

The Effect Of Tourist Experience And Travel Motivation On Revisit Intention At Goa Lawah Natural Tourism, West Lombok Regency

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Abstract

This study aims to analyze the effect of tourist experience and travel motivation on revisit intention among tourists at Goa Lawah Nature Tourism, West Lombok Regency. This research employs a quantitative approach with an associative research design involving 100 respondents who are tourists who have previously visited Goa Lawah Nature Tourism, West Lombok Regency. The sampling technique used was purposive sampling, and the data were analyzed using Partial Least Square–Structural Equation Modeling (PLS-SEM). The results show that tourist experience has a positive and significant effect on revisit intention, with a coefficient of 0.516, a t-statistic value of 5.433, and a p-value of 0.000. In addition, travel motivation also has a positive and significant effect on revisit intention, with a coefficient of 0.417, a t-statistic value of 3.965, and a p-value of 0.000. These findings indicate that enjoyable, comfortable, and memorable tourism experiences, as well as tourists' motivation for relaxation, entertainment, and seeking new experiences, play an important role in encouraging revisit intention. Therefore, improving the quality of tourist experiences and fulfilling tourists' travel motivations are key strategies to enhance tourist loyalty and ensure the sustainability of Goa Lawah Nature Tourism in West Lombok Regency.

INTRODUCTION

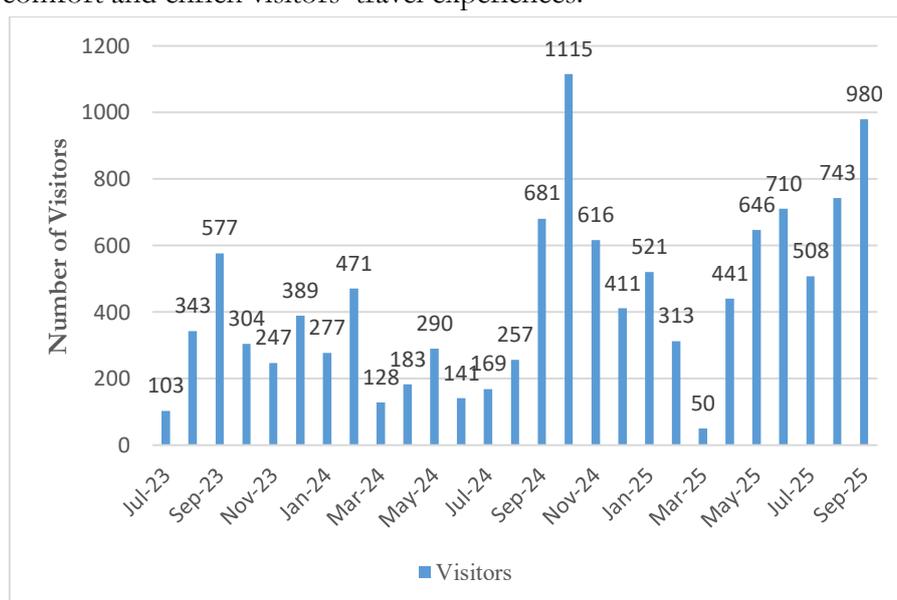
Research Phenomenon

Tourism is one of the leading sectors that contributes significantly to economic, social, and cultural development in various regions. The growth of tourism not only increases foreign exchange earnings but also creates employment opportunities, stimulates infrastructure development, and improves the welfare of local communities surrounding tourist destinations. In Indonesia, tourism continues to develop with an increasingly diverse range of attractions, including nature-based, cultural, historical, and artificial tourism. Nature-based tourism is considered capable of providing authentic experiences, enhancing tourist satisfaction, and increasing travel motivation, as it is closely associated with natural beauty, education, and relaxation (Kim, 2014). According to (H. Chen & Rahman, 2019), this aspect is crucial because the sustainability of a tourism destination is determined not only by the arrival of new tourists but also by tourists who are willing to revisit. In this context, tourist experience and travel motivation are key factors that encourage tourist loyalty (R. Chen et al., 2020). Tourist experience refers to tourists' interactions with the destination environment, attractions, services, and activities encountered during their visit (Ajikiani et al., 2023).

A memorable experience creates positive memories that encourage tourists to revisit the destination (Wahdiniawati et al., 2025). Meanwhile, travel motivation refers to internal and external drivers that stimulate individuals to undertake travel activities.

Research Problems

West Lombok Regency is one of the regions in West Nusa Tenggara with considerable tourism potential. One of the destinations that has been developing in recent years is Goa Lawah Nature Tourism, located in Lebah Sempage Village, Narmada District, West Lombok Regency. Goa Lawah Nature Tourism is a relatively new natural tourist destination that was officially inaugurated in 2023. Its main attractions include the beauty of the cave, waterfalls, camping areas, historical value, and surrounding natural scenery. The increasing number of tourist visits plays an important role in encouraging infrastructure development and supporting tourism facilities, aiming to enhance comfort and enrich visitors' travel experiences.



