

The Influence of Accessibility, Scenery, Scentscape, and Soundscape on Revisit Intention : Perspective of Theory of Planned Behavior

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Abstract

This study aims to analyze the influence of accessibility, scenery, scentscape, and soundscape on revisit intention mediated by attitude toward behavior, subjective norms, and perceived behavioral control of Kembang Soka Waterfall tourists. This research is based on the theory of planned behavior in formulating research hypotheses and conceptual models. The research approach carried out was quantitative with a survey method involving tourists from Kembang Soka Waterfall as respondents. The data analysis technique used the partial least squares-structural equation modeling method with the help of the SmartPLS 3.0 device. The findings of the study show that attitude toward behavior is able to mediate the influence of accessibility, scenery, scentscape, and soundscape on revisit intention. The results of this study are expected to be an input for the management of Kembang Soka Waterfall in prioritizing management strategies from the aspects of landscape, smell, sound atmosphere, and ease of access to destinations in order to form a positive attitude of tourists so as to encourage the formation of revisit intentions. In connection with the subjective norm found to have no effect on revisit intention indicating that this study is not supported by empirical data, the next study is expected to evaluate methodological aspects, especially through semantic testing of the research instrument in order to be able to represent the measured construct more accurately.

INTRODUCTION

In daily life, everyone generally undergoes routine activities such as a monotonous lifestyle that causes fatigue which then has an impact on a person's performance (Wibisono & Wibowo, 2024). Enjoying a vacation such as visiting a tourist destination can relieve fatigue and restore physical and mental health (Ernawadi, 2025). Wulandini (2025) stated that tourist attractions located in Yogyakarta present a variety of interesting tourist destinations that are never finished being talked about ranging from natural tourism, history, culinary, to art. One of the favorite natural attractions is waterfall tourism, because the sound of the water flow is considered to be able to calm and improve the mood of visitors (Song et al., 2024)

The Menoreh Hills area is known to have many natural spring water sources, one of which is the Kembang Soka Waterfall with a height of 30 meters which is located in Gunung Kelir Hamlet, Jatimulyo Village, Girimulyo District, Kulon Progo Regency, Special Region of Yogyakarta (Manalu et al., 2023). Kembang Soka Waterfall is a tourist attraction that is often the talk of the general public and tourists because it is formed from the flow of the Mudal River which meets other spring sources in the area, so that it eventually flows and forms a natural pond (Ramadani et al., 2022). The uniqueness of Kembang Soka Waterfall is strengthened by the alluring color contrast, such as the whiteness of the water flow, the natural turquoise blue pool and the combination of the scenery of Menoreh Hill. This visual combination is what forms the characteristic of Kembang Soka Waterfall compared to other natural attractions (Pramudya et al.,

2026). However, the number of visitors to Kembang Soka Waterfall in the 2022-2024 period has decreased by an average of 25.71% (Dinas Pariwisata Daerah Istimewa Yogyakarta, 2025). This condition indicates a decline Revisit intention tourists of Kembang Soka Waterfall. Thus, this research was conducted to provide various factors that have the potential to improve revisit intention tourists in the future.

This study uses theory of planned behavior (TPB) developed by Ajzen (1991) as underpinning theory in compiling a conceptual model. TPB are a refinement of the theory of reasoned action (TRA) which was previously introduced by Ajzen & Fishbein (1985). TRA assumes that a person's behavior is completely under the control of personal will and is shaped by two factors, namely attitude toward behavior and subjective norm. Ajzen then refined this view by adding perceived behavioral control, because in reality individual behavior is also influenced by factors beyond his control. In the TPB, external factors can affect three main factors of individual behavior, namely attitude toward behavior, subjective norm, and perceived behavioral control. These three factors then play an important role in shaping the intention to behave individually (Ajzen, 1991). Previous research by Bilqis & Ernawadi (2025) found that the accessibility and scenery has a positive effect on behavioral intention through attitude toward behavior, subjective norm, and perceived behavioral control in the context of tourists from Cijalu Waterfall, Subang City, West Java. The researcher criticized the conceptual model because of the amenities can't be associated with a variable behavioral intention through subjective norm, and *perceived behavioral control* which is proven through the results of semantic tests.

