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Seasonality, Tourist Attractions, Amenities, and Visit Intention: Insights from Bale Mangrove Ecotourism, Lombok

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Abstract

This study examines the effects of tourist attractions and amenities on visit intention and investigates the moderating role of seasonality in the context of Bale Mangrove Ecotourism, Lombok. Using a quantitative approach, data were collected from 160 domestic tourists and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that both tourist attractions and amenities have a positive and significant effect on visit intention, with amenities showing a stronger influence. This finding highlights the importance of functional facilities in supporting tourists' confidence and willingness to visit nature-based destinations. However, seasonality does not significantly moderate the relationships between tourist attractions, amenities, and visit intention, suggesting that domestic tourists tend to adapt to seasonal conditions when making travel decisions. The proposed model demonstrates strong explanatory and predictive power, contributing to the application of the Theory of Planned Behavior in ecotourism contexts. Practically, the findings provide insights for destination managers to balance experiential attraction development with consistent amenity quality to enhance sustainable tourism growth.

INTRODUCTION

Indonesia, endowed with rich natural and cultural resources, has positioned itself as a prominent tourism destination in the global market. The tourism sector has played a significant role in regional development, including in West Nusa Tenggara (NTB). According to the Indonesian Ministry of Tourism, tourist arrivals to NTB reached 2.5 million in 2024, with Lombok contributing approximately 1.2 million visits (Indonesia Tourism Ministry, 2025). This significant increase compared to previous years highlights Lombok's strong potential for tourism recovery and long-term growth.

Alongside this growth, global tourism trends have shifted away from mass tourism toward more specialized and sustainable forms, particularly ecotourism. Ecotourism emphasizes environmental conservation, community empowerment, and educational value, attracting tourists who seek meaningful and responsible travel experiences (Stylidis et al., 2021). In this context, Bale Mangrove Ecotourism in Lombok represents a community-based ecotourism initiative aligned with these global trends. Established in 2021 and managed by local community groups, this destination aims not only to conserve mangrove ecosystems but also to generate sustainable livelihoods for surrounding communities.

Empirical data indicate that Bale Mangrove Ecotourism has experienced rapid growth in visitor numbers, increasing from 12,400 visits in 2022 to 119,576 visits in 2024. According to the Tourism Area Life Cycle framework by Butler (2006) , this trend suggests that the destination has entered the development stage. However, despite this positive trajectory, monthly visitation patterns reveal substantial fluctuations throughout the year. Visitor numbers tend to be lower in

the early months, peak during the middle of the year, and decline toward the end of the year, indicating instability in demand.

These fluctuations are closely linked to seasonal conditions. In Indonesia, the dry season typically occurs between April and September, while the rainy season spans from October to March. Bale Mangrove Ecotourism records peak visitation during the dry season, despite the fact that tidal conditions during the rainy season are often more stable for activities such as canoeing and mangrove exploration (Prameswara, 2022). This apparent contradiction suggests that seasonality plays a complex role in shaping tourists' visit intention, beyond simple weather considerations .

Seasonality is a longstanding and critical issue in tourism, particularly for nature-based destinations that depend heavily on environmental conditions (Rucika et al., 2021). Tourism seasonality may arise from natural factors, such as climate and weather, as well as institutional factors, including holiday schedules and event calendars (Zhang et al., 2022).In mangrove ecotourism contexts, seasonality is closely associated with tidal dynamics, which directly influence the feasibility and quality of core tourist activities. As a result, seasonal conditions can significantly shape tourists' perceptions and behavioral responses (Polas et al., 2022).

The Theory of Planned Behavior Ajzen (2020) provides a relevant theoretical framework for understanding tourist decision-making in this context. According to the theory, visit intention is influenced by attitudes toward the destination, subjective norms, and perceived behavioral control (Chandra et al., 2023). In ecotourism settings, attitudes are largely formed through perceptions of tourist attractions and amenities, while perceived behavioral control is shaped by external conditions such as seasonal weather and tidal accessibility. Even when tourists perceive attractions and amenities positively, unfavorable seasonal perceptions may weaken their intention to visit.

