

The Role Of Memorable Tourism Experience, Destination Image, And Perceived Value On Revisit Intention At Uluwatu Temple

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Abstract

This study investigates the influence of Memorable Tourism Experience (MTE) and Destination Image on Revisit Intention, with Perceived Value as a mediating variable, at Pura Luhur Uluwatu, Badung Regency, Bali. A mixed-method design combining quantitative and qualitative approaches was employed. The quantitative analysis was based on a survey of 315 domestic tourists who had previously visited Uluwatu, selected through accidental sampling, and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The qualitative approach involved in-depth interviews with destination managers, tourism stakeholders, tour guides, and tourists to strengthen the interpretation of results. Findings reveal that both MTE and Destination Image significantly influence Perceived Value and directly affect Revisit Intention. Moreover, Perceived Value mediates these relationships. Theoretically, the results validate the Expectation–Disconfirmation Theory and Theory of Planned Behavior in explaining behavioral intention. Practically, the study suggests strategies to enhance experience quality, strengthen cultural image, and balance perceived benefits to sustain Uluwatu’s tourism competitiveness.

INTRODUCTION

Tourism has evolved into one of the most dynamic and resilient sectors driving global economic growth, job creation, and cultural preservation (Gunawan et al., 2024). Beyond its economic contribution to national GDP, tourism plays a vital role in fostering intercultural understanding and community development. In Indonesia, Bali stands as the country’s premier tourism destination, known worldwide for its harmonious blend of natural beauty, cultural authenticity, and spiritual depth (Nuruddin et al., 2020). Among its many attractions, Pura Luhur Uluwatu in Badung Regency is recognized as an iconic cultural landmark situated atop majestic sea cliffs overlooking the Indian Ocean (Muliawati et al., 2023). Its unique combination of sacred temple architecture, panoramic seascape views, and the world-famous *Kecak* dance performance make it one of the most frequently visited destinations on the island.

Despite its enduring appeal, Uluwatu’s visitation patterns over the past decade reveal fluctuating trends. While total arrivals rose sharply from 155,055 in 2021 to 1,777,416 in 2024 following the post-pandemic recovery, the figures remain below the pre-pandemic peak of 2.47 million visitors recorded in 2018 (Statistics Indonesia Bali Province, 2025). This fluctuation indicates that physical attraction alone is insufficient to guarantee consistent tourist loyalty. Visitor reviews frequently highlight challenges such as long queues, inadequate sanitation, limited parking space, and the perception that ticket prices are not commensurate with the services provided. These recurring issues suggest a potential gap between tourist expectations and actual experiences,

which in turn may weaken revisit intention a critical measure of sustainable destination performance (Pratistita et al., 2022) .

In tourism literature, researchers have emphasized that Memorable Tourism Experience (MTE), Destination Image, and Perceived Value collectively shape post-visit behavior (Maharaniputri et al., 2021). MTE reflects the affective and cognitive aspects that transform an ordinary trip into a meaningful and enduring experience (Sari & Burhanudin, 2023). Destination Image, comprising cognitive and affective perceptions, determines how tourists evaluate a place before and after visiting (Wibisono & Arifiansyah, 2024). Meanwhile, Perceived Value represents tourists' overall evaluation of the trade-off between what they give (cost, time, effort) and what they receive (benefits, emotions, prestige) (Kazmi & Fatima, 2024). These three constructs are widely recognized as key determinants of satisfaction and loyalty, influencing whether visitors return or recommend the destination to others (Usman et al., 2022).

The theoretical underpinnings of this study draw on the Theory of Planned Behavior (TPB) Riyanto et al., (2021) and Expectation–Disconfirmation Theory (EDT) (Oliver, 1980). TPB posits that behavioral intention such as the intention to revisit is formed through attitudes, subjective norms, and perceived behavioral control. In a tourism context, MTE strengthens positive attitudes, destination image shapes social norms through shared perceptions, and perceived value influences perceived control by determining whether the experience is “worth repeating.” EDT, on the other hand, explains how satisfaction and future behavioral intentions are derived from the congruence between expectations and actual experiences (Sharma et al., 2022). When perceived value exceeds prior expectations, tourists are more likely to express loyalty and revisit intention (Salim et al., 2024). Given these considerations, the present study focuses on domestic leisure tourists who visit Pura Luhur Uluwatu for cultural and recreational purposes. Specifically, it aims to analyze (1) the direct effects of Memorable Tourism Experience and Destination Image on Revisit Intention; (2) their indirect effects through Perceived Value; and (3) the mediating role of Perceived Value in linking experience and image with loyalty outcomes.