The researcher developed a conceptual model of previous research by proposing scentscape and soundscape as an independent variable as a sensory factor to influence the traveler's experience that is not only visual and physical, but also multisensory. Scentscape is described as the overall sensation of aroma in a place that gives rise to characteristics as experienced by tourists (Gao et al., 2022). Soundscape described as the overall vote received by tourists throughout the visit (Bai et al., 2024). Then, the researcher also expanded the relationship between the TPB constructs by testing the role of subjective norm in shaping attitude toward behavior and perceived behavioral control. Then, the researcher also expanded the relationship between the TPB constructs by testing the role of subjective norm in shaping attitude toward behavior and perceived behavioral control.

Based on the TPB, it is explained how external factors can affect the three main factors of individual behavior, namely attitude toward behavior, subjective norms, and perceived behavioral control. The postulate is then derived into an empirical relationship between the variables proposed in this study. Then, subjective norms as an antecedent of attitude toward behavior and perceived behavioral control. Based on this foundation, the following hypotheses are proposed:

- H1: accessibility has a positive effect on attitude toward behavior
- H2: scenery has a positive effect on attitude toward behavior
- H3: scentscape has a positive effect on attitude toward behavior
- H4: soundscape has a positive effect on attitude toward behavior
- H5: subjective norms have a positive effect on attitude toward behavior
- H6: subjective norms have a positive effect on attitude toward behavior

TPB stated that it found three main factors that shape the intention to behave, namely attitude toward behavior, subjective norms, and perceived behavioral control. Based on this postulate, the following hypothesis is proposed:

- H7: attitude toward behavior has a positive effect on revisit intention
- H8: subjective norms have a positive effect on revisit intention

H9: perceived behavioral control has a positive effect on revisit intention

Behavioral intentions are formed by three main factors, namely attitude toward behavior, subjective norms, and perceived behavioral control. Then, the intention to behave is indirectly influenced by external factors through attitude toward behavior, subjective norms, and perceived behavioral control. In addition, subjective norms as one of the main constructs in the TPB are suspected to influence revisit intention through attitude toward behavior and perceived behavioral control. Thus, attitude toward behavior and perceived behavioral control are thought to function as mediating variables in the relationship between these factors and revisit intention. Based on this explanation, the following hypotheses are proposed:

H10: attitude toward behavior mediates the effect of accessibility on revisit intention

H11: attitude toward behavior mediates the effect of scenery on revisit intention

H12: attitude toward behavior mediates the effect of scentscape on revisit intention

H13: attitude toward behavior mediates the effect of soundscape on revisit intention

H14: attitude toward behavior mediates the effect of subjective norms on revisit intention

H15: perceived behavioral control mediates the effect of subjective norms on revisit intention

Based on the explanation of the influence of accessibility, scenery, scentscape, and soundscape on revisit intention mediated by attitude toward behavior, subjective norms, and perceived behavioral control, the following conceptual models can be proposed:

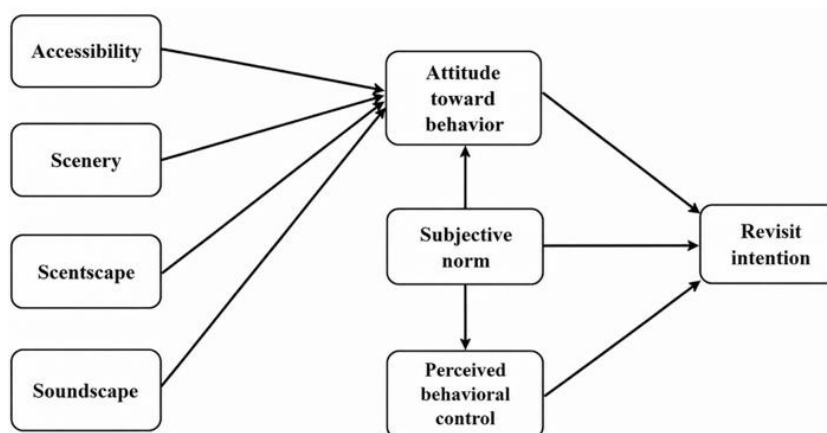


Figure 1. Conceptual Model

METHODS

The method used in this study is a survey based on the Effendi & Tukiran (2012) to explain cause and effect and test hypotheses. This study determined a sample of the entire population of Kembang Soka Waterfall tourists aged 17 years and above who had visited the tour at least once for the past year. The sample selection technique is carried out by the purposive sampling, is part of the Non-probability sampling, Where respondents are determined based on eligibility criteria that have been set in advance. The data collection process is carried out through a questionnaire Google Form, and collected 115 valid responses according to the respondent profile recorded. Each questionnaire item was answered using a five-point likert scale, ranging from strongly disagree to strongly agree.

Based on data obtained from the distribution of the questionnaire, it was found that the majority of respondents were female with a percentage of 54.8%. In addition, the majority of respondents were in the age range of 17-25 years with a percentage of 44.3%. Then based on the

residence of the respondents, most of them came from the Kulon Progo Regency area, which was 63.5%. Furthermore, based on the respondents' occupation, most of them with employee status have a percentage of 39.1% as presented in Table 1.

Data analysis was carried out using the partial least squares structural equation modeling (PLS-SEM) method using software SmartPLS 0.3. This method was chosen because it is suitable for predictive models that include several latent constructs and mediation pathways (Hair et al., 2021). The analysis process is divided into two stages, namely measurement model and structural model. The initial stage of analysis is carried out by testing outer model to evaluate the validity and reliability of the research instrument. Evaluation outer model refers to four criteria, namely convergent validity as seen from the value outer loading, discriminant validity based on criteria fornell-larcker, reliability based on composite reliability, and the validity of the construct based on average variance extracted (AVE). Then, to inner model through the R-square (R^2), F-square (F^2), goodness of fit (GoF), and hypothesis tests were obtained to predict the existence of causal relationships (Abdillah & Jogyanto, 2015).

RESULTS AND DISCUSSION

As a first step before testing the relationship between variables and hypotheses, an evaluation of the feasibility of the research model is carried out through testing goodness of fit (GoF). This test aims to assess the overall ability of the model to explain empirical data, with reference to the values of average variance extracted (AVE) and R-square. Based on criteria Wetzels et al. (2009), the GoF value of 0.10 is included in the criteria of small, 0.25 medium, and 0.36 large, where the higher the value indicates the better ability of the model to explain the relationship between variables. The GoF values are presented in the following table:

Table 5. Goodness of Fit

Variable	AVE	R-Square
<i>Accessibility (AC)</i>	.657	
<i>Scenery (SC)</i>	.667	
<i>Scentscape (SS)</i>	.714	
<i>Soundscape (SD)</i>	.793	
<i>Attitude Toward Behavior (ATB)</i>	.823	.704
<i>Subjective Norm (SN)</i>	.858	
<i>Perceived Behavioral Control (PBC)</i>	.813	.210
<i>Revisit Intention (RI)</i>	.760	.682
Average	.761	.532

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

$$\text{GoF Value} = \sqrt{\text{average AVE} \times \text{average R-Square}}$$

$$\text{GoF Value} = \sqrt{0.761 \times 0.532}$$

$$\text{GoF Value} = 0.636$$

Based on the results of the calculation, a GoF value of 0.636 was obtained, which means that the relationship between constructs is included in the large category. Thus, the research model is considered to have a good level of feasibility and a strong enough explainer ability to explain the relationship between constructs in the research. With these criteria met, the hypothesis testing process can be continued using the bootstrapping procedure on SmartPLS.

