

Antecedents and Consequences of Tourist Engagement at Breksi Cliff Park: A Perspective Experience Economy Theory

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Abstract

This research examines how educational, aesthetic, escapist, soundscape, and accessibility dimensions influence tourists' intention to revisit Breksi Cliff Park through tourist engagement. A quantitative survey was administered to visitors, with the collected data analyzed through structural equation modeling using SmartPLS 3.0. The findings indicate that tourist engagement mediates the influence of educational, aesthetic, escapist, and accessibility dimensions on revisit intention. These findings suggest that the management should prioritize educational development, followed by escapist experiences, to strengthen visitor engagement and stimulate repeat visits. Further studies should apply the model to destinations with different characteristics and incorporate relevant psychological factors to better explain revisit intention formation.

INTRODUCTION

Repetitive activities and demanding daily schedules can trigger physical and psychological exhaustion, stress, and burnout, thereby diminishing individual productivity (Meilina et al., 2022). Visiting different destinations provides an opportunity to relieve such pressures while restoring physical and mental energy (Ernawadi, 2025). Among available travel options, nature-based tourism attracts visitors by combining recreation with the serenity and visual appeal of natural surroundings (Elviana et al., 2022). Geotourism represents one increasingly favored form, highlighting geological and geographical features while promoting appreciation of nature, culture, and indigenous knowledge through sustainable practices (Prasetyo et al., 2023). Located in Sleman Regency, Breksi Cliff Park presents distinctive volcanic breccia formations associated with the ancient Semilir Volcano, complemented by wayang-inspired stone carvings created by local artists and views overlooking Mount Merapi and Prambanan Temple. The destination also provides amenities including parking areas, walkways, the Tkatar Seneng amphitheater, a food court, prayer facilities, toilets, jeep excursions, and camping areas, positioning it as an important center for environmental, cultural, and educational tourism in Yogyakarta. Nevertheless, visitor numbers at Breksi Cliff Park dropped by 24.87% between 2022 and 2024 (Dispar DIY, 2025). Indicating a possible weakening of tourists' revisit intention.

This research adopts the Experience Economy Theory (EET) introduced by Pine & Gilmore (1999), which explains the transition of economic value from commodities and products

toward services and, ultimately, memorable experiences capable of creating greater consumer value. Under EET, experiences emerge through interactions between consumers and providers that stimulate cognitive, emotional, and behavioral involvement. The framework encompasses four experience dimensions (4E), namely educational, entertainment, aesthetic, and escapist, reflecting different participation forms and degrees of personal involvement. Its application has expanded across various research settings, including service robots examined by Joo et al. (2023) AR marketing investigated by Sung (2021) application-based marketing studied by Martha et al. (2023) and Tonapa & Kurniawati, (2022) healthcare explored, Murti et al. (2025) destination-related research, EET has also been adopted by Pan et al. (2022) on Theme Parks, Yfantidou et al. (2024) on Niche Tourism, and Juliana et al. (2022) as well as Raihan & Ernawadi (2025) demonstrated that economic experience components, particularly education, aesthetics, and soundscape, affect revisit intention through visitor engagement at Guwa Pawon. However, these dimensions may not carry identical importance at geological attractions such as Breksi Cliff Park because their primary appeal is strongly associated with geological characteristics.

To address this gap, this research extends the economic experience framework by incorporating escapist as an additional dimension. Accessibility is also introduced as another independent factor, considering that perceived destination convenience is shaped by transportation availability, journey duration, and personal preferences. Such perceptions may subsequently affect tourists' decisions and behavioral responses (Pot et al, 2021). Accordingly, this study examines whether educational, aesthetic, escapist, soundscape, and accessibility influence tourist engagement at Breksi Cliff Park, with all proposed factors expected to demonstrate positive effects. EET suggests that well-developed experiences capable of stimulating the senses can generate subsequent emotional responses among visitors. This proposition provides the theoretical basis for establishing the empirical relationships examined in this research. Accordingly, the following hypothesis is formulated:

H1 : educational has a positive effect on tourist engagement

H2 : aesthetic has a positive effect on tourist engagement

H3 : escapist has a positive effect on tourist engagement

H4 : soundscape has a positive effect on tourist engagement

H5 : accessibility has a positive effect on tourist engagement

The stimulus-organism-response (S-O-R) theory introduced by Mehrabian & Russell (1974) suggests that external stimuli do not immediately generate behavioral reactions, as they are initially interpreted through an individual's internal state. This framework is used to conceptualize tourist engagement. Rasul et al. (2025), define tourist engagement as the psychological and

behavioral involvement of visitors in destination-related experiences and interactions, which contributes to the development of emotional reactions and behavioral intentions. Zheng & Khong-khai (2025) reported that tourist engagement positively influences revisit intention, consistent with Novianti & Ernawadi (2024), who identified the same relationship among visitors to Orchid Forest Cikole Lembang. Accordingly, revisit intention represents the tourist response examined in this research. Therefore, the following hypothesis is formulated:

H6 : tourist engagement has a positive effect on revisit intention

Broadly, the S-O-R framework explains that environmental stimuli affect an individual's internal psychological condition, which subsequently shapes decisions or behavioral responses. Consistent with this perspective, Novianti & Ernawadi (2024) confirmed that tourist engagement positively contributes to revisit intention at Orchid Forest Cikole Lembang. Nevertheless, previous research has not yet investigated how educational, aesthetic, escapist, soundscape, and accessibility factors affect revisit intention through tourist engagement as a mediating variable. This research gap provides the basis for proposing the following hypothesis:

H7: tourist engagement mediates the effect of educational on revisit intention

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

H9: tourist engagement mediates the effect of escapist on revisit intention

H10: tourist engagement mediates the effect of soundscape on revisit intention

H11: tourist engagement mediates the effect of accessibility on revisit intention

Drawing on the preceding discussion of how educational, aesthetic, escapist, soundscape, and accessibility factors influence revisit intention through tourist engagement, this study develops the following conceptual framework:

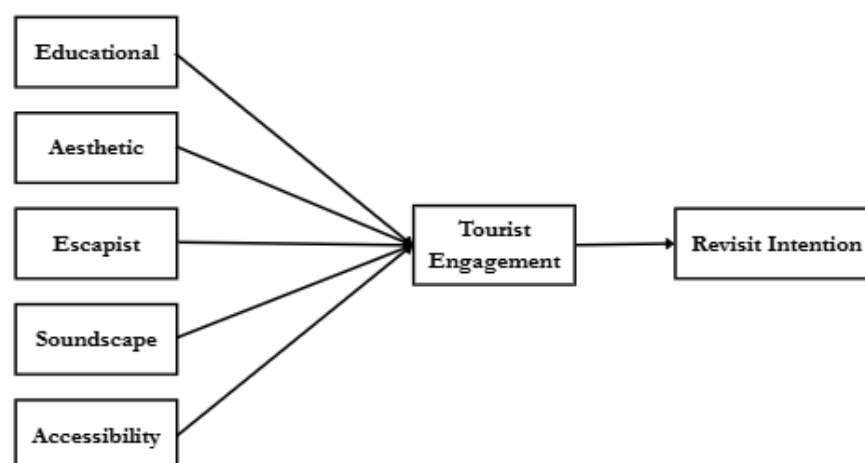


Image 1. Conceptual Model

METHODS

A quantitative survey design was implemented to investigate causal associations between variables and evaluate the proposed hypotheses Effendi & Tukiran (2012). The research instrument underwent semantic assessment and outer-model examination to establish its validity and reliability. Participants were tourists who had experienced Breksi Cliff Park, recruited through purposive non-probability sampling according to predetermined requirements: a minimum age of 17 years and at least one annual visit to the destination. A cross-sectional framework was applied, with responses gathered during a defined period to represent tourists' perceptions of the investigated constructs. Measurements employed a five-level Likert scale, extending from "strongly disagree" (1) to "strongly agree" (5) (Sekaran & Bougie, 2017). Among the 120 participants, women constituted 51.67%, respondents aged 17–25 accounted for 50.83%, and 52.50% lived in Sleman Regency, as reported in Table 1 of the attachment.