By integrating MTE, Destination Image, and Perceived Value within the frameworks of TPB and EDT, this research provides both theoretical and managerial contributions. Theoretically, it advances understanding of post-visit loyalty formation in cultural tourism settings. Practically, it offers strategic insights for destination managers to enhance the quality of tourist experiences, reinforce the authenticity and sustainability of Uluwatu's cultural identity, and ensure that perceived benefits remain proportional to visitors' investment thus fostering long-term competitiveness and sustainable growth of Bali's heritage-based tourism.

METHODS

This study employed an explanatory sequential mixed-methods design at Pura Luhur Uluwatu, Badung, Bali (February–July 2025). The quantitative phase surveyed 315 domestic leisure tourists who had previously visited Uluwatu (≥ 18 years; accidental sampling). A structured questionnaire measured Memorable Tourism Experience, Destination Image, Perceived Value, and Revisit Intention using 5-point Likert scales adapted from established sources. A pilot ($n = 30$) confirmed construct reliability (Cronbach's α and composite reliability > 0.70) and validity (outer loadings ≥ 0.60 ; AVE ≥ 0.50 ; discriminant validity by Fornell–Larcker/cross-loadings). Data were analyzed with PLS-SEM (SmartPLS) to estimate the measurement and structural models, reporting path coefficients, R^2 , Q^2 (predictive relevance), and model fit diagnostics. Significance was assessed via bootstrapping (5,000 resamples). Common method bias was examined with collinearity statistics (VIF < 3 –5 threshold) (Hair et al., 2021).

The qualitative phase purposively sampled information-rich participants destination managers, frontline staff, and selected domestic tourists to explain and elaborate the quantitative results. In-depth, semi-structured interviews continued to theoretical saturation (≈ 5 –25 interviews as guidance), exploring experience cues, image formation, value assessments, and reasons underpinning (non)revisit intentions. Interviews were transcribed and thematically analyzed through iterative coding, constant comparison, and memoing to refine categories and integrate them with the model's pathways (MTE $\rightarrow$ Perceived Value $\rightarrow$ Revisit Intention; Destination Image $\rightarrow$ Perceived Value/Intention) (Moleong, 2017). Ethical protocols included informed consent, anonymity, and voluntary participation. The mixed-methods integration occurred at the interpretation stage, where qualitative insights were triangulated with PLS-SEM findings to yield actionable implications for experience design, image strengthening, and value calibration.

RESULTS AND DISCUSSION

Characteristics of Respondents

This study involved 315 domestic tourists who participated voluntarily and were selected through accidental sampling at Pura Luhur Uluwatu. The majority of respondents were female (54.6%), while male participants made up 45.4%, indicating that women tend to be more engaged in planning trips and making travel decisions. In terms of age, most respondents were within the 41–50-year-old group (42.9%), followed by 31–40 years (26.3%), over 50 years (20%), and 18–30 years (10.8%). This distribution suggests that Uluwatu attracts predominantly mature travelers who have stable incomes and an interest in cultural and scenic experiences.

Regarding educational background, the largest proportion of respondents were senior high school graduates (45.1%), followed by bachelor's degree holders (28.9%), diploma graduates (18.4%), and postgraduates (7.6%). These results show that visitors to Pura Luhur Uluwatu generally possess good educational awareness, are financially independent, and travel not only for leisure but also to gain enriching cultural and emotional experiences.

Measurement Model (Outer Model)

Convergent Validity

Before presenting the data, it is important to clarify that convergent validity measures how well each indicator represents its corresponding latent construct. According to Ghazali, (2018), an indicator is considered valid if its outer loading value exceeds 0.70, while values between 0.50–0.60 are still acceptable in exploratory research. All indicators in this study meet the required threshold for convergent validity. The summarized results are presented in Table 1.