Previous studies have consistently identified tourist attractions as a primary driver of visit intention (Dey et al., 2020). Attractions encompass natural, cultural, and artificial elements that motivate travel (Chandra et al., 2023). Bale Mangrove Ecotourism offers strong natural attractions, including extensive mangrove ecosystems and water-based activities, complemented by cultural events rooted in local traditions. Meanwhile, amenities play a crucial supporting role by enhancing comfort and overall visitor experience. Adequate facilities such as parking areas, restrooms, prayer rooms, rest areas, and food services have been shown to significantly influence visit intention (Eddyono, 2021; Nurbaeti et al., 2021). Conversely, inadequate amenities may reduce tourists' willingness to visit, even when attractions are appealing.

Despite extensive research on tourist attractions and amenities, empirical findings regarding their influence on visit intention remain inconsistent. While many studies report significant positive effects, others identify weak or insignificant relationships. These mixed findings suggest the presence of contextual factors that may alter or condition these relationships. Seasonality is strongly suspected to be one such factor, as the effectiveness of attractions and amenities may vary across different seasonal conditions.

The key research gap addressed in this study lies in the limited examination of seasonality as a moderating variable in the relationship between tourist attractions, amenities, and visit intention, particularly within mangrove ecotourism destinations in Indonesia. Most previous studies have treated seasonality as a background context or a direct predictor, rather than investigating its moderating role at the individual tourist behavior level. Moreover, existing studies on Bale Mangrove Ecotourism have primarily adopted descriptive approaches, focusing on

management and potential analysis without employing advanced quantitative methods to test behavioral mechanisms.

To address this gap, the present study integrates the Theory of Planned Behavior with the concept of seasonality by positioning seasonality as a moderating variable that influences the strength of the relationship between tourist attractions, amenities, and visit intention. This approach contributes theoretically by extending the application of TPB in tourism research through the explicit incorporation of external environmental conditions as perceived behavioral control factors. Practically, the findings are expected to provide valuable insights for destination managers and policymakers in Lombok, enabling the formulation of adaptive marketing and management strategies that account for seasonal dynamics (Maryam, 2020).

Furthermore, understanding the moderating role of seasonality is essential for sustainable destination development, particularly in the context of climate change, which increasingly affects seasonal patterns and environmental conditions (Gössling & Scott, 2025). From a destination life cycle perspective, insights into seasonal visitation patterns can help managers distribute tourist flows more evenly throughout the year, reduce pressure during peak seasons, stimulate demand during low seasons, and ultimately extend the destination's life cycle.

METHODS

This study examines the moderating role of seasonality in the relationship between tourist attractions and amenities on visit intention, with Bale Mangrove Ecotourism in Lombok selected as the research setting. The site was chosen due to observable phenomena indicating that visitation patterns are strongly associated with the perceived quality of attractions and amenities as well as seasonal dynamics, particularly weather conditions and tidal fluctuations that affect the feasibility of core tourism activities. As Bale Mangrove Ecotourism is a developing destination, empirical investigation is required to identify constraints and behavioral patterns that may influence sustainable growth. Accordingly, the object of this research is domestic tourists' visit intention toward Bale Mangrove Ecotourism, while the subjects consist of domestic tourists who have previously visited as well as those who have not yet visited but demonstrate interest in nature-based tourism. This study is positioned as applied research employing a quantitative approach, aiming to statistically test hypotheses derived from tourism attribute theory and the Theory of Planned Behavior through empirical measurement.

The research was conducted in Jerowaru Tourism Village, Jerowaru District, East Lombok Regency, West Nusa Tenggara Province, with Poton Bako Hamlet serving as the core area of Bale Mangrove Ecotourism. Data collection was supported by secondary documentation covering the period 2015–2025 to contextualize destination development and seasonal visitation trends. Primary data were collected through an online questionnaire distributed to domestic tourists using a multistage cluster sampling technique, targeting respondents in East Lombok, Central Lombok, and Mataram City. Based on the PLS-SEM sample size recommendation of 5–10 times the number of indicators (Hair et al., 2022). Given that this study employs 29 measurement indicators, a minimum sample size of 145 respondents was required. To enhance statistical robustness, a total of 160 valid responses were obtained and analyzed. All questionnaire items were measured using a five-point Likert scale and developed based on validated indicators from prior studies (Sugiyono, 2020). Data analysis was performed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0, which allows simultaneous evaluation of measurement and structural models, including moderation effects, and is robust against non-normal data

distributions. Bootstrapping procedures were applied to assess the significance of direct and moderating relationships.