(Source: Visitor Logbook of Goa Lawah Nature Tourism)

Figure 1. Visitor Trends of Goa Lawah Nature Tourism, 2023–2025

Based on visitor data, tourist arrivals at Goa Lawah Nature Tourism show significant fluctuations over the past three years. In 2023, tourist visits declined in July to 103 visitors and increased in September to 577 visitors. In 2024, a decrease occurred in March with 128 visitors, followed by an increase in October reaching 1,115 visitors. In 2025, tourist visits experienced a sharp decline in March with only 50 visitors and increased again in September to 980 visitors. These fluctuations are mainly attributed to the limited dissemination of information and promotional activities. Goa Lawah Nature Tourism utilizes social media platforms such as Facebook, Instagram, TikTok, and Google Maps as promotional tools, sources of reviews, and documentation of tourist experiences. Reviews on Google Maps indicate that tourists evaluate the destination based on various aspects, including comfort, natural beauty, and unique experiences. This highlights the important role of tourist experience and travel motivation in shaping revisit intention.

Research Objectives, Urgency, and Novelty

This study aims to analyze the influence of tourist experience and travel motivation on revisit intention among tourists visiting Goa Lawah Nature Tourism in West Lombok Regency, in order to understand the factors that shape revisit intention in a developing nature-based tourist destination. This research is important because visitor data at Goa Lawah Nature Tourism show high fluctuations, indicating the need for a scientific basis to formulate destination management strategies oriented toward sustainability through improving experience quality and fulfilling tourist motivations. Previous studies have mostly focused on the relationship between tourist experience and mediating variables such as satisfaction (Putu et al., 2025) or other variables such as destination image (Wahdiniawati et al., 2025). This suggests that studies specifically examining the direct influence of tourist experience and travel motivation on revisit intention in nature-based tourism destinations remain limited. Furthermore, research on nature tourism destinations, particularly Goa Lawah in West Lombok, is still scarce. This condition indicates challenges in creating memorable tourist experiences and understanding tourist motivations that encourage repeat visits.

METHODS

Research Type and Design

The type of research employed in this study is quantitative research with an associative approach, which aims to examine the relationship between two or more variables (Sugiyono, 2022). The type of relationship analyzed is causal, as this study seeks to determine the effect of the independent variables (Tourist Experience and Travel Motivation) on the dependent variable (Revisit Intention). The data collection method used is a survey sampling method, which involves conducting research on a portion of the population to obtain data on the relationships among social and psychological variables (Sugiyono, 2022). Data were collected using a questionnaire consisting of written questions prepared by the researcher and distributed online via Google Forms. This technique was selected because the population size is not precisely known, making the survey sampling approach effective for reaching a broad range of respondents.

Population and Sample

According to (Sugiyono, 2022), a population is defined as a generalization area consisting of objects or subjects that possess certain qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study consists of individuals who have previously visited Goa Lawah Nature Tourism Destination in West Lombok Regency.

According to (Sugiyono, 2022), a sample is a subset of the population that represents its number and characteristics. The determination of an appropriate sample size, as suggested by (Hair et al., 2017), depends on the number of indicators multiplied by five to ten. (Ferdinand, 2014) also states that the recommended sample size ranges from five to ten times the number of estimated parameters multiplied by the number of indicators. In this study, there are 13 indicators, resulting in a minimum sample size of 65 respondents (5×13). However, to facilitate the research process, the sample size was increased and rounded to 100 respondents. The sampling technique employed in this study is non-probability sampling using the purposive sampling method, as the population size is not precisely known. This technique was chosen because it allows the researcher to select respondents based on specific criteria. The criteria applied in this study are: (1) respondents are at

least 17 years old, and (2) respondents have visited Goa Lawah Nature Tourism Destination at least once.

Research Instrumentation and Data Collection

This study employs a Likert scale to measure the research data. According to (Sugiyono, 2022), the Likert scale is used to measure individuals' attitudes, opinions, and perceptions toward social phenomena. This research uses a 10-point Likert scale to measure the study variables. The response options range from strongly agree to strongly disagree, including strongly agree, agree, moderately agree, slightly agree, neutral, slightly disagree, moderately disagree, disagree, and strongly disagree. Each response option is assigned a numerical score for further data analysis.