Table 1. Summary of Outer Loading Results

Variable	Highest Loading	Lowest Loading	Range	Interpretation
Destination Image	0.782 (DI2.2)	0.706 (DI1.5)	0.706–0.782	All indicators valid
Memorable Tourism Experience	0.780 (MTE3.3)	0.700 (MTE4.3)	0.700–0.780	All indicators valid
Perceived Value	0.763 (PEV2.2; PEV4.1)	0.700 (PEV4.3)	0.700–0.763	All indicators valid
Revisit Intention	0.799 (REV1.1)	0.708 (REV1.2)	0.708–0.799	All indicators valid

Source: Processed primary data (2025)

The results confirm that all constructs in the model satisfy the convergent validity requirement, with outer loading values ranging from 0.700 to 0.799, exceeding the acceptable minimum threshold. The indicator DI2.2 (Destination Image) shows the strongest contribution (0.782), while MTE4.3 (Memorable Tourism Experience) records the lowest acceptable value (0.700). Likewise, PEV2.2 and PEV4.1 represent Perceived Value most effectively (0.763), and REV1.1 is the dominant indicator for Revisit Intention (0.799). Furthermore, all constructs have Average Variance Extracted (AVE) values above 0.50, confirming that each latent variable sufficiently explains more than half of the variance of its observed indicators. Therefore, the measurement model is deemed valid, reliable, and appropriate for structural model testing.

Discriminant Validity

To ensure that each latent construct in the model is distinct from others, discriminant validity was tested using both the Average Variance Extracted ($\sqrt{\text{AVE}}$) and the Fornell–Larcker criterion. According to Hair et al., (2021) a model achieves good discriminant validity when the square root of AVE for each construct is higher than its correlations with other constructs.

Table 2. Summary Of Discriminant Validity Test

Variable	AVE	$\sqrt{\text{AVE}}$	Destination Image	Memorable Tourism Experience	Perceived Value	Revisit Intention
Destination Image	0.531	0.729	0.729	0.573	0.657	0.622
Memorable Tourism Experience	0.532	0.729	0.573	0.729	0.647	0.620
Perceived Value	0.527	0.726	0.657	0.647	0.726	0.679
Revisit Intention	0.570	0.755	0.622	0.620	0.679	0.755

Source: Processed primary data (2025)

The results in Table 2 show that all constructs have AVE values greater than 0.50, confirming strong convergent validity, while the $\sqrt{\text{AVE}}$ values (0.726–0.755) are higher than their inter-construct correlations. This indicates that each construct Memorable Tourism Experience, Destination Image, Perceived Value, and Revisit Intention measures a unique dimension within the research model. Therefore, the measurement model successfully meets the discriminant validity requirement and is considered robust for subsequent structural analysis.

Composite Reliability

To evaluate the accuracy, internal consistency, and reliability of the measurement model, the Composite Reliability (CR) and Cronbach's Alpha values were analyzed for each construct using SmartPLS 3.0. According to Ghozali (2018) a construct is considered reliable if both CR and Cronbach's Alpha values exceed 0.70, indicating that the indicators consistently measure their respective latent variables. The results of the reliability test are summarized in Table 3.

Table 3. Composite Reliability and Cronbach's Alpha Results

Variable	Cronbach's Alpha	Composite Reliability	Interpretation
Destination Image	0.874	0.901	Reliable
Memorable Tourism	0.960	0.963	Reliable

Experience			
Perceived Value	0.936	0.943	Reliable
Revisit Intention	0.748	0.841	Reliable

Source: Processed primary data (2025)

The results in Table 3 confirm that all constructs meet the reliability threshold, with both Cronbach's Alpha and Composite Reliability values well above 0.70. The Memorable Tourism Experience variable achieved the highest reliability ($\alpha = 0.960$; CR = 0.963), reflecting strong internal consistency among its indicators. Similarly, Destination Image ($\alpha = 0.874$; CR = 0.901) and Perceived Value ($\alpha = 0.936$; CR = 0.943) also demonstrate excellent reliability levels. Even the Revisit Intention construct ($\alpha = 0.748$; CR = 0.841) exceeds the minimum threshold, confirming stable and dependable measurement. Therefore, it can be concluded that all constructs in this study exhibit high internal consistency and measurement precision, validating that the selected indicators reliably represent their respective latent variables.

Structural Model (Inner Model)

Coefficient of Determination (R^2) and Predictive Relevance (Q^2)

The strength of the structural model is evaluated using the R-square (R^2) value, which measures how well the independent variables explain the variance of the endogenous constructs. According to Ogbeibu et al., (2021) R^2 values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak explanatory power, respectively. The Q^2 value, meanwhile, represents the model's predictive relevance, with thresholds of 0.02 (weak), 0.15 (moderate), and 0.35 (strong). The combined results of the R^2 and Q^2 analysis are presented in Table 4.