RESULTS AND DISCUSSION

Characteristics of Respondents

The respondent profile provides a representative overview of the domestic tourist segment attracted to Bale Mangrove Ecotourism in Lombok. A total of 160 respondents participated in this study, the majority of whom originated from nearby regions, particularly East Lombok (45.63%), Central Lombok (25.63%), and Mataram City (18.13%), indicating that the destination is currently dominated by a local and regional market. This spatial concentration reflects the development stage of the destination, where nearby visitors tend to form the primary demand base. In terms of occupation, respondents were mainly self-employed individuals (34.38%), students (26.25%), and educators (20.00%), suggesting a visitor profile with relatively high time flexibility, which is relevant to seasonal visitation patterns influenced by school holidays and work schedules. The education level of respondents was predominantly high, with 60% holding undergraduate or postgraduate degrees, indicating a tourist segment that is more information-oriented, critical, and appreciative of authentic and sustainable tourism experiences. From a demographic perspective, younger age groups dominated the sample, with 73.7% of respondents aged below 33 years, highlighting the appeal of Bale Mangrove Ecotourism to younger, active travelers who are motivated by nature-based and experiential activities. Gender distribution showed a slight predominance of female respondents (56.9%), implying that the destination is perceived as relatively safe and comfortable, and that women may play a more active role in travel planning and information seeking. Regarding visitation patterns, more than half of the respondents (53.8%) were first-time visitors, while 38.7% were repeat visitors, indicating strong initial attraction alongside a moderate level of loyalty. The presence of respondents who had not yet visited (7.5%) further suggests latent market potential. Overall, these characteristics portray Bale Mangrove Ecotourism as a developing destination primarily appealing to educated, young, and regionally based domestic tourists, whose visit intentions are closely linked to experiential quality and contextual factors such as seasonality.

Measurement Model (Outer Model)

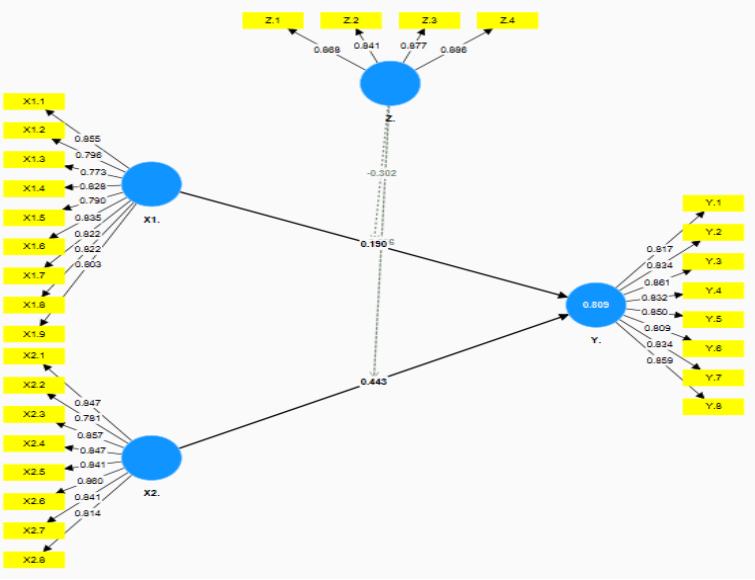

Figure 1 Outer Model

Source: Processed primary data (2025)

The evaluation of the measurement model (outer model) demonstrates that all latent constructs Tourist Attractions (X1), Amenities (X2), Seasonality (Z), and Visit Intention (Y) are measured with satisfactory indicator quality. All observed indicators exhibit strong standardized loading values, predominantly exceeding the recommended threshold of 0.70, indicating good convergent validity and confirming that each indicator reliably represents its corresponding construct (Ogbeibu et al., 2021). The consistency of high loadings across constructs reflects unidimensional measurement and suggests that the indicators capture their theoretical dimensions accurately. Furthermore, the absence of problematic cross-loadings and the clear association between indicators and their latent variables indicate that the constructs are empirically distinct and well specified. Overall, the outer model fulfills the required validity and reliability criteria, providing a solid measurement foundation for subsequent structural model analysis.

