

The Effect Of Motivation On Revisit Intention Mediated By Perception And Satisfaction At Pandawa Beach

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Abstract

This study examines the influence of motivation and perception on tourists' Revisit Intention, with satisfaction as a mediating variable, grounded in the Expectation Disconfirmation Theory (EDT). A quantitative approach was employed with 240 respondents, consisting of domestic and international tourists who had visited or were currently visiting Pandawa Beach, selected through accidental sampling. Data were analyzed using Structural Equation Modeling–Partial Least Square (SEM-PLS). The findings reveal that motivation has a direct and significant effect on both satisfaction and Revisit Intention. Perception also contributes to enhancing satisfaction, although its direct impact on Revisit Intention varies across tourist segments. Satisfaction acts as a key mediating factor linking motivation and perception to Revisit Intention. These results enrich the theoretical understanding of tourist behavior and provide practical insights for Pandawa Beach management to improve service quality, comfort, and facilities in order to strengthen tourist satisfaction and encourage repeat visitation.

INTRODUCTION

Bali remains the heart of Indonesia's tourism industry, blending traditional culture, stunning beaches, and genuine hospitality. Following the relaxation of international travel restrictions, Ngurah Rai International Airport recorded a 230% surge in foreign arrivals in 2022 (DetikBali, 2023). Bali In 2023, the island was named the *Best Island Destination* at the *World Leisure Awards*, reaffirming its global tourism reputation (World Leisure Organization, 2023). As one of Indonesia's most visited provinces, Bali offers diverse attractions across its nine regencies, with Badung Regency playing a leading role due to its strong tourism infrastructure and cultural orientation (Bali's Central Bureau of Statistics, 2025).

Within Badung, Pandawa Beach has emerged as a premier destination renowned for its white sand, crystal-clear waters, limestone cliffs, and the iconic statues of the *Panca Pandawa* carved into the cliffs. Tourist arrivals to Pandawa Beach consistently ranked among Bali's top five attractions between 2021 and 2024 (Bali's Central Bureau of Statistics, 2025). Its success illustrates the strong motivational drivers that influence tourist behavior. According to Crompton (2024), motivation represents internal needs that prompt individuals to travel ranging from relaxation and social bonding to novelty seeking. Wahyuningtyas et al., (2024) found that social and fantasy motivations significantly encourage domestic tourists to visit Pandawa Beach, emphasizing the importance of understanding intrinsic travel motivations in shaping destination management strategies.

However, the growing number of tourists does not necessarily equate to a positive overall experience. Negative online reviews on platforms such as *TripAdvisor* and *Google Review* highlight issues related to inadequate sanitation, unfriendly service, and poor price–quality balance, which

can shape unfavorable perceptions. El-Said (2020) argue that perception emerges from the interaction between tourists' expectations and their actual experiences, whereas Swabawa & Meirejeki (2021) revealed that despite an overall "good" experience rating at Pandawa Beach (mean = 3.86), several service attributes still trigger dissatisfaction. Such expectation–reality gaps contribute to negative perceptions and may reduce tourists' revisit intentions. Similarly, Kim et al., (2019) and Suwastawa et al., (2021) found that positive perceptions of service quality and facilities significantly enhance satisfaction and, in turn, behavioral intentions.

Satisfaction thus functions as a crucial psychological bridge linking perception to Revisit Intention. When tourists perceive their experiences as meeting or exceeding expectations, satisfaction rises, leading to stronger loyalty and positive word-of-mouth (Seyfi & Vo-Thanh, 2024). Conversely, unmet expectations may discourage repeat visits. Building on Kotler et al., (2019) model of consumer decision-making, the Revisit Intention is viewed as the final evaluative stage following motivation, perception, and satisfaction formation. Hence, in this study, Revisit Intention refers not only to initial visitation but also to a reinforced behavioral confirmation resulting from prior experience.

Previous research at Pandawa Beach has been limited to direct relationships between variables, overlooking psychological mechanisms that mediate tourists' decision-making processes. For example, Wahyuningtyas et al. (2024) examined only the direct link between motivation and revisit intention, while Dewi et al. (2024) analyzed experiential dimensions descriptively without exploring causal pathways. To address this gap, the present study develops an integrated structural model based on the *Expectation Disconfirmation Theory* (EDT) (Oliver, 1980), positioning perception both as a direct predictor and as a mediator between motivation, satisfaction, and Revisit Intention. This dual-role framework captures the dynamic psychological process underpinning tourist behavior more comprehensively.