Table 4. R-Square and Predictive Relevance (Q^2)

Variable	R-Square	Adjusted Square	R-Predictive Relevance (Q^2)	Category
Perceived Value (Z)	0.540	0.537		Moderate
Revisit Intention (Y)	0.549	0.545	0.793	Strong

Source: Processed primary data (2025)

As shown in Table 4, Perceived Value (Z) records an R^2 value of 0.540, indicating that 54.0% of its variance is explained by Destination Image and Memorable Tourism Experience, while the remaining 46.0% is influenced by other factors. Similarly, Revisit Intention (Y) achieves an R^2 value of 0.549, meaning that both independent variables jointly explain 54.9% of its variance. The Q^2 value of 0.793 (79.3%) further confirms that the model demonstrates strong predictive relevance, signifying that it explains the observed data and possesses high predictive capability in explaining tourists' perceived value and revisit intention at Uluwatu Temple.

Hypothesis Testing Results

The hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to examine the significance of relationships among variables. A hypothesis is accepted if the t-statistic > 1.65 and p-value < 0.05 for a one-tailed test (Hair et al., 2021). The combined results of the direct and indirect effect tests are summarized in Table 5 below.

Table 5. Summary of Hypothesis Testing (Direct and Indirect Effects)

Hypothesis	Relationship Between Variables	Original Sample	T Statistics	P Values	Description
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H1	Destination Image → Revisit Intention	0.244	2.623	0.004	Accepted
H2	Memorable Tourism Experience → Revisit Intention	0.249	1.913	0.028	Accepted
H3	Destination Image → Perceived Value	0.426	4.493	0.000	Accepted
H4	Memorable Tourism Experience → Perceived Value	0.402	4.285	0.000	Accepted
H5	Perceived Value → Revisit Intention	0.358	3.250	0.001	Accepted
H6	Destination Image → Perceived Value → Revisit Intention	0.153	2.601	0.005	Accepted
H7	Memorable Tourism Experience → Perceived Value → Revisit Intention	0.144	2.545	0.005	Accepted

Source: Processed primary data (2025)

The results in Table 5 show that all proposed hypotheses were accepted, confirming that both Destination Image and Memorable Tourism Experience significantly influence Perceived Value and Revisit Intention both directly and indirectly. The mediating role of Perceived Value is proven to strengthen the relationship between tourists' experiences and their intention to revisit Pura Luhur Uluwatu. These findings highlight that tourists' perceived benefits and memorable experiences, supported by a strong destination image, collectively enhance their likelihood of returning to the Pura Luhur Uluwatu.

Mediation Effect Test

The mediation effect test aims to evaluate the extent to which the mediating variable (Perceived Value) bridges the relationship between independent variables (Destination Image and Memorable Tourism Experience) and the dependent variable (Revisit Intention). The υ value represents the proportion of the total effect that occurs through the mediating path compared to the overall direct and indirect effects in the model (Ogbeibu et al., 2021).

Table 6. Path Coefficients and Mediation Effect (Upsilon – υ)

Mediation Path		X– M	M–Y	Indirect Effect	Upsilon (υ)	Mediation Level
Destination Image →	Perceived Value → Revisit Intention	0.426	0.358	0.152	0.152	Moderate
Memorable Tourism Experience →	Perceived Value → Revisit Intention	0.402	0.358	0.144	0.144	Moderate

Source: Processed primary data (2025)

As shown in Table 6, the indirect effect of Destination Image → Perceived Value →

Revisit Intention is 0.152, indicating a moderate mediation effect. This suggests that Perceived Value partially mediates the influence of Destination Image on tourists' intention to revisit Pura Luhur Uluwatu the stronger the destination image, the higher the perceived value, which in turn enhances revisit intention. Similarly, the mediation effect for Memorable Tourism Experience → Perceived Value → Revisit Intention is 0.144, also categorized as moderate, meaning that a memorable tourism experience increases perceived value and subsequently strengthens the desire to revisit.

Comparatively, the mediation effect of Destination Image ($\nu = 0.152$) is slightly stronger than that of Memorable Tourism Experience ($\nu = 0.144$). This finding highlights that the perceived value derived from a positive destination image has a more dominant mediating role in shaping tourists' revisit intention, emphasizing the importance of maintaining Uluwatu's cultural and scenic reputation in fostering repeat visits.