Convergent Validity

Convergent validity was examined to assess whether the indicators adequately represent their respective latent constructs in the measurement model. This evaluation was conducted by analyzing the outer loading values of each indicator and the Average Variance Extracted (AVE) for each construct. According to Ghozali (2018) and Hair et al., (2022) convergent validity is considered satisfactory when indicator loadings exceed 0.70 and AVE values are greater than 0.50, indicating that the construct explains more than half of the variance of its indicators. The results of the convergent validity assessment are presented in Table 1.

Table 1. Convergent Validity (Outer Loadings & AVE)

Construct	Outer Loading Range	AVE
Tourist Attractions (X1)	0.773 – 0.855	0.662
Amenities (X2)	0.781 – 0.860	0.699
Visit Intention (Y)	0.809 – 0.861	0.701
Seasonality (M)	0.841 – 0.886	0.753

Source: Processed primary data (2025)

The results indicate that all constructs achieved satisfactory convergent validity. All indicator loadings exceed the recommended threshold of 0.70, confirming that each indicator strongly reflects its respective latent construct. The highest loading value was observed in the Seasonality construct (0.886), indicating a very strong representation of seasonal perceptions, while the lowest loading value was found in the Tourist Attractions construct (0.773), which remains well above the acceptable minimum. Furthermore, all AVE values exceed 0.50, demonstrating that each construct explains more than half of the variance of its indicators. These findings confirm that the measurement model meets the criteria for convergent validity and is suitable for subsequent structural model analysis.

Discriminant Validity

Discriminant validity was assessed to ensure that each latent construct in the model is empirically distinct and captures a phenomenon that is not represented by other constructs. In this study, discriminant validity was evaluated using the Average Variance Extracted (AVE) criterion. According to Hair et al., (2022), a construct demonstrates adequate discriminant validity when its AVE value exceeds 0.50, indicating that the construct explains more variance in its indicators than the variance shared with other constructs. The results of the discriminant validity assessment are presented in Table 2.

Table 2. Discriminant Validity (Average Variance Extracted)

Construct	AVE
Tourist Attractions (X1)	0.662
Amenities (X2)	0.699
Visit Intention (Y)	0.701
Seasonality (M)	0.753

Source: Processed primary data (2025)

The results show that all constructs have AVE values exceeding the recommended threshold of 0.50, confirming satisfactory discriminant validity. Among the constructs, Seasonality (AVE = 0.753) exhibits the highest value, indicating that its indicators strongly capture seasonal conditions and perceptions. Meanwhile, Tourist Attractions (AVE = 0.662) presents the lowest AVE value, yet still remains well above the minimum requirement. These findings indicate that each construct shares more variance with its own indicators than with other constructs in the model, demonstrating that the latent variables are conceptually and empirically distinct. Therefore, the measurement model fulfills the discriminant validity criterion and allows for clear interpretation of the relationships among constructs in the subsequent structural model analysis.

Reliability Test

Reliability testing was conducted to evaluate the internal consistency of the measurement items used to represent each latent construct in the model. In this study, reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). According to Hair et al., (2022), a construct is considered reliable when both Cronbach's Alpha and Composite Reliability values exceed the minimum threshold of 0.70, indicating that the indicators consistently measure the same underlying concept. The results of the reliability assessment are presented in Table 3.

Table 3. Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability
Tourist Attractions (X1)	0.936	0.946
Amenities (X2)	0.939	0.949
Visit Intention (Y)	0.939	0.949
Seasonality (M)	0.891	0.924

Source: Processed primary data (2025)

The results indicate that all constructs demonstrate excellent internal consistency. Cronbach's Alpha values range from 0.891 to 0.939, while Composite Reliability values range from 0.924 to 0.949, all of which substantially exceed the recommended minimum value of 0.70. These high reliability coefficients suggest that the indicators within each construct are highly consistent and reliably measure the same latent variable. Consequently, the measurement instrument used in this study can be considered stable and dependable, ensuring that subsequent structural model analysis reflects true relationships among constructs rather than measurement error.