Theoretically, this study contributes to the expanding discourse on tourist behavior by clarifying the mediating role of satisfaction within dual influence pathways between perception and Revisit Intention, and between motivation and Revisit Intention. Practically, the findings are expected to assist Pandawa Beach managers and policymakers in developing strategies that enhance not merely the quantity of tourists but also the perceived quality of experiences and satisfaction, fostering sustainable and experience-based tourism development in Bali.

METHODS

This study targets domestic and international tourists who have visited or were visiting Pandawa Beach, Bali, examining the effect of motivation (X1) and perception (X2) on Revisit Intention (Y) with satisfaction (M) as a mediator. The site was chosen because Pandawa Beach is a fast-growing flagship attraction in Badung with consistently high visitation. Preliminary observation and instrument refinement were conducted in Dec 2024–Jan 2025, followed by a focused literature review in Feb 2025 and the main survey over ~20 days in Jul–Aug 2025. Using accidental sampling, 240 respondents were collected (≈ 48 items $\times$ 5 rule), with 130 domestic and 110 international tourists to enable group comparisons. Data were gathered via a Google Form questionnaire on a five-point Likert scale. A pilot test ($n = 30$) ensured clarity and psychometric adequacy; items meeting validity and reliability thresholds were retained (Hair et al., 2021). The final instrument comprised 48 indicators covering motivation, perception, satisfaction, and Revisit Intention.

Data were analyzed using PLS-SEM (SmartPLS 4), testing both direct and indirect effects. Measurement evaluation covered convergent validity (outer loading ≥ 0.70 ; AVE ≥ 0.50 , with

0.50–0.60 acceptable during scale development), discriminant validity (Fornell–Larcker and HTMT ≤ 0.90 with CI not crossing 1.00), and reliability (Composite Reliability and Cronbach's Alpha ≥ 0.70). Structural evaluation included collinearity (VIF ≤ 3.3), R^2 for predictive strength (≈ 0.25 weak, 0.50 moderate, 0.75 substantial), and f^2 effect sizes (≈ 0.02 small, 0.15 medium, 0.35 large). Out-of-sample predictivity was assessed with PLSpredict (RMSE/MAE vs benchmark) and CVPAT for statistical confirmation. Bootstrapping (5,000 sub-samples, two-tailed, $\alpha = 0.05$) provided path coefficients, t-values, and p-values. Mediation was classified as complementary, competitive, or full based on the significance and direction of effects. MICOM was performed to establish measurement invariance prior to Multi-Group Analysis (MGA) comparing domestic vs international tourists; differences were deemed significant at $p < 0.05$ (bias-corrected intervals) (Ogbeibu et al., 2021).

RESULTS AND DISCUSSION

Characteristics of Respondents

This study was conducted at Pandawa Beach, Badung Regency, Bali, involving 240 respondents 130 domestic and 110 international tourists selected through accidental sampling to represent diverse tourist profiles. The overall gender composition shows a slight predominance of females (53.8%), with domestic tourists mostly female (62.3%) and international tourists mostly male (56.4%). Age distribution across both groups is relatively similar, dominated by the 18–30-year segment (around 44%), followed by 31–40 years (28%), 41–50 years (18%), and above 50 years (10%), indicating that young adults are the main demographic visiting Pandawa Beach. Most respondents work as private-sector employees (about 47%), followed by students, entrepreneurs, and a smaller proportion of civil servants, suggesting that the destination appeals strongly to the productive and educated segments. A clear contrast appears in income, where domestic tourists are concentrated in the Rp 2–10 million range, while 95.5% of international tourists earn above Rp 10 million monthly, reflecting higher purchasing power among foreign tourists. In terms of visit frequency, domestic tourists are dominated by repeat tourists (67.7%), while international tourists are mostly first-time tourists (61.8%). Overall, the profile indicates that Pandawa Beach attracts a youthful, economically active audience with different spending capacities, where domestic tourists form a loyal returning base, and international tourists represent a high-value segment crucial for the destination's sustainability.