Common Method Bias (CMB) Test

The Common Method Bias (CMB) test was conducted to identify and control potential measurement errors that may arise from method variance, which occurs when data are collected from a single source or using a single measurement instrument. According to Kock et al., (2021), the most widely used statistical approach to detect CMB is the Full Collinearity Variance Inflation Factor (FCVIF) test. This analysis helps ensure that the relationships between variables are not distorted by multicollinearity or common method bias.

Table 7. Inner VIF Results (Common Method Bias Test)

Relationship	VIF	Interpretation
Destination Image → Perceived Value	1.489	No multicollinearity
Destination Image → Revisit Intention	1.884	No multicollinearity
Memorable Tourism Experience → Perceived Value	1.489	No multicollinearity
Memorable Tourism Experience → Revisit Intention	1.841	No multicollinearity
Perceived Value → Revisit Intention	2.174	No multicollinearity

Source: Processed primary data (2025)

As shown in Table 7, all VIF values fall between 1.489 and 2.174, which are well below the critical threshold of 3.0 (Hair et al., 2021). These results confirm that there is no multicollinearity among the constructs in the structural model. Consequently, the estimation of relationships between variables can be considered independent and unbiased, indicating that the model is free from common method bias. This finding strengthens the structural validity of the model and confirms that the observed relationships reflect genuine associations rather than methodological artifacts (Ogbeibu et al., 2021).

DISCUSSION

The Effect of Memorable Tourism Experience on Revisit Intention (H1)

The first hypothesis (H1) states that Memorable Tourism Experience (MTE) has a positive and significant effect on Revisit Intention among tourists visiting Pura Luhur Uluwatu. The PLS-SEM bootstrapping results support this hypothesis, showing a path coefficient of 0.249, a t-statistic of 1.913 (> 1.65), and a p-value of 0.028 (< 0.05). This confirms that the more meaningful and emotionally engaging the tourist's experience is, the stronger their behavioral intention to revisit becomes. The finding underscores the role of experiential value in shaping emotional bonds and long-term loyalty toward heritage destinations like Uluwatu.

This outcome aligns with Sharma et al., (2022), who emphasize that memorable tourism

experiences foster emotional connections and lasting satisfaction, which in turn influence tourists' future behavioral intentions. Within the Theory of Planned Behavior (TPB) framework, MTE strengthens positive attitudes that lead to revisit decisions. At Uluwatu, this manifests through a combination of natural beauty, cultural immersion, and spiritual significance creating multi-sensory experiences that linger in memory long after the visit ends.

As one visitor explained:

"I felt truly happy especially watching the sunset from the cliff. The view was stunning; the sound of the waves below and the chants from the Kecak performance made the whole experience feel magical. It's something that stays in my mind, and I definitely want to come back to feel that atmosphere again." (W-2, Domestic Tourist)

This testimony encapsulates the essence of MTE a fusion of aesthetic pleasure, emotional fulfillment, and cultural meaning that transforms a simple sightseeing activity into an affective and memorable journey. Such deep, emotionally charged experiences cultivate psychological attachment and revisit motivation. Hence, enhancing authentic, participatory, and sensorial elements of the visitor experience at Pura Luhur Uluwatu is key to sustaining tourist loyalty and ensuring the destination's long-term competitiveness.

The Effect of Destination Image on Revisit Intention (H2)

The second hypothesis (H2) posits that Destination Image (DI) has a positive and significant effect on Revisit Intention among tourists visiting Pura Luhur Uluwatu. The PLS-SEM bootstrapping results confirm this hypothesis, with a path coefficient of 0.244, a t-statistic of 2.623 (> 1.65), and a p-value of 0.004 (< 0.05). These findings indicate that the more positive the image of the destination in tourists' perceptions, the greater their intention to return. This suggests that the cognitive and affective components of destination image comprising perceived beauty, cleanliness, accessibility, and emotional connection jointly shape tourists' loyalty toward Uluwatu as a cultural and spiritual tourism icon.

This result is consistent with previous studies by Manoppo & Santosa (2023) which state that destination image plays a crucial role in influencing revisit behavior through the formation of emotional attachment and cognitive evaluation. In Uluwatu's context, its visual landscape, cultural performance, and sacred atmosphere generate a holistic image that combines aesthetic appreciation with emotional resonance. When visitors perceive Uluwatu as both visually captivating and spiritually enriching, their likelihood of revisiting increases substantially. As expressed by one tourist during the interview:

"It feels incredibly peaceful here; even though it's crowded, the atmosphere remains calm. Watching the sunset from the cliff while hearing the ocean waves and seeing the Kecak performance is truly unforgettable. It's not just a place to visit once you'll want to come back to feel that serenity again." (In-4, Domestic Tourist)

This reflection highlights how the affective image of peace, beauty, and cultural harmony enhances the desire to return. Beyond physical attractions, Uluwatu's image appeals to deeper emotional and spiritual values, reinforcing its position as a destination that offers both recreation and reflection. Therefore, maintaining a consistent and authentic destination image through cultural preservation, environmental cleanliness, and warm community interaction is essential to fostering long-term revisit intention and sustaining Uluwatu's reputation as one of Bali's most iconic spiritual tourism sites.