Structural Model Evaluation (Inner Model)

The evaluation of the structural model was conducted to assess the explanatory power, predictive relevance, and overall model fit. This assessment was based on the coefficient of determination (R^2), Stone–Geisser's predictive relevance (Q^2), and the Goodness of Fit (GoF) index. According to Hair et al., (2022) a robust structural model should demonstrate substantial

R^2 values, positive Q^2 values, and a GoF index exceeding 0.36 to indicate strong overall model adequacy. The results of the structural model evaluation are presented in Table 4.

Table 4. Structural Model Evaluation Results

Criterion	Value
R^2 (Visit Intention)	0.809
Q^2 (Visit Intention)	0.543
Average AVE	0.703
Goodness of Fit (GoF)	0.754

Source: Processed primary data (2025)

The results indicate that the proposed model demonstrates excellent explanatory and predictive capability. The R^2 value of 0.809 shows that Tourist Attractions and Amenities explain 80.9% of the variance in Visit Intention, which is classified as substantial. The Q^2 value of 0.543 confirms strong predictive relevance, indicating that the model is capable of accurately predicting visit intention beyond the observed sample. Furthermore, the Goodness of Fit (GoF) value of 0.754 far exceeds the recommended threshold of 0.36, reflecting a very high level of overall model fit. Collectively, these findings confirm that the structural model is statistically robust, theoretically sound, and suitable for hypothesis testing and interpretation within the context of Bale Mangrove Ecotourism.

Hypothesis Testing

Hypothesis testing was conducted to examine both the direct and moderating effects among the latent variables. The significance of each structural path was evaluated using the bootstrapping procedure in SmartPLS 3.0. Following Hair et al., (2022), a hypothesis is considered statistically significant when the t-statistic exceeds 1.96 and the p-value is less than 0.05. The results of the hypothesis testing are summarized in Table 7.

Table 7. Hypothesis Testing (Direct and Moderating Effects)

Path	β	t-Statistic	p-Value	Result
Tourist Attractions → Visit Intention (Direct)	0.190	2.137	0.033	Significant
Amenities → Visit Intention (Direct)	0.443	4.622	0.000	Significant
Seasonality × Tourist Attractions → Visit Intention (Moderating)	−0.302	1.937	0.053	Not Significant
Seasonality × Amenities → Visit Intention (Moderating)	0.286	1.893	0.058	Not Significant

Source: Processed primary data (2025)

Based on the results of the PLS-SEM analysis, Tourist Attractions have a positive and significant effect on Visit Intention, with a path coefficient of 0.190, a t-statistic of 2.137, and a p-value of 0.033. This indicates that improvements in destination attractions increase tourists' intention to visit Bale Mangrove Ecotourism, thereby supporting the first hypothesis. Amenities also show a strong positive and significant effect on Visit Intention, with a coefficient of 0.443, a t-statistic of 4.622, and a p-value of 0.000. This finding suggests that the availability and quality of supporting facilities play a crucial role in strengthening tourists' visit intention, leading to the acceptance of the second hypothesis.

Regarding the moderating effects, Seasonality does not significantly moderate the relationship between Tourist Attractions and Visit Intention, as indicated by a negative coefficient

of −0.302 with a t-statistic of 1.937 and a p-value of 0.053. Although the direction suggests a weakening effect under certain seasonal conditions, the relationship does not meet the statistical significance threshold; therefore, the third hypothesis is rejected. Similarly, the interaction between Seasonality and Amenities shows a positive but statistically insignificant effect on Visit Intention, with a coefficient of 0.286, a t-statistic of 1.893, and a p-value of 0.058. Consequently, the fourth hypothesis is also rejected. These results indicate that while Tourist Attractions and Amenities directly influence Visit Intention, seasonal conditions do not significantly alter the strength of these relationships in the context of Bale Mangrove Ecotourism.