Measurement Model (Outer Model)

Convergent Validity

Convergent validity aims to confirm that each indicator reliably represents its construct, evaluated through outer loading and Average Variance Extracted (AVE). Indicators are considered valid if their outer loading ≥ 0.70 and AVE ≥ 0.50 . Initial testing identified ten indicators (KB1, MW2_4, MW2_6, MW4_1, MW4_3, PW2_6, PW3_3, PW3_4, PW4_2, PW4_4) with loadings below 0.70, which were removed to improve model quality. The revised results are presented in Table 1.

Table 1. Final Outer Loading Results

Construct	Indicators	Loading Range	AVE	Interpretation
Tourist Satisfaction	KW1–KW3	0.835–0.885	0.743	All valid and strong
	KB2–KB4	0.796–0.853	0.674	All valid and

Intention				consistent
Tourist Motivation	MW1–MW5 (selected items)	0.702–0.781	0.552	Moderate–strong, valid
Tourist Perception	PW1–PW4 (selected items)	0.715–0.795	0.563	Stable and acceptable

Source: Processed primary data (2025)

All retained indicators meet the minimum loading and AVE criteria, indicating good convergent validity. Constructs such as Tourist Satisfaction and Revisit Intention demonstrate particularly strong and consistent indicator performance, while Motivation and Perception also show acceptable convergence with slightly varied strengths. Overall, the final measurement model fulfills the reliability and validity requirements (Composite Reliability and Cronbach's Alpha ≥ 0.70), confirming that all remaining indicators accurately reflect their respective constructs.

Discriminant Validity and Average Variance Extracted ($\sqrt{\text{AVE}}$)

The evaluation of discriminant validity and convergent validity was conducted using $\sqrt{\text{AVE}}$, Fornell–Larcker criterion, and HTMT values. Results indicate that all constructs meet the minimum validity thresholds ($\sqrt{\text{AVE}} \geq 0.50$ and $\text{HTMT} \leq 0.90$), confirming that each variable is empirically distinct and well-measured. The combined results are summarized in Table 2 below.

Table 2. Summary of Discriminant Validity Results

Construct Relationship	$\sqrt{\text{AVE}}$ Range	Highest Correlation	HTMT Range
Tourist Satisfaction	0.743–0.862	0.722 (Perception)	0.737–0.882
Revisit Intention	0.674–0.821	0.644 (Motivation)	0.635–0.833
Tourist Motivation	0.552–0.743	0.770 (Satisfaction)	0.731–0.914
Tourist Perception	0.563–0.750	0.759 (Motivation)	0.544–0.852

Source: Processed primary data (2025)

All constructs demonstrate satisfactory levels of convergent and discriminant validity. The $\sqrt{\text{AVE}}$ values exceed 0.50, indicating that each construct explains more than half of its indicators' variance (Ogbeibu et al., 2021). The diagonal $\sqrt{\text{AVE}}$ values in the Fornell–Larcker test remain higher than inter-construct correlations, except for the Motivation–Perception pair, which shows a slightly stronger relationship but remains within acceptable limits. HTMT ratios (0.544–0.914) confirm that no construct exceeds the critical value of 0.90, ensuring that each variable Motivation, Perception, Satisfaction, and Revisit Intention is empirically distinct. Overall, the measurement model fulfills the requirements for reliability, convergent validity, and discriminant validity, supporting the robustness of the research framework.

Structural Model (Inner Model)

Model Predictive Power

The structural model's predictive ability was evaluated using the R-square (R^2), effect size (F^2), and predictive relevance tests (PLSPredict & CVPAT). The R^2 value represents the proportion of variance in endogenous constructs explained by their predictors, while F^2 indicates the magnitude of each predictor's effect (Hair et al., 2021). The PLSPredict and CVPAT analyses further test the model's out-of-sample prediction strength compared to a linear benchmark. The results are summarized in Table 3.