The Effect of Memorable Tourism Experience on Perceived Value (H3)

The third hypothesis (H3) proposes that Memorable Tourism Experience (MTE) has a positive and significant effect on Perceived Value among tourists visiting Pura Luhur Uluwatu. The PLS-SEM bootstrapping results validate this relationship, showing a path coefficient of

0.402, a t-statistic of 4.285 (> 1.65), and a p-value of 0.000 (< 0.05). These results demonstrate that the more memorable and emotionally engaging the experience, the higher the value perceived by tourists. In other words, meaningful encounters whether through cultural immersion, natural beauty, or personal reflection enhance how visitors evaluate the worth of their travel experience relative to the costs incurred.

This finding supports the perspectives of Rasoolimanesh et al., (2021) and (Pujiastuti et al., (2025), who argue that MTE significantly strengthens tourists' perceived value by evoking positive emotions, engagement, and knowledge gain. When visitors experience sensory delight, emotional satisfaction, and cultural authenticity, they tend to feel that the experience is "worth every effort," thereby assigning greater value to the destination. From the lens of the Expectation–Disconfirmation Theory (EDT) by Zhang et al., (2025), when the actual experience exceeds expectations, perceived value rises and leads to satisfaction and potential loyalty. This relationship was echoed in one of the interviews:

"Watching the Kecak performance while the sun sets behind the temple was truly unforgettable. Even though the ticket price is not cheap, it feels worth it because the atmosphere is so magical and full of meaning. You don't just watch a show you feel the spirit of Bali itself." (In-1, Domestic Tourist)

This statement illustrates that visitors' perceived value stems not only from tangible aspects like ticket prices or facilities but also from emotional and cultural fulfillment. The fusion of art, spirituality, and natural scenery transforms an ordinary visit into a deeply valuable experience. Hence, enhancing the quality of memorable experiences through authentic storytelling, environmental care, and engaging interpretation becomes essential to strengthening tourists' perceived value and, consequently, their intention to revisit Pura Luhur Uluwatu.

The Effect of Destination Image on Perceived Value (H4)

The fourth hypothesis (H4) posits that Destination Image (DI) has a positive and significant effect on Perceived Value among tourists visiting Pura Luhur Uluwatu. The results of the PLS-SEM bootstrapping analysis confirm this relationship, showing a path coefficient of 0.426, a t-statistic of 4.493 (> 1.65), and a p-value of 0.000 (< 0.05). This indicates that the more favorable the tourists' perception of Uluwatu's image encompassing its scenic beauty, cultural richness, and service quality the greater the value they associate with their visit. In other words, a positive and consistent image directly enhances how tourists evaluate the overall benefits and meaning derived from their travel experience.

These findings are consistent with Supto & Ernawadi (2024) and Pujiastuti et al., (2022), who highlight that a strong destination image fosters higher perceived value by reinforcing trust, satisfaction, and emotional appreciation toward a place. In Uluwatu's context, the visual grandeur of the cliffside temple, the captivating Kecak performance, and the spiritual aura surrounding the area create a composite image that evokes both cognitive admiration and emotional connection. Such imagery strengthens visitors' perceptions that their time, cost, and effort are justified by the unique and holistic experience offered. One of the site managers emphasized this connection during the interview:

"Tourists are usually amazed by the view of the cliffs and the ocean. Especially during sunset, the scene is breathtaking many visitors say it's worth every penny and effort to come here because it feels sacred and beautiful at the same time." (In-1, Uluwatu Manager)

This quote reinforces that a positive destination image contributes directly to perceived value by enhancing emotional satisfaction and perceived worth. Tourists do not simply value the physical features of Uluwatu; they value the harmony of nature, spirituality, and culture that the

destination represents. Thus, managing and maintaining Uluwatu's destination image through preservation of its natural environment, improvement of visitor facilities, and reinforcement of cultural authenticity plays a crucial role in strengthening perceived value and, ultimately, encouraging repeat visitation.