DISCUSSION

The Effect of Tourist Attractions on Visit Intention

The first hypothesis, which proposed that Tourist Attractions have a positive and significant effect on Visit Intention toward Bale Mangrove Ecotourism, is accepted. The results of the PLS bootstrapping analysis reveal a path coefficient of 0.190 with a t-statistic of 2.137 (> 1.96) and a p-value of 0.033 (< 0.05), confirming the statistical significance of this relationship. This finding indicates that stronger perceptions of natural, cultural, and man-made attractions increase tourists' intention to visit Bale Mangrove Ecotourism. The distinctive mangrove ecosystem, water-based activities such as canoeing, and community-driven cultural attractions like *madak* festivals collectively act as pull factors that stimulate tourists' curiosity, interest, and desire to experience the destination.

This result is consistent with previous empirical studies that emphasize the central role of tourist attractions in shaping visit intention (Alpiah, 2019; Miastita et al., 2023; Muhammad & Hidayanti, 2025) . According to Rajab (2020), tourist attractions represent the core elements that motivate travel decisions, particularly when they offer distinctive and place-specific experiences that are difficult to substitute. In the context of Bale Mangrove Ecotourism, the integration of ecological uniqueness such as centuries-old mangrove vegetation with culturally embedded activities strengthens the destination's experiential value. This combination not only differentiates Bale Mangrove from other nature-based destinations but also reinforces tourists' cognitive and affective evaluations of the site (Budovich, 2023).

From a theoretical perspective, this finding aligns with the Theory of Planned Behavior Ajzen (2020), which posits that attitudes toward a behavior significantly influence behavioral intention. Positive perceptions of tourist attractions shape favorable attitudes, which in turn increase the likelihood of visit intention. In ecotourism settings, attractions that offer educational, environmental, and cultural meaning tend to generate stronger emotional connections, thereby enhancing tourists' internal motivation to visit. The results suggest that Bale Mangrove Ecotourism succeeds in creating such evaluative beliefs, particularly among tourists who seek authentic and nature-based experiences.

From a managerial perspective, this finding highlights the importance of continuously enhancing and innovating attraction-based experiences to sustain tourists' interest and deepen engagement. Initiatives such as interpretive mangrove tours guided by local communities, educational ecotourism programs focused on conservation awareness, and seasonally themed cultural events can add experiential depth and narrative value to the destination. By transforming passive sightseeing into participatory and learning-oriented experiences, Bale Mangrove Ecotourism can strengthen tourists' emotional attachment and perceived uniqueness of the destination.

Moreover, strengthening attraction quality should be accompanied by strategic

storytelling and destination branding that emphasize the ecological and cultural narratives of Bale Mangrove. As noted by Dey et al., (2020) destinations that successfully communicate the meaning and symbolism behind their attractions tend to generate stronger visit intentions. In this sense, tourist attractions at Bale Mangrove should not only be presented as physical features or activities but also as stories of environmental stewardship, community resilience, and local identity. Such an approach would enhance the attractiveness of the destination and increase its ability to convert positive perceptions into sustained visit intention.

The Effect of Amenities on Visit Intention

The second hypothesis, which proposed that Amenities have a positive and significant effect on Visit Intention toward Bale Mangrove Ecotourism, is accepted. The results of the PLS bootstrapping analysis show a path coefficient of 0.443 with a t-statistic of 4.622 (> 1.96) and a p-value of 0.000 (< 0.05), indicating a strong and highly significant relationship. This finding suggests that the availability, quality, and functionality of supporting facilities play a decisive role in shaping tourists' intention to visit Bale Mangrove Ecotourism. Compared to tourist attractions, amenities demonstrate a stronger influence on visit intention, highlighting the critical importance of comfort and convenience in nature-based tourism destinations.

This result is consistent with a growing body of literature emphasizing the role of amenities as a key determinant of travel behavior (Ardani, 2019; Khairunnisa et al., 2023; Sugianto & Marpaung, 2020). According to Erfayana et al., (2024), amenities represent essential components that ensure tourists' basic needs are met during their visit, thereby reducing uncertainty and perceived risk. In the context of Bale Mangrove Ecotourism, facilities such as clean toilets, prayer rooms, adequate parking areas, rest spaces, food stalls, and clear information boards significantly enhance tourists' perceptions of comfort and readiness of the destination. When these facilities are perceived as adequate and well maintained, tourists are more confident in their ability to enjoy the destination without inconvenience, which directly strengthens their intention to visit.