Table 3. Summary of Model Predictive Results

Construct	R^2	F^2	(Effect	Q^2	RMSE	Model	Interpretation
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	(Adj.)	Size)	Predict		Loss (PLS vs LM)	
Tourist Satisfaction	0.635	0.321 (Motivation → strong), 0.124 (Perception → small)	0.591	0.649	0.710 vs 0.787 (p < 0.001)	High predictive relevance; strong influence from Motivation
Revisit Intention	0.454	0.064 (Satisfaction → small), 0.077 (Motivation → small), 0.003 (Perception → negligible)	0.398	0.808	0.559 vs 0.599 (p = 0.002)	Moderate predictive power; Satisfaction key mediator
Tourist Perception	0.574	1.355 (Motivation → large)	0.571	0.661	0.649 vs 0.707 (p < 0.001)	Strongly predicted by Motivation; stable and consistent

Source: Processed primary data (2025)

The R^2 values indicate moderate to substantial explanatory power, with Tourist Satisfaction ($R^2 = 0.638$) being the best explained construct, followed by Tourist Perception (0.575) and Revisit Intention (0.460). The small gap between R^2 and adjusted R^2 (<0.01) confirms model stability and consistency across predictors. In terms of effect size (F^2), Motivation exerts the largest impact, particularly on Perception ($F^2 = 1.355$, large) and Satisfaction ($F^2 = 0.321$, medium). Meanwhile, Satisfaction has a smaller yet meaningful role in influencing Revisit Intention ($F^2 = 0.064$). The overall model structure shows that Motivation indirectly drives the decision to visit through its effects on Perception and Satisfaction.

Predictive performance tests further confirm the model's robustness. All constructs have $Q^2 > 0$, demonstrating good predictive relevance. The PLS-Predict results show low RMSE and MAE values, while CVPAT comparisons reveal that the PLS-SEM model consistently outperforms the linear benchmark ($p < 0.05$ across all constructs). The average PLS loss (0.644) is lower than the LM loss (0.703), indicating that the model not only fits the existing data well but also predicts new data with strong accuracy.

Overall, the structural model reliable explanatory strength, balanced predictive power, and robust out-of-sample performance, confirming that the relationships among Motivation, Perception, Satisfaction, and Revisit Intention are both statistically valid and practically meaningful within the context of tourist behavior at Pandawa Beach, Bali.

Hypothesis Testing Results

The absence of collinearity issues ($VIF < 3.3$) and moderate R^2 values indicate that the structural model is suitable for hypothesis testing. The path coefficients were examined using a two-tailed bootstrapping procedure (5,000 subsamples, $\alpha = 0.05$) to determine the magnitude and significance of relationships among constructs. A hypothesis is accepted if $t\text{-statistic} > 1.96$ or

$p < 0.05$. The summarized results of both direct and indirect effects are presented in Table 4.

Table 4. Summary of Hypothesis Testing (Direct and Indirect Effects)

Path	Type	Coefficient (β)	t-value	p-value	Result	Mediation Type
Motivation → Revisit Intention	Direct	0.360	3.909	0.000	Accepted	
Motivation → Tourist Satisfaction	Direct	0.523	8.623	0.000	Accepted	
Tourist Satisfaction → Revisit Intention	Direct	0.310	4.015	0.000	Accepted	
Motivation → Tourist Perception	Direct	0.759	24.239	0.000	Accepted	
Tourist Perception → Revisit Intention	Direct	0.060	0.830	0.407	Rejected	
Tourist Perception → Tourist Satisfaction	Direct	0.325	4.894	0.000	Accepted	
Motivation → Satisfaction → Revisit Intention	Indirect	0.162	3.646	0.000	Accepted	Partial
Perception → Satisfaction → Revisit Intention	Indirect	0.101	2.943	0.003	Accepted	Full
Motivation → Perception → Satisfaction → Revisit Intention	Indirect	0.076	2.890	0.004	Accepted	Partial

Source: Processed primary data (2025)

The results confirm that Motivation serves as the key driver within the model, exerting significant direct effects on Perception ($\beta = 0.759$), Satisfaction ($\beta = 0.523$), and Revisit Intention ($\beta = 0.360$). Tourist Satisfaction also has a notable direct impact on Revisit Intention ($\beta = 0.310$), reinforcing its mediating role between cognitive and behavioral factors. Conversely, Perception does not directly influence Revisit Intention ($p = 0.407$), suggesting its effect occurs indirectly through Satisfaction.