PLS-SEM was utilized for data processing through SmartPLS 3.0. This technique was chosen because it enables comprehensive assessment of latent variables, mediation effects, and causal associations within complex research frameworks Hair et al. (2011). Initial assessment focused on the measurement component through convergent validity, discriminant validity, and composite reliability examinations. All indicators achieved convergent validity requirements, demonstrated by factor loadings ≥ 0.70 , while composite reliability ranged from 0.70–0.90, indicating satisfactory measurement consistency (Ghozali & Latan, 2015), as documented in Table 2 of the appendix. Discriminant validity was subsequently examined using the Fornell-Lacker criterion to establish empirical distinctiveness between constructs. In accordance with Hair et al. (2022), this requirement is fulfilled when the square root of AVE for each construct is greater than its correlations with other constructs. The findings satisfied this condition across all constructs, as displayed in Table 3 of the appendix. Evaluation then proceeded to the structural component using R-Square and Adjusted R-Square, which indicate how much variation in tourist engagement and revisit intention can be accounted for by the explanatory constructs, as shown in Table 4 of the appendix. Further assessment incorporated Goodness of Fit (GoF), F-Square, and hypothesis testing.

RESULTS AND DISCUSSION

Goodness of Fit (GoF) evaluates how effectively a PLS-SEM framework represents observed data by integrating the performance of its measurement and structural components. Its value is obtained from the square root of the product of average variance extracted (AVE) and the mean R-Square of the endogenous constructs. Greater GoF values signify stronger overall model representation of the relationships examined. Wetzels et al. (2009) classify GoF scores of 0.10, 0.25, and 0.36 as low, moderate, and high, respectively. Thus, GoF assessment provides an

overall indication of model adequacy before the individual structural relationships are interpreted.

The resulting GoF values are displayed in the following table.

Table 5. Goodness of Fit

Variable	Average Variance Extracted	R-Square
Educational (EDU)	.689	
Aesthetic (EST)	.689	
Escapist (ESC)	.727	
Soundscape (SS)	.758	
Accessibility (ACC)	.738	
Tourist Engagement (TE)		.467
Revisit Intention (RI)		.330
Average	.720	.399

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

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

$$\text{GoF Value} = \sqrt{0.720 \times 0.399}$$

$$\text{GoF Value} = \sqrt{0.287}$$

$$\text{GoF Value} = 0.536$$

Table 5 reports the Goodness of Fit results, showing an average AVE of 0.720 and an average R-Square of 0.399, which generate a GoF score of 0.536. Referring to Wetzel et al. (2009), this score is classified as "large" because it surpasses the 0.36 benchmark. Therefore, the proposed model demonstrates adequate fit and can be used for subsequent hypothesis testing with SmartPLS 3.0.

An F-Square assessment is then performed to determine the effect of each exogenous variable on the endogenous variable. This measure indicates the change in R-Square resulting from the inclusion or exclusion of a specific construct. Hence, F-Square provides additional information beyond statistical significance by indicating the practical magnitude of relationships among constructs. Based on Cohen (1988) effect sizes of 0.02, 0.15, and 0.35 represent small, moderate, and large effects, respectively. A greater F-Square score therefore signifies a stronger contribution of the corresponding variable to the model's explanatory capability.

Table 6. F-Square

Variable	Tourist Engagement	Revisit Intention
Educational (EDU)	.086	
Aesthetic (EST)	.030	
Escapist (ESC)	.121	
Soundscape (SS)	.021	
Accessibility (ACC)	.072	
Tourist Engagement (TE)		.493
Revisit Intention (RI)		

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

Table 6 demonstrates that the F-Square analysis produces effect sizes ranging from low to high across the examined relationships. Within tourist engagement, soundscape shows the smallest value (0.021), indicating the weakest influence. Aesthetic (0.030), accessibility (0.072), and educational (0.086) also demonstrate limited effects. In contrast, escapist achieves the largest value (0.121), representing the most influential dimension for tourist engagement, although its effect remains classified as small.

Regarding revisit intention, tourist engagement obtains an F-Square value of 0.493, representing a strong effect. This result highlights that tourist engagement provides substantially greater explanatory contribution to revisit intention than the individual experience dimensions provide to tourist engagement. Therefore, creating stronger engagement throughout the tourist experience is important for fostering tourists' willingness to revisit.