Procedures and Data Analysis

This study employs Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach for data analysis. The analysis was conducted using the Partial Least Squares (PLS) method with SmartPLS version 3.0 software. According to (Hair et al., 2017), Structural Equation Modeling (SEM) is a multivariate statistical technique used to analyze structural relationships between observed variables (indicators) and latent constructs (variables that cannot be measured directly). SEM also enables the identification and estimation of the contribution of each indicator in forming latent constructs, thereby providing a more comprehensive and accurate representation of relationships among variables. SEM-PLS analysis consists of two main components: measurement model (outer model) analysis and structural model (inner model) analysis.

In PLS, convergent validity for reflective indicators is assessed based on loading factor values, which represent the correlation between item scores and construct scores. The commonly accepted criteria for convergent validity are outer loadings greater than 0.70, communality values above 0.50, and Average Variance Extracted (AVE) values above 0.50 (Abdillah & Hartono, 2015). Discriminant validity is evaluated by examining cross-loading values, where each indicator should load higher on its respective construct than on other constructs (Ghozali & Latan, 2012).

Reliability testing is conducted to assess the consistency of the measurement instrument in capturing the constructs under study. Reliability is evaluated using Composite Reliability, where a construct is considered reliable if it has a composite reliability value of 0.70 or higher (Sekaran, 2014). Hypothesis testing is performed by examining the T-statistics and P-values. A hypothesis is accepted if the P-value is less than 0.05. This study applies a 95% confidence level, corresponding to a significance level (α) of 0.05 and a critical t-value of 1.96. If the calculated t-statistic exceeds 1.96, the alternative hypothesis (H_1) is accepted and the null hypothesis (H_0) is rejected; otherwise, H_0 is accepted and H_1 is rejected.

RESULTS

The following is a description of the 100 respondents in the study as presented in Table 1.

Table 1. Respondent Profile

	Statement	Total	Percentage
Gender	Male	36	36%
	Famale	64	64%
Age	17-24 years	92	92%
	25-32 years	1	1%
	33-40 yers	1	1%

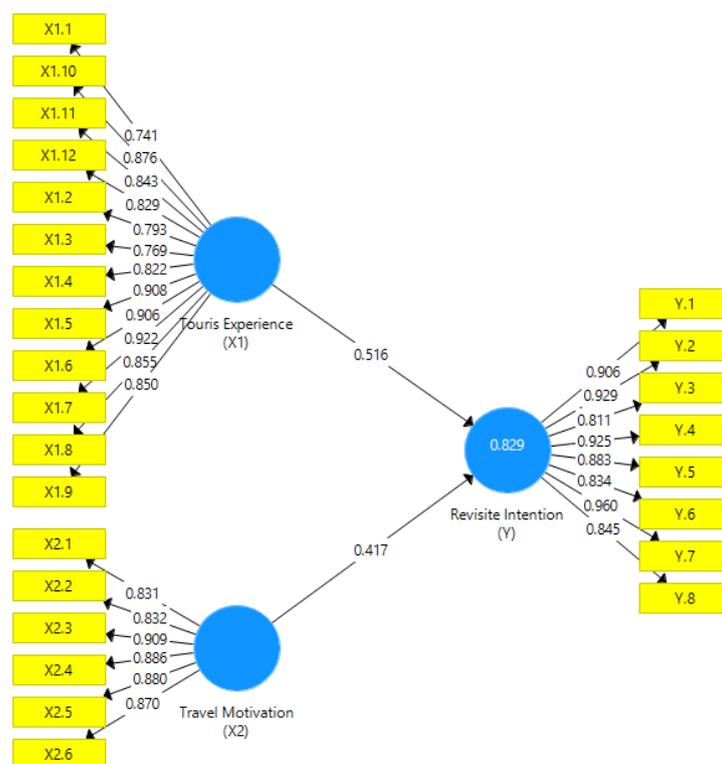
	>40 years	6	6%
Address	Mataram	42	42%
	Lombok Barat	26	26%
	Lombok Timur	17	17%
	Lombok Tengah	9	9%
	Lombok Utara	1	1%
	Sumbawa	3	3%
	Bima	2	2%
Frequency of visits to Goa Lawah	1 time	42	42%
	2-3 time	25	25%
	>3 time	33	33%

Source processed data (2025)

Based on the data presented in Table 1, female respondents account for a higher proportion, at 64%, compared to male respondents at 36%, indicating that the majority of visitors are female. In terms of age, the largest group of respondents falls within the 17–24 years age range, representing 92%, while the smallest groups are those aged 25–32 years and 33–40 years, each accounting for 1%. This indicates that younger tourists are more inclined to visit Goa Lawah Nature Tourism to travel and enjoy the natural atmosphere. In terms of place of residence, most respondents come from Mataram (42%), followed by Lombok Barat (26%), while the smallest proportion of respondents comes from Lombok Utara (1%). Meanwhile, based on visit frequency, the majority of respondents visited Goa Lawah Nature Tourism in West Lombok once (42%), compared to those who visited two to three times (25%) and those who visited more than three times (33%).