Mediation analysis further clarifies these relationships. The indirect path Motivation →

Satisfaction → Revisit Intention shows partial mediation (VAF = 31%), meaning that Satisfaction strengthens but does not replace the direct influence of Motivation. The path Perception → Satisfaction → Revisit Intention reveals full mediation (VAF = 63%), indicating that Perception affects decisions solely through increased Satisfaction. The serial path Motivation → Perception → Satisfaction → Revisit Intention displays partial mediation (VAF = 17%), demonstrating a cognitive–affective sequence where Motivation shapes Perception, which enhances Satisfaction, leading to stronger behavioral decisions.

Overall, the findings highlight Motivation and Satisfaction as dominant determinants of tourists' Revisit Intention at Pandawa Beach, while Perception acts as a crucial intermediary channel. The model supports the Expectation Disconfirmation Theory (EDT), emphasizing that tourists' motivations and perceived experiences ultimately drive satisfaction, which becomes the primary psychological bridge influencing behavioral intentions and revisit decisions.

Measurement Invariance of Composite Models (MICOM)

The Measurement Invariance of Composite Models (MICOM) test was performed to ensure that the measurement instrument functioned equivalently across both respondent groups domestic and international tourists. This step is essential before conducting multi-group analysis (MGA) to confirm that any observed differences between groups reflect actual variations in relationships, not measurement bias. Following Hair et al., (2021) the MICOM procedure involves three stages: (1) configural invariance, (2) compositional invariance, and (3) equality of means and variances.

Table 5. Summary of MICOM Results

Construct	Compositional Invariance (p)	Equal Means (p)	Equal Variances (p)	Interpretation
Tourist Satisfaction	0.262	0.148	0.879	Invariant
Revisit Intention	0.666	0.290	0.356	Invariant
Tourist Motivation	0.635	0.472	0.948	Invariant
Tourist Perception	0.132	0.084	0.740	Invariant

Source: Processed primary data (2025)

All constructs recorded permutation p-values above 0.05 across the three MICOM stages, confirming that compositional, mean, and variance equivalence were achieved between domestic and international tourist groups. Specifically, the compositional correlations were nearly perfect (0.998–1.000), indicating that the latent construct composition is identical across both groups. Likewise, the absence of significant differences in mean and variance demonstrates that respondents from both groups interpreted and responded to measurement items consistently.

Thus, the model fulfills full measurement invariance, meaning it is statistically valid to compare structural relationships between groups. This result ensures that any observed variations in the subsequent Multi-Group Analysis (MGA) truly reflect behavioral differences between domestic and international tourists at Pandawa Beach, rather than artifacts of measurement inconsistency.

Multi-Group Analysis (MGA)

Following the MICOM results confirming full measurement invariance, a Multi-Group Analysis (MGA) was conducted to assess whether structural relationships differ significantly between domestic and international tourists. The test employed both Permutation (two-tailed, 5,000 permutations) and Bootstrap MGA (one-tailed) approaches for robustness.

Table 6. Summary of Multi-Group Analysis (MGA) Results

Relationship	β Domestic	β International	$\Delta\beta$	p (Permutation)	p (Bootstrap)	Difference
Tourist Satisfaction → Revisit Intention	0.355	0.302	0.053	0.752	0.735	ns
Motivation → Tourist Satisfaction	0.498	0.566	-0.068	0.568	0.560	ns
Motivation → Revisit Intention	0.488	0.204	0.284	0.155	0.103	ns (near sig)
Motivation → Tourist Perception	0.756	0.770	-0.013	0.837	0.801	ns
Perception → Tourist Satisfaction	0.357	0.274	0.084	0.530	0.515	ns
Perception → Revisit Intention	-0.135	0.289	-0.424	0.005	0.004	Significant

Source: Processed primary data (2025)

The MGA results indicate that almost all relationships between constructs are statistically similar for both groups ($p \geq 0.155$), confirming consistent structural patterns across domestic and international tourists. However, one path differs significantly: Tourist Perception → Revisit Intention ($\Delta\beta = -0.424$, $p < 0.01$). For international tourists, perception plays a stronger and more direct role in driving the Revisit Intention ($\beta = 0.289$), implying that on-site quality cues such as cleanliness, clear signage (especially multilingual), accessibility, and staff presence directly shape their behavioral intentions. These tourists tend to rely on real-time experiences due to limited prior information and higher perceived risk.