The Effect of Perceived Value on Revisit Intention (H5)

The fifth hypothesis (H5) states that Perceived Value (PV) has a positive and significant effect on Revisit Intention (RI) among tourists visiting Pura Luhur Uluwatu. The PLS-SEM bootstrapping results confirm this hypothesis, with a path coefficient of 0.358, a t-statistic of 3.250 (> 1.65), and a p-value of 0.001 (< 0.05). This indicates that the higher the value tourists perceive from their experience whether functional, emotional, social, or spiritual the stronger their intention to revisit the destination. Simply put, when visitors feel that the benefits they gain exceed the time, cost, and effort invested, they are more likely to return or recommend the site to others.

This finding supports the arguments of Huang et al., (2023) who emphasize perceived value as one of the most critical predictors of post-visit behavior. In the context of Pura Luhur Uluwatu, perceived value arises from an integrated experience stunning natural scenery, a sense of tranquility, cultural immersion, and personal reflection. When visitors perceive that these experiences deliver both tangible satisfaction and intangible meaning, their emotional attachment deepens, reinforcing behavioral loyalty. This aligns with Sari & Burhanudin, (2023) who found that perceived value influences revisit intention directly and serves as a mediator between experiential quality and loyalty behavior. The connection between value and loyalty was expressed by one domestic visitor, who shared:

"Even though the entrance fee and the crowd can be challenging, everything feels worth it once you see the sunset and the Kecak dance. The whole experience gives a sense of peace and pride. I would definitely come back it's not just a trip, it's an experience that stays with you." (In-5, Domestic Tourist)

This statement reveals that perceived value in Uluwatu is deeply intertwined with emotional fulfillment and cultural appreciation, rather than being limited to economic assessment. The balance between cost, experience, and meaning leads to satisfaction that endures beyond the visit itself. Therefore, ensuring that visitors continuously perceive high value through improved facilities, enhanced interpretation, and authentic cultural presentation becomes a key strategy for maintaining revisit intention and sustaining Pura Luhur Uluwatu as a leading spiritual tourism destination in Bali.

The Effect of Memorable Tourism Experience on Revisit Intention Mediated by Perceived Value (H6)

The sixth hypothesis (H6) examines the mediating role of Perceived Value (PV) in the relationship between Memorable Tourism Experience (MTE) and Revisit Intention (RI). The bootstrapping analysis confirms that this indirect relationship is positive and significant, with a t-statistic of 2.545 (> 1.65) and a p-value of 0.005 (< 0.05). This demonstrates that perceived value significantly mediates the effect of MTE on revisit intention meaning that memorable experiences first enhance tourists' perceived value, which in turn strengthens their intention to revisit Pura Luhur Uluwatu.

This finding aligns with Ahsanah & Artanti (2021) and Eviana (2024) who assert that MTE shapes perceived value by fostering positive emotions, meaningful connections, and cognitive engagement. In turn, perceived value translates these emotions into behavioral outcomes such as loyalty and repeat visitation. The mediation mechanism reflects that a

memorable experience alone is not enough it becomes influential when visitors interpret the experience as *worthwhile, enriching, and valuable*. Within the framework of experiential value theory, perceived value acts as the psychological bridge that converts emotional satisfaction into long-term behavioral intention. This process was vividly expressed by a visitor who shared:

"When I watched the Kecak dance at sunset, it wasn't just entertainment. It felt sacred and moving the chants, the fire, the sound of the waves below. It made me feel connected to something meaningful, and I thought, I want to feel this again someday." (In-4, Domestic Tourist)

This statement illustrates how MTE evokes emotional intensity and cultural reverence that transform into perceived value a deep sense of fulfillment and appreciation that motivates repeat visitation. In this context, Pura Luhur Uluwatu provides not only aesthetic pleasure but also spiritual and emotional resonance. Strengthening this dimension through immersive interpretation, storytelling, and cultural authenticity will further enhance perceived value, ensuring that memorable experiences are not only enjoyed but also remembered and revisited.

