the largest direct coefficient among the stimulus-to-satisfaction relationships and the strongest mediated effect on revisit intention, management attention to the social and relational dimension of the visitor experience is likely to yield the highest return among the strategic levers examined in this study.

This study is subject to several limitations. The sample is restricted to a single destination and a cross-sectional design, which limits the generalizability of the findings to other theme parks or over time; and the experiential marketing framework tested here omits the think dimension originally proposed by Schmitt (1999), leaving open whether cognitive engagement would alter the relative importance of the four dimensions examined. Future research is encouraged to replicate this model at other Indonesian theme parks to test the generalizability of relate's prominence, to incorporate the think dimension to complete Schmitt's (1999) framework, to test moderating variables such as visit frequency or travel companion type given relate's central role, and to adopt a longitudinal design capable of tracking whether memorable tourism experience's influence on revisit intention persists or decays over the period between visits.

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