Conversely, domestic tourists show a non-significant and negative direct relationship ($\beta = -0.135$), suggesting that their decisions are formed primarily through overall satisfaction rather than momentary perceptions. Their familiarity with the destination and social references diminishes the immediate effect of on-site impressions. Additional analysis of indirect paths (H7–H9) shows no significant group differences ($p > 0.50$), indicating that the mediating role of satisfaction in channeling the effects of motivation and perception toward Revisit Intention is consistent across both groups.

In summary, while the structural mechanism is largely similar between domestic and international tourists, perception acts as a direct behavioral trigger only for international tourists, highlighting the need for destination managers to maintain visible quality cues and service clarity to sustain positive on-site impressions among global tourist.

DISCUSSION

The Effect of Motivation on Revisit Intention

The hypothesis stating that motivation has a positive and significant effect on Revisit Intention is accepted ($\beta = 0.360$; $t = 3.909$; $p = 0.000$). This result indicates that stronger pre-visit motives such as relaxation, exploration, or cultural curiosity directly increase tourists' likelihood of visiting Pandawa Beach. This finding aligns with the Expectation–Disconfirmation Theory (EDT) (Oliver, 1980), which views motivation as the foundation of expectation formation and subsequent behavioral intention. Supporting studies by (Crompton, (2024) and Wahyuningtyas et al., (2024) emphasize motivation as a key predictor of destination choice and repeat visits. Practically, destination marketers should design pre-visit messages that highlight relaxation, cultural value, and safety for domestic tourists, while emphasizing authenticity and natural beauty for international tourists to convert motivation into actual visitation.

The Effect of Motivation on Tourist Satisfaction

The hypothesis that motivation has a positive and significant effect on tourist satisfaction is accepted ($\beta = 0.523$; $t = 8.623$; $p = 0.000$), meaning that stronger motivational drivers before the visit lead to greater satisfaction during the trip. This supports the Expectation–Disconfirmation Theory (Oliver, 1980), suggesting that satisfaction occurs when real experiences meet or surpass motivational expectations. Similar results were found by Salim et al., (2024) and Rasoolimanesh et al., (2021) in cultural tourism contexts, while Hin et al., (2024) and (Douglas et al., (2024) highlighted intrinsic motivation as a strong determinant of satisfaction in heritage destinations. Managerially, promoting elements that align with travelers' motives such as cultural immersion, relaxation, and safety can strengthen satisfaction and emotional connection to the destination.

The Effect of Tourist Satisfaction on Revisit Intention

The hypothesis that tourist satisfaction positively and significantly affects Revisit Intention is accepted ($\beta = 0.310$; $t = 4.015$; $p = 0.000$), confirming that satisfied tourists are more likely to revisit or recommend Pandawa Beach. This aligns with Expectation–Disconfirmation Theory (Oliver, 1980), where satisfaction from positive experiences fosters behavioral intention and loyalty. Several studies also affirm satisfaction as a strong predictor of revisit intention (Douglas et al., 2024; Hin et al., 2024; Salim et al., 2024), while Rasoolimanesh et al., (2021) notes it as a key mediator between experience and decision-making. In practice, ensuring high satisfaction through consistent service quality, environmental cleanliness, and value-driven experiences can increase repeat visits and enhance the destination's competitive position in Bali's tourism sector.

The Effect of Motivation on Tourist Perception

The hypothesis stating that motivation has a positive and significant effect on tourist perception is accepted ($\beta = 0.759$; $t = 24.239$; $p = 0.000$), indicating that stronger pre-visit motivation such as the desire for relaxation, safety, and cultural exploration leads to more favorable perceptions of facilities, services, and the environment at Pandawa Beach. This finding aligns with the Expectation–Disconfirmation Theory (EDT), which posits that motivation shapes tourists' initial expectations, and when these expectations are met through on-site

experiences, their perceptions become more positive. Empirical evidence from Conti et al., (2023) supports this linkage, showing that travel motivation strongly influences how tourists evaluate destination attributes such as security, natural beauty, and cultural richness. Similarly, Pereira et al., (2019) emphasized that high motivation enhances perception only when destination conditions align with tourists' pre-visit expectations. From a managerial perspective, this underscores the importance of ensuring consistency between promotional narratives and the actual experience by maintaining safety, cleanliness, and cultural authenticity so that tourists' pre-visit motives translate into positive perceptions during their stay.