The Effect of Destination Image on Revisit Intention Mediated by Perceived Value (H7)

The seventh hypothesis (H7) proposes that Perceived Value (PV) significantly mediates the relationship between Destination Image (DI) and Revisit Intention (RI). The PLS-SEM bootstrapping results confirm this indirect effect, with a t-statistic of 2.601 (> 1.65) and a p-value of 0.005 (< 0.05), indicating that perceived value plays a mediating role in strengthening the influence of destination image on tourists' intention to revisit Pura Luhur Uluwatu. In essence, when tourists perceive Uluwatu as an attractive, authentic, and spiritually meaningful destination, their perceived value increases leading to stronger behavioral intentions to return.

This finding aligns with Nguyen Viet et al., (2020) and Nazir et al., (2021) who emphasize that perceived value acts as the psychological mechanism through which destination image fosters loyalty. A destination's cognitive image such as accessibility, facilities, and visual appeal forms the foundation for satisfaction, while its affective image peace, spirituality, and emotional connection enhances perceived value by creating a sense of personal meaning and cultural appreciation. Consequently, tourists' evaluation of "worth" is not solely financial but extends to emotional and experiential dimensions that encourage revisit behavior. This mechanism was reflected in a statement by one of Uluwatu's local guides:

"Many visitors tell me they feel something special here it's not only the view or the dance, but the atmosphere. They say it feels peaceful and sacred, like they're part of the culture. That's why they want to come back, not just to see but to feel it again." (In-8, Tour Guide)

This insight illustrates how perceived value transforms the emotional impact of destination image into behavioral loyalty. The harmony of Uluwatu's natural beauty, spiritual ambiance, and cultural authenticity produces a deeply valued experience that transcends aesthetics. When visitors internalize this value, they develop both emotional and cognitive bonds with the destination, making revisitation a meaningful act rather than a casual choice. Therefore, cultivating and communicating Uluwatu's unique image rooted in cultural identity, environmental harmony, and sacred authenticity remains essential to reinforcing perceived value and sustaining long-term tourist loyalty.

CONCLUSION

Conclusion

This study provides empirical evidence that Destination Image, Memorable Tourism Experience, and Perceived Value significantly influence tourists' Revisit Intention to Pura Luhur Uluwatu, Bali. Through a mixed-method approach integrating quantitative PLS-SEM analysis and

qualitative thematic exploration, the findings confirm that all three variables contribute positively and meaningfully to tourists' behavioral loyalty. Quantitatively, the path analysis demonstrates that Destination Image ($\beta = 0.244$; $p < 0.05$) and Memorable Tourism Experience ($\beta = 0.249$; $p < 0.05$) directly enhance Revisit Intention, while Perceived Value ($\beta = 0.358$; $p < 0.05$) serves as both a direct predictor and a mediating factor that strengthens these relationships. Furthermore, the R^2 values of 0.549 for Revisit Intention and 0.540 for Perceived Value indicate a moderate yet substantial predictive capacity of the model, while the Q^2 value of 0.793 confirms strong predictive relevance.

Qualitative insights complement these findings by revealing that visitors perceive Pura Luhur Uluwatu not merely as a sightseeing attraction, but as a spiritually enriching and emotionally transformative experience. Tourists associate the destination with feelings of awe, peace, and cultural reverence derived from the combination of ocean views, the sacred atmosphere of the temple, and the mesmerizing Kecak Dance performance. These elements collectively generate memorable experiences that reinforce emotional attachment and foster intentions to return. The integration of natural beauty, cultural authenticity, and spiritual value thus forms the foundation for sustainable loyalty among visitors, confirming that Uluwatu's tourism appeal lies in the harmony between aesthetic, emotional, and spiritual dimensions.

Suggestions and Recommendations

To sustain and strengthen tourists' revisit intentions, destination managers, temple authorities, and local stakeholders at Pura Luhur Uluwatu should adopt strategies that integrate authentic cultural presentation, visitor experience enhancement, and sustainable management practices. Efforts should focus on improving supporting infrastructure such as parking areas, restrooms, and ticketing systems while preserving the sacred and cultural essence of the temple. The interpretation of rituals and the storytelling surrounding Uluwatu's heritage should emphasize spirituality, authenticity, and respect for local customs, allowing visitors to connect emotionally and intellectually with Balinese culture.

For future studies, researchers are encouraged to expand this model by incorporating variables such as tourist satisfaction, destination attachment, and emotional experience intensity to deepen understanding of spiritual-based destination loyalty. In practice, the synergy between cultural authenticity, emotional engagement, and sustainable management will serve as a replicable model for balancing tourism development with heritage preservation, ensuring that Pura Luhur Uluwatu remains both a cultural icon and a timeless source of inspiration for generations to come.

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