From a theoretical standpoint, this finding strongly supports the Theory of Planned Behavior (Ajzen, 2020), particularly the role of perceived behavioral control in shaping behavioral intention. Amenities function as tangible indicators of tourists' perceived ease or difficulty in engaging with a destination. When facilities are complete, accessible, and functional, tourists perceive fewer barriers to visitation, thereby increasing their intention to visit. This mechanism explains why amenities exert a stronger influence on visit intention than tourist attractions in this study, as attractions may generate interest, but amenities determine whether tourists feel capable of realizing that interest in practice.

From a managerial perspective, these findings highlight the strategic importance of prioritizing amenity development and maintenance as a core component of destination management. Investments in facility cleanliness, accessibility, and regular maintenance are likely to yield immediate and substantial returns in terms of increased visit intention. For Bale Mangrove Ecotourism, ensuring that amenities remain functional throughout different seasons is particularly important, given the destination's dependence on natural conditions. Well-maintained facilities can also compensate for temporary limitations in attractions caused by weather or tidal fluctuations, thereby stabilizing tourists' intention to visit.

Furthermore, high-quality amenities contribute to tourists' overall satisfaction and post-visit evaluations, which may translate into positive word-of-mouth and repeat visitation. As noted by Adiwilaga & Millah (2023), amenities not only influence initial visit intention but also

play a critical role in shaping tourists' long-term perceptions of destination reliability and professionalism. Consequently, a consistent focus on amenity quality can strengthen Bale Mangrove Ecotourism's competitiveness and support its transition toward a more mature and sustainable destination.

The Moderating Role of Seasonality in the Relationship between Tourist Attractions and Visit Intention

The third hypothesis, which proposed that Seasonality moderates the relationship between Tourist Attractions and Visit Intention toward Bale Mangrove Ecotourism, is rejected. The PLS bootstrapping results show that the interaction effect between Seasonality and Tourist Attractions has a negative coefficient ($\beta = -0.302$) with a t-statistic of 1.937 and a p-value of 0.053, which does not meet the conventional significance threshold of 0.05. Although statistically insignificant, the direction of the coefficient suggests a tendency for seasonal conditions to weaken the influence of tourist attractions on visit intention under certain circumstances.

This finding indicates that seasonal variations do not significantly alter how tourists evaluate the attractiveness of Bale Mangrove Ecotourism when forming their visit intention. A plausible explanation lies in the dominance of local and domestic tourists within the sample. Local tourists tend to possess greater familiarity with environmental and seasonal patterns, enabling them to adapt their travel decisions accordingly. As a result, their evaluation of attractions remains relatively stable across different seasons, and seasonal changes do not substantially disrupt the attraction–intention relationship. This supports the argument Martin et al., (2019) , who found that destinations with a strong domestic tourism base often exhibit lower sensitivity to seasonality compared to destinations heavily dependent on international markets.

From a theoretical perspective, this result provides an important nuance to the application of seasonality within the Theory of Planned Behavior framework. While seasonality represents an external factor associated with perceived behavioral control, its moderating influence appears to be contingent on tourists' familiarity and adaptive capacity. In the case of Bale Mangrove Ecotourism, seasonal conditions such as rainfall or tidal fluctuations may be perceived as manageable rather than prohibitive, particularly by local visitors. Consequently, attractions continue to serve as a stable determinant of visit intention, regardless of seasonal variation.

Managerially, this finding implies that improving and maintaining the quality of tourist attractions should remain a year-round priority, as their influence on visit intention persists across seasons. Rather than focusing exclusively on seasonal adjustment of attractions, destination managers may benefit more from ensuring consistent attraction quality and communicating realistic expectations about seasonal conditions. By providing accurate information regarding best visiting times and activity feasibility, managers can reduce uncertainty while maintaining tourists' interest in the destination.