The Effect of Tourist Perception on Revisit Intention

The hypothesis proposing that tourist perception positively affects Revisit Intention is not supported ($\beta = 0.060$; $t = 0.830$; $p = 0.407$), indicating that perception alone does not directly influence tourists' decisions to visit or revisit Pandawa Beach. This suggests that while perception covering aspects such as cleanliness, facility quality, and service responsiveness contributes to overall evaluation, its impact on behavioral intention is mediated by satisfaction rather than exerting a direct effect. This finding is consistent with the Expectation–Disconfirmation Theory (EDT), which places perception as an antecedent of satisfaction rather than an immediate determinant of decision-making. Similar mixed results are observed in prior studies: Jiang et al., (2022) found direct effects of perception on visiting intention, while Polas et al., (2022) noted that perceived risk or inconsistency in service quality can weaken this relationship. Practically, this indicates that enhancing tourists' perceptions through better cleanliness, informative signage, and staff presence should be aligned with strategies to elevate satisfaction, ensuring that positive perceptions ultimately translate into Revisit Intention through emotional fulfillment and overall experience quality.

The Effect of Tourist Perception on Tourist Satisfaction

The hypothesis stating that tourist perception has a positive and significant effect on tourist satisfaction is accepted ($\beta = 0.325$; $t = 4.894$; $p = 0.000$), confirming that favorable perceptions of cleanliness, facilities, information clarity, and service responsiveness lead to higher satisfaction among tourists at Pandawa Beach. This aligns with the Expectation–Disconfirmation Theory (EDT), where satisfaction arises from the confirmation of positive perceptions formed during the service experience. Empirical studies by Bhuiyan et al., (2021) also found that perceptions of destination quality significantly enhance satisfaction, while Polas et al., (2022) highlighted that negative perceptions such as poor maintenance or unclear communication may reduce satisfaction levels. Furthermore, Stienmetz et al., (2021) emphasized that tourists' cognitive and affective evaluations of destination attributes jointly shape their satisfaction outcomes. In practice, this finding underscores the importance of maintaining visible service quality especially in cleanliness, staff responsiveness, and information accessibility as these tangible and cognitive elements directly strengthen satisfaction across both domestic and international tourist segments.

The Mediating Effect of Tourist Satisfaction between Motivation and Revisit Intention

The analysis reveals that tourist satisfaction significantly mediates the relationship between motivation and Revisit Intention ($\beta_{\text{indirect}} = 0.162$; $t = 3.646$; $p = 0.000$), confirming partial mediation with a Variance Accounted For (VAF) of 31%. This means that part of the influence of motivation on Revisit Intention occurs indirectly through satisfaction, indicating that motivational factors such as the desire for relaxation, cultural learning, and safety first shape positive experiences that generate satisfaction, which in turn strengthens the decision to visit or

revisit. This finding supports the Expectation–Disconfirmation Theory (Oliver, 1980), where initial expectations formed by motivation are confirmed through satisfying experiences that reinforce behavioral intentions. Similar mediation patterns were found by Hin et al., (2024) , who demonstrated that satisfaction acts as a bridge between tourists’ motivations and loyalty behaviors. Practically, this underscores the necessity for destination managers to design experiences that align with pre-visit motives, ensuring that motivational appeals in promotions translate into satisfying on-site experiences that foster revisit intentions.

The Mediating Effect of Tourist Satisfaction between Perception and Revisit Intention

The results show that tourist satisfaction fully mediates the relationship between perception and Revisit Intention ($\beta_{\text{indirect}} = 0.101$; $t = 2.943$; $p = 0.003$), with a VAF value of 63%, indicating that tourists’ decisions are primarily influenced by their satisfaction derived from positive perceptions rather than perception alone. In other words, when tourists perceive high quality in cleanliness, service, and facilities, this perception enhances satisfaction, which then drives their visiting or re Revisit Intention. This aligns with the Expectation–Disconfirmation Theory (EDT), where performance perception forms the basis of satisfaction, and satisfaction subsequently shapes post-visit behavioral intentions. Supporting evidence from Bhuiyan et al., (2021) and Rajab, (2020) confirms that perception affects loyalty and revisit behavior mainly through satisfaction rather than direct influence. Practically, this finding suggests that improving tourists’ perceived experience such as visible cleanliness, reliable information, and courteous service will only translate into behavioral commitment if it results in emotional fulfillment and satisfaction, emphasizing the role of satisfaction as the key psychological pathway linking perception to Revisit Intention.