After the outer and inner model assessments satisfied the established requirements, hypothesis testing was conducted through the bootstrapping procedure in PLS-SEM to determine the significance of direct and indirect relationships. Path coefficients were examined to identify relationship direction and magnitude, while p-values determined statistical significance. Relationships with p-values below 0.05 were regarded as significant, whereas values of 0.05 or higher were interpreted as non-significant. The hypothesis-testing outcomes are reported in the subsequent table.

Table 7. Hypothesis Test Results

	Hypothesis Description	Path Coefficient	P-Value	Description
H1	EDU → TE	.303	.000	Supported
H2	EST → TE	.168	.012	Supported
H3	ESC → TE	.280	.000	Supported
H4	SS → TE	.114	.164	Not supported
H5	ACC → TE	.210	.008	Supported
H6	TE → RI	.575	.000	Supported
H7	EDU → TE → RI	.174	.001	Supported
H8	EST → TE → RI	.096	.022	Supported
H9	ESC → TE → RI	.161	.000	Supported
H10	SS → TE → RI	.065	.176	Not supported
H11	ACC→TE → RI	.121	.012	Supported

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

Table 7 demonstrates that nine of the eleven hypotheses received empirical support, as their p-values were below 0.05. Educational, aesthetic, escapist, and accessibility experiences significantly enhanced tourist engagement, while engagement itself positively influenced revisit intention. The mediation results further confirmed that tourist engagement functions as an intermediary between these four experiential factors and tourists' intention to return.

H7 was empirically confirmed, showing that tourist engagement mediates the relationship between educational experiences and revisit intention (path coefficient = 0.174; $p = 0.001$). This was the strongest indirect effect observed. Educational exposure at Breksi Cliff Park, including knowledge of rock formations, informative activities, and site-related information, can create distinctive experiences that are difficult to obtain elsewhere. Such experiences strengthen tourists' positive perceptions of the destination and consequently increase their willingness to revisit.

H9 was also supported, indicating that tourist engagement mediates the relationship between escapist experiences and revisit intention (path coefficient = 0.161; $p = 0.000$). Destinations that enable visitors to temporarily detach from everyday routines and pressures tend to generate stronger involvement. At Breksi Cliff Park, feelings of freedom from boredom and stress encourage tourists to become more immersed in recreational activities and develop stronger destination attachment, ultimately increasing their likelihood of returning.

H11 was supported as well, confirming the mediating role of tourist engagement between accessibility and revisit intention (path coefficient = 0.121; $p = 0.012$). Convenient transportation, understandable directions, and sufficient supporting facilities facilitate visitor involvement and subsequently strengthen return intentions. In particular, accessible routes, vehicle safety, and secure pedestrian paths within Breksi Cliff Park contribute to favorable perceptions of the overall tourism experience.

The mediation analysis further confirmed the aesthetic pathway, with tourist engagement mediating the relationship between aesthetic experiences and revisit intention (path coefficient = 0.096; $p = 0.022$). Favorable perceptions of Breksi Cliff Park's scenery and atmosphere encourage greater visitor involvement. This finding is consistent with Raihan & Ernawadi (2025), who emphasized that destination landscapes can generate positive tourism experiences, strengthen engagement, and stimulate revisit intention.

Educational experience produced the strongest direct influence on tourist engagement (path coefficient = 0.330; $p = 0.000$). Greater perceived educational value was associated with higher visitor involvement throughout the Breksi Cliff Park experience. Escapist experience also demonstrated a significant positive relationship with engagement (path coefficient = 0.280; $p = 0.000$), indicating that opportunities to temporarily leave everyday routines and participate deeply in destination activities can strengthen emotional involvement. Accessibility likewise showed a significant positive contribution to tourist engagement (path coefficient = 0.210; $p = 0.008$). Greater convenience in reaching the destination, accessing information, and using supporting facilities enables visitors to experience tourism more comfortably, thereby encouraging stronger participation. Meanwhile, aesthetic experience had a positive effect on engagement (path

coefficient = 0.168; $p = 0.012$). Attractive scenery, atmosphere, and visual characteristics can capture tourists' attention and appreciation, resulting in greater involvement with the destination experience.