Table 6. F-Square

	ATB	PBC	RI
AC	.140		
SC	.324		
SS	.150		
SD	.130		
ATB			.262
SN	.115	.265	.059
PBC			.395

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

F-square used to measure the magnitude of the contribution of each variable in a structural model. F-square by 0.02 as a small category, 0.15 as a medium category, 0.35 as a large category, so that the higher the F-square the greater the contribution of independent variables in explaining changes in dependent variables (Cohen, 1988). Based on the results of the F-square in Table 6, it is known that the value of F-square in the research model varies from small to large categories. Small categories found on influence accessibility by 0.140, soundscape by 0.130, and subjective norm by 0.115 against attitude toward behavior, and subjective norm against revisit intention by 0.059. Furthermore, the category is being found on scenery by 0.324 and scentscape by 0.150 against attitude toward behavior, then attitude toward behavior against revisit intention by 0.262, and subjective norm against perceived behavioral control by 0.265. Then the largest F-square value was found in the effect of perceived behavioral control on revisit intention 0.395, which is classified as a large category and at the same time the strongest contribution in the model. It can be concluded that perceived behavioral control is the construct that contributes most to revisit intention, while scenery to be the biggest contributor in the formation of attitude toward behavior.

After the research model is declared to meet the evaluation criteria outer model and inner model, The next stage is to test the hypothesis through a procedure bootstrapping on PLS-SEM. This test aims to assess the significance of the relationships between variables in the conceptual model. Value path coefficient it is used to determine the direction and strength of direct and indirect relationships between variables. While P-value used to determine the significance level of the relationship with a significance level of 0.05, the hypothesis is supported if P-value < 0.05 and not supported if P-value > 0,05. (Hair et al., 2022) the results of the hypothesis testing are presented in the following table:

Table 7. Hypothesis Test Results

	Hypothesis Description	Path Coefficient	P-Value	Description
H1	AC → ATB	.231	.006	Supported
H2	SC → ATB	.341	.000	Supported
H3	SS → ATB	.265	.002	Supported
H4	SD → ATB	.239	.007	Supported
H5	SN → ATB	.217	.005	Supported
H6	SN → PBC	.458	.000	Supported
H7	ATB → RI	.379	.001	Supported
H8	SN → RI	.168	.055	Not Supported
H9	PCB → RI	.435	.000	Supported
H10	AC → ATB → RI	.088	.040	Supported
H11	SC → ATB → RI	.129	.012	Supported

H12	SS → ATB → RI	.100	.019	Supported
H13	SD → ATB → RI	.091	.027	Supported
H14	SN → ATB → RI	.082	.050	Supported
H15	SN → PBC → RI	.199	.003	Supported

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

Based on the results of hypothesis testing in Table 7, it is known that of the 15 hypotheses submitted, as many as 14 hypotheses are supported by empirical data with a P-value of < 0.05 which is stated to meet the hypothesis acceptance criteria. In this regard, the first discussion focused on the role of attitude toward behavior as a mediator in the relationship between accessibility, scenery, scentscape, and soundscape to revisit intention. The test results showed that scenery had a positive effect on revisit intention mediated by attitude toward behavior with a path coefficient value of 0.129 and a P-value of 0.012, this coefficient value was the largest in the mediation test so that it indicated that the higher the attraction to the destination, the higher the positive feelings of tourists towards the visit behavior back. This means that the panorama of Bukit Menoreh, the beauty of the trees, and the clarity of the waterfall are able to create a positive assessment of tourists so as to increase the tendency to visit again. The results of this study support the findings of Bilqis & Ernawadi (2025) which show that the experience of landscape beauty towards destinations plays an important role in shaping a positive experience, as well as encouraging the desire of tourists to return to visit. Furthermore, the test results on scentscape with a path coefficient value of 0.100 and a P-value of 0.019. These results indicate that the higher the sensation of smell that causes a characteristic of the destination, the higher the positive feelings felt by tourists towards the intention of returning visits. This means that distinctive smells such as fresh leaves, the smell of wild flowers, and the smell of wet soil in the area around Kembang Soka Waterfall also build an impression that is difficult to find in other destinations so as to make the travel experience feel more distinctive. This condition ultimately forms a positive attitude of tourists towards the destination which then encourages the formation of an intention to visit again in the future. Then, the test results on the soundscape with a path coefficient value of 0.091 and a P-value of 0.027. These results indicate that the more the sound environment received by tourists during travel, the higher the positive feelings of tourists towards return visit behavior. This means that the sound of water flows, the sound of wind rustling, and the chirping of birds in the area around Kembang Soka Waterfall create a calming atmosphere that forms a positive attitude of tourists towards the tourist experience, which then encourages the emergence of the intention to visit again. Then, the results of the test on accessibility showed a coefficient value of 0.088 and a P-value of 0.040. These results show that the higher the convenience felt by tourists, the higher the positive feelings of tourists towards return visit behavior. This means that the ease of finding directions, the safety of vehicle lanes, and the safety of trail access to Kembang Soka Waterfall are able to form a positive attitude of tourists towards tourism activities, which then encourages the desire of tourists to visit again.