The Moderating Role of Seasonality in the Relationship between Amenities and Visit Intention

The fourth hypothesis, which examined the moderating effect of Seasonality on the relationship between Amenities and Visit Intention, is also rejected. The interaction between Seasonality and Amenities yields a positive coefficient ($\beta = 0.286$) but remains statistically insignificant, with a t-statistic of 1.893 and a p-value of 0.058. Although the result does not satisfy the standard significance criterion, the positive direction of the coefficient suggests a potential tendency for favorable seasonal conditions to slightly strengthen the influence of amenities on

visit intention.

This finding suggests that tourists perceive amenities as essential baseline requirements that must be met regardless of seasonal conditions. Facilities such as toilets, parking areas, prayer rooms, rest spaces, and information centers are expected to function properly in both dry and rainy seasons. As a result, seasonal variation does not significantly change the role of amenities in shaping visit intention. This interpretation aligns with Díaz-Pérez et al., (2021) who emphasized that well-managed tourism facilities tend to be resilient to seasonal fluctuations and continue to influence tourist behavior consistently across different environmental conditions.

From the perspective of the Theory of Planned Behavior, amenities are closely linked to perceived behavioral control, as they reduce perceived constraints associated with visiting a destination. However, when amenities are perceived as standardized necessities rather than seasonal differentiators, their influence remains stable and is not significantly moderated by seasonality. In the context of Bale Mangrove Ecotourism, this suggests that tourists evaluate amenities based on their overall adequacy and reliability rather than their performance under specific seasonal conditions.

Practically, this finding highlights the importance of maintaining consistent amenity quality throughout the year rather than focusing on seasonal enhancement alone. Destination managers should prioritize regular maintenance, cleanliness, and functionality of facilities across all seasons to reinforce tourists' confidence and trust in the destination. While seasonal conditions may influence certain activities, reliable amenities can serve as stabilizing factors that sustain visit intention even when environmental conditions are less favorable.

CONCLUSION

Conclusion

This study aimed to examine the effects of Tourist Attractions and Amenities on Visit Intention and to investigate the moderating role of Seasonality in the context of Bale Mangrove Ecotourism, Lombok. The findings reveal that both Tourist Attractions and Amenities have a positive and significant effect on Visit Intention, with Amenities demonstrating a stronger influence. These results indicate that while the uniqueness of natural and cultural attractions successfully stimulates tourists' interest, the availability and quality of supporting facilities play a more decisive role in shaping tourists' confidence and willingness to visit. This highlights the importance of balancing experiential appeal with functional readiness in the development of nature-based tourism destinations.

Conversely, Seasonality was found not to significantly moderate the relationships between Tourist Attractions, Amenities, and Visit Intention. This suggests that tourists predominantly local and domestic visitors exhibit adaptive behavior toward seasonal conditions and do not perceive seasonality as a major constraint in evaluating the destination. The findings contribute theoretically by extending the application of the Theory of Planned Behavior in ecotourism contexts, demonstrating that perceived behavioral control related to seasonal factors may be less influential when tourists are familiar with local environmental conditions. Overall, the proposed model shows strong explanatory and predictive power, confirming its relevance for understanding visit intention in developing ecotourism destinations.

Suggestions and Recommendations

Based on the findings, destination managers of Bale Mangrove Ecotourism are encouraged to prioritize the continuous improvement of amenities as a strategic lever to enhance visit intention. Ensuring the cleanliness, accessibility, and functionality of basic facilities such as toilets, parking

areas, prayer rooms, rest spaces, and information centers should be a year-round management focus. In parallel, the development of tourist attractions should emphasize experiential depth through innovative and participatory programs, such as guided mangrove interpretation tours, conservation-based educational activities, and culturally rooted events. These initiatives can strengthen tourists' emotional engagement and reinforce the distinct identity of the destination.

From a broader policy and research perspective, tourism stakeholders and local authorities should integrate adaptive destination management strategies that acknowledge tourists' resilience to seasonal variation while maintaining environmental sustainability. Clear communication regarding seasonal conditions and activity feasibility can further reduce uncertainty and support informed travel decisions. Future research is recommended to expand the scope by including international tourists, incorporating additional behavioral variables such as perceived risk, destination image, or word-of-mouth, and employing longitudinal designs to capture changes in tourist behavior over time. Such efforts would enrich the understanding of visit intention dynamics and provide more comprehensive insights for sustainable ecotourism development.

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