Furthermore, the analysis demonstrates that Tourist Engagement significantly and positively influences Revisit Intention, as indicated by a path coefficient of 0.575 and a p -value of 0.000. This indicates that stronger tourist participation and involvement during visits to Breksi Cliff Park increase their likelihood of returning. Positive emotions, active participation, and enjoyment of destination activities contribute to favorable attitudes toward the destination, which subsequently strengthen revisit intentions. This result is consistent with Novianti & Ernawadi (2024) who found that positive tourist experiences can encourage visitors to return to the same destination.

In contrast, H4 and H10 were empirically unsupported. Soundscape did not significantly influence Tourist Engagement, reflected by a path coefficient of 0.114 and a p -value of 0.164. Likewise, Tourist Engagement failed to mediate the relationship between soundscape and Revisit Intention, with a path coefficient of 0.065 and a p -value of 0.176. These results suggest that the auditory environment at Breksi Cliff Park has not sufficiently stimulated visitor involvement or intentions to revisit. Tourists appear to place greater importance on visual and educational experiences, opportunities to escape everyday routines, and destination accessibility. Consequently, soundscape remains a less influential experiential attribute than other destination experience dimensions in determining visitor behavior.

Overall, Tourist Engagement functions as an intermediary linking educational, aesthetic, escapist, and accessibility experiences with Revisit Intention. Among the examined factors, educational experiences exert the strongest indirect influence through Tourist Engagement, with a path coefficient of 0.174. This demonstrates that opportunities to acquire knowledge, broaden insights, and better understand the destination are particularly effective in fostering visitor involvement. Escapist experiences represent the second strongest contribution, with a path coefficient of 0.161, indicating that opportunities to temporarily detach from daily pressures can further strengthen engagement. Accessibility and aesthetics also contribute indirectly, although their effects remain comparatively smaller. Accordingly, Breksi Cliff Park management should emphasize educational experiences by improving information regarding the site's history, culture, and distinctive characteristics through informative signage, guided tours, and interactive digital platforms. At the same time, escapist experiences should be strengthened through recreational offerings that provide an alternative to everyday routines, including cultural and artistic performances, nature-oriented activities, and thematic events.

CONCLUSION

This research examines how educational, aesthetic, escapist, soundscape, and accessibility experiences influence revisit intention through tourist engagement among visitors at Breksi Cliff Park. The findings demonstrate that educational, aesthetic, escapist, and accessibility experiences significantly enhance tourist engagement, whereas soundscape does not produce a significant influence. Tourist engagement, in turn, positively contributes to visitors' intention to return. These findings complement Raihan & Ernawadi (2025), particularly their emphasis on psychological factors as mediating mechanisms between experiential dimensions and tourists' behavioral intentions. Among the examined dimensions, education represents the strongest contributor, followed by escapism, aesthetics, and accessibility. This indicates that visitor engagement is strengthened when Breksi Cliff Park delivers informative experiences, provides opportunities to temporarily detach from everyday routines, ensures convenient access, and offers appealing visual environments. Such experiences encourage visitors to participate more actively throughout their visit. The findings further support the "experience economy" theory of Pine & Gilmore (1999), which positions experiential engagement as an important determinant of perceived value, satisfaction, and tourists' willingness to revisit.

Several limitations should be considered in interpreting these findings. The effect of soundscape on tourist behavior appears to vary according to destination characteristics and visitor profiles, meaning that the present results cannot be generalized universally. The study remains specific to Breksi Cliff Park as an educational and cultural tourism site. The insignificant relationship between soundscape and tourist engagement or revisit intention also suggests that auditory conditions are not yet regarded as a major experiential attribute by visitors. Future studies should therefore test the proposed model across destinations with different characteristics to strengthen its external validity. Researchers may also extend the framework by introducing additional mediators, including place attachment, destination image, or other relevant psychological and behavioral constructs, to obtain a broader explanation of tourists' decisions to revisit. Regarding the study's objective of supporting Breksi Cliff Park management in identifying determinants of revisit intention, several practical measures are recommended. First, educational experiences can be strengthened through digital facilities, such as QR codes positioned at strategic points and connected to historical information, videos, audio content, or infographics concerning the destination. Second, escapist experiences can be enhanced through tourism activities that encourage visitors to temporarily disconnect from their daily routines and interact more deeply with the surrounding environment, particularly through outdoor programs. Third, aesthetic quality