The test results showed that attitude toward behavior played a role in mediating the influence of subjective norms on revisit intention with a path coefficient value of 0.082 and a P-value of 0.050. These results indicate that the stronger the support from the social environment felt by tourists, the more positive the positive feelings of tourists towards return visit behavior. This means that the closest people who provide support and show their approval to visit the destination tend to strengthen the belief of tourists that visiting the destination is a positive choice, thus encouraging the formation of tourists' desire to visit again. This emphasizes that subjective norms have an important role in forming revisit intentions through attitude toward behavior.

The test results also show that perceived behavioral control playing a role in mediating influence subjective norm against revisit intention with a path coefficient value of 0.199 and P-value 0.003. These results indicate that the stronger the support from the social environment that tourists feel, the higher their confidence in the ability and ease of revisiting. This means that the nearby environment that provides support and shows their approval to visit the destination makes

tourists feel more confident and easy to realize the return visit, both in terms of time, cost, and other readiness, thus ultimately encouraging the formation of tourists' desire to visit again. These findings reinforce the results of the study Ihsan & Ernawadi (2026) which shows that the social support perceived by individuals can increase confidence and the perception of ease in embarking on a certain behavior, which in turn encourages the desire of tourists to visit again. This confirms that subjective norm has an important role in shaping revisit intention through perceived behavioral control.

Then the test results show that attitude toward behavior have a positive and significant effect on revisit intention, with a path coefficient value of 0.379 and P-value 0.001. This indicates that the higher the positive feelings felt, the higher the willingness of tourists to revisit Kembang Soka Waterfall and recommend it to others. These findings reinforce the results of the study Putri & Ernawadi (2026) which shows that tourists' positive attitudes towards a destination are one of the main determining factors in forming the intention to visit again.

Furthermore, the test results show that perceived behavioral control have a positive and significant effect on revisit intention, with a path coefficient value of 0.435 and P-value 0.000. This indicates that the higher the perception of how easy it is to perform a behavior, the higher the willingness of tourists to revisit Kembang Soka Waterfall and recommend it to others. These findings reinforce the results of the study Noviyanti & Ernawadi (2026) which shows that the perception of ease in carrying out a behavior contributes significantly to the formation of the intention to carry out the behavior.

Meanwhile, the test results showed that the subjective norm did not have a significant effect on revisit intention, with a path coefficient value of 0.168 and a P-value of 0.055. This indicates that the encouragement and support from people who are considered important by tourists is not strong enough to directly shape tourists' intentions in making a return visit to Kembang Soka Waterfall. These findings indicate the absence of empirical data support, because the results of this study are not in line with the assumption of the theory of planned behavior (TPB) which states that there is a relationship between subjective norms and revisit intention. Thus, tourists' decisions to revisit tend to be not only influenced by the pressure or social support received, but more determined by personal assessments of the travel experience as well as perceptions of the ability and ease of realization of the return visit.

Overall, the results showed that attitude toward behavior acted as a mediator that bridged the influence of accessibility, scenery, scentscape, and soundscape on revisit intention. Of all independent variables, scenery had the greatest influence on revisit intention through attitude toward behavior with a path coefficient value of 0.129. Furthermore, perceived behavioral control had the largest direct influence on revisit intention with a path coefficient value of 0.435. These findings show that the manager of Kembang Soka Waterfall needs to prioritize the beauty of green trees and maintain the beauty of clear water colors as the main attraction of the destination, ensuring the smooth running of visit activities ranging from ease of access to supporting facilities. This effort is expected to improve the quality of the overall tourism experience, thereby encouraging the formation of tourists' intention to visit Kembang Soka Waterfall.