The Mediating Effect of Perception and Satisfaction between Motivation and Revisit Intention

The analysis confirms a significant serial mediation effect of perception and satisfaction in the relationship between motivation and Revisit Intention ($\beta_{\text{indirect}} = 0.076$; $t = 2.890$; $p = 0.004$), with a VAF of 17%, indicating partial mediation. This suggests that tourists’ pre-visit motivations such as relaxation, cultural exploration, and seeking safety enhance their perceptions of destination quality, which subsequently increases satisfaction and ultimately leads to the decision to visit or revisit. This mechanism reflects a cognitive–affective sequence consistent with the Expectation–Disconfirmation Theory (Oliver, 1980), in which motivation shapes initial expectations, perceptions translate those expectations into evaluations of performance, and satisfaction serves as the affective confirmation that drives behavioral intention. Similar findings were reported by Su et al., (2020) and Chandra et al., (2023) who emphasized that motivation exerts both direct and indirect effects on behavioral outcomes through experiential and emotional pathways. In managerial terms, this result highlights the importance of ensuring that motivational appeals are consistently supported by tangible on-site performance such as service reliability, cultural authenticity, and environmental quality so that the motivational drive effectively cascades through perception and satisfaction to strengthen tourists’ final Revisit Intention.

CONCLUSION

Conclusion

This study investigated the influence of tourist motivation, perception, and satisfaction on Revisit Intention at Pantai Pandawa, Bali, using a Structural Equation Modeling (SEM-PLS) approach with 5,000 bootstrap subsamples. The results confirm that tourist motivation significantly enhances both perception and satisfaction, and ultimately increases the likelihood of

Revisit Intention. Satisfaction also mediates the effects of motivation and perception on behavioral outcomes, functioning as a key emotional bridge between cognitive evaluations and decision-making. Meanwhile, perception though not directly affecting Revisit Intention in the aggregate model exerts a strong indirect influence through satisfaction, particularly among domestic tourists. Multi-Group Analysis (MGA) further reveals that while most relationships are consistent across segments, the path from perception to Revisit Intention differs significantly: it is stronger among international tourists, who rely more heavily on on-site cues such as cleanliness, signage, and service consistency. Overall, this research contributes to the theoretical enrichment of the Expectation–Disconfirmation Theory (EDT) by validating its sequential process motivation → perception → satisfaction → decision within the context of sustainable coastal tourism. The findings highlight the psychological and behavioral mechanisms that underpin tourist decisions, emphasizing that fulfilling pre-visit expectations through perceived quality and satisfaction is essential to sustaining revisit intentions and destination competitiveness.

Suggestions and Recommendations

Based on the findings, several practical and theoretical recommendations can be proposed. For destination managers and policymakers, enhancing tourist satisfaction should remain the central strategy to reinforce Revisit Intention. This can be achieved by aligning promotional messages with authentic on-site experiences that reflect tourists' primary motivations such as cultural discovery, relaxation, and safety. Tangible improvements in cleanliness, accessibility, interpretive signage, and staff responsiveness are particularly crucial for international tourists, whose decisions are strongly shaped by real-time perceptions. For domestic visitors, satisfaction-driven programs such as loyalty packages, value-for-money offers, and community-based storytelling can further deepen emotional engagement and stimulate repeat visits. Academically, future research should extend this framework by incorporating variables like trust, memorable tourism experience (MTE), and destination image to explore the broader psychological antecedents of sustainable visiting behavior. Comparative or longitudinal studies across different types of destinations such as heritage sites or eco-villages are also recommended to generalize the causal pathways of motivation, perception, satisfaction, and decision-making. Collectively, these insights provide both theoretical reinforcement for the EDT framework and practical guidance for building resilient and visitor-centered destination strategies in Bali and beyond.

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