should be maintained through integrated landscape management, including environmental cleanliness, vegetation development, routine preservation of rock formations and landmarks, improved landscape lighting, additional safe viewpoints and attractive selfie areas, and sustainable maintenance of public facilities. Fourth, accessibility should be improved by installing clear directional signage, upgrading roads and pedestrian routes, and providing adequate parking spaces. Inclusive facilities should also be developed for elderly individuals, children, and visitors with disabilities to ensure that Breksi Cliff Park can be experienced safely, conveniently, and comfortably by diverse visitor groups.

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APPENDIX

Table 1. Respondent Profile

Categories	Groups	Quantity	
		Frequency	Percentage
Age	17-25 years old	61	50,83%
	26-35 years old	43	35,83%
	>35 years old	16	13,33%
Gender	Male	58	48,33%
	Female	62	51,67%
Domicile	Sleman Regency	63	52,50%
	Outside Sleman Regency	57	47,50%
Jobs	Students	14	11,67%
	University Students	41	34,17%
	Private Employees	48	40,00%
	Civil Servant	15	12,50%
	Others	2	1,67%

Source: Google Form Output (Primary Data, 2026)

Table 2. Loading Factor and Composite Reliability

Questions	Loading Factor	Composite Reliability
Educational (EDU)		.869
My visit to Breksi Cliff Park provided new insights into rock formations	.864	
The activities available encouraged me to find out more about Breksi Cliff Park	.838	
The information presented at Breksi Cliff Park is easy for me to understand	.787	
Aesthetic (EST)		.869
I was impressed by the experience when I saw the beauty of the scenery of Breksi Cliff Park	.826	

I was impressed by the experience of seeing the cool nature preservation of Breksi Cliff Park	.877	
I was impressed by the experience of seeing the unique rock carving reliefs in Breksi Cliff Park	.784	
Escapist (ESC)		.888
I felt free from boredom while I was at Breksi Cliff Park	.848	
I feel free from the stress of being at Breksi Cliff Park	.899	
I felt like I was running away from the routine with a lot of pressure while at Breksi Cliff Park	.808	
Soundscape (SS)		.861
The sound of the wind rustling around Breksi Cliff Park sounded soothing	.763	
The sound of birds chirping in the Breksi Cliff Park area sounds soothing	.967	
Accessibility (ACC)		.894
I got information about the route to the easily accessible Breksi Cliff Park	.884	
I think the road access to Breksi Cliff Park is safe for vehicles to pass through	.870	
I felt the walking path to Breksi Cliff Park	.822	
Tourist Engagement (TE)		.907
I feel like I'm in the Breksi Cliff Park area	.905	
I feel that Breksi Cliff Park is different from other destinations I have visited	.841	
I am interested in the Breksi Cliff Park area	.877	
Revisit Intention (RI)		.872
I intend to revisit Breksi Cliff Park	.850	
I would recommend Breksi Cliff Park	.862	
I will tell you about my experience during my trip to Breksi Cliff Park	.787	

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

Table 3. Fornell-Larcker Criterion

Variable	ACC	EDU	ESC	EST	RI	SS	TE
Accessibility (ACC)	.859						
Educational (EDU)	.072	.830					
Escapist (ESC)	.269	.323	.852				
Aesthetic (EST)	-.011	.641	.095	.830			
Revisit Intention (RI)	.072	.313	.321	.358	.834		
Soundscape (SS)	.256	.260	.110	.155	.208	.871	
Tourist Engagement (TE)	.335	.545	.463	.404	.575	.303	.875

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

Table 4. R-Square

	R-Square	R-Square Adjusted	Interpretation
Revisit Intention (RI)	.330	.325	Moderate
Tourist Engagement (TE)	.467	.444	Moderate

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