CONCLUSION

This study analyzes the influence of accessibility, scenery, scentscape and soundscape against revisit intention through attitude toward behavior, subjective norm, and perceived behavioral control tourists of Kembang Soka Waterfall. The results of the study show that attitude toward behavior able to mediate influence accessibility, scenery, scentscape, and Soundscape against revisit intention. This indicates that the experience of tourists not only encourages the intention to revisit directly, but first forms a positive attitude towards the tourism activities that have been undertaken, and this positive attitude is the main driver of its formation revisit intention. The study found that scenery is the dimension that contributes the most, followed by scentscape, soundscape, and

accessibility, thus showing that the visual attraction offered by the destination is the main consideration of tourists in forming attitudes towards returning visitation behavior. Meanwhile, subjective norm has no direct effect on revisit intention. The findings of the study provide a different empirical contribution than the study Bilqis & Ernawadi (2025) because it shows that the influence of subjective norm against revisit intention is not always significant. This indicates that in the context of Kembang Soka Waterfall tourism, tourists' decisions to revisit are based more on personal considerations and evaluations than on the influence or support of the social environment. In addition, these findings also show that a conceptual model developed based on theory of planned behavior (TPB) has not fully received empirical support, so there are still relationships between constructs that cannot be optimally explained in the context of this study. Although subjective norm does not play a direct role in shaping revisit intention, The findings of the study show that subjective norm continue to play a role through attitude toward behavior and perceived behavioral control. This indicates that the influence of the social environment does not directly shape the intention to make a return visit, but first forms a more positive attitude towards the behavior of returning and strengthens the perception of tourists about their ability to make a return visit. The limitation of this study lies in the existence of relationships in conceptual models that have not received empirical support according to the theory used, namely subjective norm against revisit intention, so that this condition indicates that there are still methodological aspects that need to be considered, especially in ensuring the suitability of research instruments with the research context through semantic testing. Thus, further research is recommended to conduct in-depth testing of the instrument before the data collection process, so that each item of the statement can be understood consistently by the respondent and is able to represent the measured construct more accurately.

In accordance with the purpose of the research, which is to assist the management of Kembang Soka Waterfall in identifying factors that have the potential to increase tourists' intention to visit again. The results of the study showed that scenery had the greatest influence on revisit intention through attitude toward behavior, followed by scentscape, soundscape, and accessibility. This emphasizes that the manager of Kembang Soka Waterfall needs to develop a program that supports the strengthening of these four aspects. **First**, related to the beauty of the landscape, as the main attraction that must be maintained in a sustainable manner. The manager needs to prioritize the preservation and improvement of the quality of the natural landscape, through the panoramic care of Bukit Menoreh, maintaining the beauty of the vegetation, maintaining the clarity of the water, and providing a viewpoint that maintains the authenticity of the surrounding nature. **Second**, managers need to maintain the quality of the region's distinctive aroma by preserving trees and flowering plants and maintaining the cleanliness of the environment, so that the aroma of fresh leaves, wildflowers, and wet soil still presents a calming impression for tourists. **Third**, the quality of natural sound needs to be maintained by minimizing noise from loudspeakers and vehicles, so that the sound of waterfall gurgling, wind gusts, and birdsong remains a characteristic of tourist areas. **Fourth**, the ease of access to destinations needs to be improved through the provision of more informative directions, maintenance of road conditions, and ensuring that the path to the waterfall is safe and comfortable to pass. Through the comprehensive implementation of this strategy, the manager is expected to be able to present a more quality tourism experience, so that it can strengthen the positive attitude of tourists and encourage the intention to revisit Kembang Soka Waterfall. The implementation of these suggestions is expected to be a real step for managers in maintaining the preservation and attractiveness of Kembang Soka Waterfall, so as to be able to encourage an increase in tourist revisit intentions in a sustainable manner.

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APPENDIX

Table 1 Respondent Profile

Categories	Quantity	
	Frequency	Percentage
Gender		
Male	52	45,2%
Female	63	54,8%
Age		
17-25 years old	51	44,3%
26-35 years old	35	30,4%
>35 years old	29	25,2%
Residence		
Kulon Progo Regency	73	63,5%
Outside of Kulon Progo Regency	42	36,5%
Occupation		
Students	10	8,7%
Students	33	28,7%
Private Employees	45	39,1%
Civil Servant	21	18,3%
Others	6	5,2%

Source: Primary data processed by the author, 2026

Table 2 Loading Factor and Composite Reliability Values

Statement	Loading Factor	Composite Reliability
Accessibility (AC)		.851
Directions to Kembang Soka Waterfall are easy to find	.885	
The road conditions for driving to Kembang Soka Waterfall are safe to pass	.745	
Trail access to Kembang Soka Waterfall is safe to pass	.796	
Scenery (SC)		.863
I enjoyed the beautiful view of Menoreh Hill all the way to Kembang Soka Waterfall	.856	
I enjoy the beauty of the green trees in the area around Kembang Soka Waterfall	.785	
I enjoyed the beauty of the clear water color at Kembang Soka Waterfall	.826	
Scentscape (SS)		.882
The smell of fresh leaves around Kembang Soka Waterfall is soothing	.830	
The smell of wildflowers around Kembang Soka Waterfall is soothing	.875	
The smell of wet soil around Kembang Soka Waterfall is soothing	.830	
Soundscape (SD)		.920
The sound of the torrential flow of the waterfall around Kembang Soka Waterfall is soothing	.893	
The sound of the rustling wind around Kembang Soka Waterfall is soothing	.884	
The sound of forest bird chirping around Kembang Soka Waterfall is soothing	.893	
Attitude Toward Behavior (ATB)		.933

I love swimming at Kembang Soka Waterfall	.916
I enjoyed the atmosphere at the Soka Flower Waterfall	.893
I love the activities around the area at Kembang Soka Waterfall	.913
Subjective Norm (SN)	.924
I am sure the people nearby gave their support to visit Kembang Soka Waterfall	.925
I am sure the people closest to me showed their approval of my choice to visit Kembang Soka Waterfall	.928
Perceived Behavioral Control (PBC)	.929
The visit to Kembang Soka Waterfall went smoothly	.883
I felt happy during my visit to Kembang Soka Waterfall	.911
I feel that there are no obstacles to visit Kembang Soka Waterfall	.911
Revisit Intention	.905
I am willing to visit Kembang Soka Waterfall again	.871
I am willing to recommend Kembang Soka Waterfall to others	.900
I am willing to tell positive things to others about the destination of Kembang Soka Waterfall	.844

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

Table 3 Fornell-Larcker Criterion Values

Variable	AC	SC	SS	SD	ATB	SN	PBC	RI
<i>Accessibility (AC)</i>	.811							
<i>Scenery (SC)</i>	.358	.823						
<i>Scentscape (SS)</i>	-.007	.131	.845					
<i>Soundscape (SD)</i>	.218	.273	.506	.890				
<i>Attitude Toward Behavior (ATB)</i>	.470	.575	.519	.587	.907			
<i>Subjective Norm (SN)</i>	.303	.234	.418	.322	.555	.926		
<i>Perceived Behavioral Control (PBC)</i>	.220	.266	.616	.567	.553	.458	.901	
<i>Revisit Intention (RI)</i>	.485	.380	.515	.493	.713	.578	.722	.802

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

Table 4. AVE and Square Roots of AVE

Variable	AVE	Square roots of AVE
<i>Accessibility (AC)</i>	.657	.811
<i>Scenery (SC)</i>	.677	.823
<i>Scentscape (SS)</i>	.714	.845
<i>Soundscape (SD)</i>	.793	.890
<i>Attitude Toward Behavior (ATB)</i>	.823	.907
<i>Subjective Norm (SN)</i>	.858	.926
<i>Perceived Behavioral Control (PBC)</i>	.813	.901
<i>Revisit Intention (RI)</i>	.760	.872

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