Outer Model Evaluation

The data in this study were processed and analyzed using SmartPLS, generating information on Convergent Validity, Average Variance Extracted (AVE), Discriminant Validity, Composite Reliability, and Cronbach's Alpha.



Source: Processed data (2025)

Figure 2. SEM Analysis Result

Validity Test

Convergen Validity

Convergent validity was assessed based on each construct indicator. According to (Ghozali, 2018), an indicator is considered valid if its value is greater than 0.70, while factor loadings between 0.50 and 0.60 are considered acceptable. Based on the results in Table 2, all indicators within the Tourist Experience, Travel Motivation, and Revisit Intention constructs exhibit very high factor loading values, ranging from 0.741 to 0.960. These results indicate that the indicators are valid and demonstrate good convergent validity, as most indicators in each research variable have loading factor values above 0.70, reflecting a high level of validity and meeting the standards of convergent validity.

Tabel 2. Convergen Validity

	Touris Experience (X1)	Travel Motivation (X2)	Revisit Intention (Y)
X1.1	0,741		
X1.10	0,876		
X1.11	0,843		
X1.12	0,829		
X1.2	0,793		
X1.3	0,769		
X1.4	0,822		
X1.5	0,908		
X1.6	0,906		

X1.7	0,922	
X1.8	0,855	
X1.9	0,850	
X2.1		0,831
X2.2		0,832
X2.3		0,909
X2.4		0,886
X2.5		0,880
X2.6		0,870
Y.1		0,906
Y.2		0,929
Y.3		0,811
Y.4		0,925
Y.5		0,883
Y.6		0,834
Y.7		0,960
Y.8		0,845

Source: Processed data (2025)

Tabel 3. AVE Test

Variable	Average Variance Extracted (AVE)	Description
Revisit Intention (Y)	0,789	Valid
Touris Experience (X1)	0,713	Valid
Travel Motivation (X2)	0,754	Valid

Source processed data (2025)

It is known that the AVE values of each construct are above 0.50. Therefore, there are no issues related to convergent validity in the tested model, and the constructs in this research model can be considered to have good discriminant validity.

Discriminan Validity

Discriminant validity refers to the degree to which an indicator is distinct in measuring different constructs within a research instrument. The cross-loading value of each indicator should be greater than 0.70 and higher than the cross-loading values of the same indicator on other constructs in order to properly reflect a construct. Discriminant validity is considered satisfactory when the cross-loading of each measurement item on its respective variable is higher than its correlation with other variables (Ghozali & Latan, 2012).

In this study, the results shown in Table 4 indicate that the cross-loading values of the indicators on their respective variables are the highest compared to the cross-loading values on other variables. Based on this evaluation, it can be concluded that all indicators of the research variables, which are reflective in nature, are valid in representing the constructs they are intended to measure.

Tabel 4. Discriminan Validity

Variable	Touris Experience (X1)	Travel Motivation (X2)	Revisite Intention (Y)	Description
X1.1	0,741	0,648	0,641	Valid
X1.10	0,876	0,816	0,800	Valid
X1.11	0,843	0,771	0,765	Valid

X1.12	0,829	0,732	0,862	Valid
X1.2	0,793	0,706	0,659	Valid
X1.3	0,769	0,715	0,668	Valid
X1.4	0,822	0,761	0,703	Valid
X1.5	0,908	0,819	0,827	Valid
X1.6	0,906	0,778	0,780	Valid
X1.7	0,922	0,878	0,834	Valid
X1.8	0,855	0,780	0,742	Valid
X1.9	0,850	0,718	0,708	Valid
X2.1	0,788	0,831	0,729	Valid
X2.2	0,787	0,832	0,768	Valid
X2.3	0,804	0,909	0,780	Valid
X2.4	0,784	0,886	0,761	Valid
X2.5	0,773	0,880	0,761	Valid
X2.6	0,766	0,870	0,798	Valid
Y.1	0,870	0,876	0,906	Valid
Y.2	0,826	0,801	0,929	Valid
Y.3	0,812	0,802	0,811	Valid
Y.4	0,869	0,839	0,925	Valid
Y.5	0,774	0,752	0,883	Valid
Y.6	0,649	0,632	0,834	Valid
Y.7	0,812	0,849	0,960	Valid
Y.8	0,677	0,668	0,845	Valid

Source processed data (2025)

Reliability testing

Reliability testing aims to assess the extent to which a research instrument is able to produce consistent, accurate, and precise measurements of a variable or construct. In evaluating construct reliability, two main indicators are used, namely Cronbach's Alpha and Composite Reliability (CR). A construct is considered to have good reliability if both values exceed 0.70 (Hair et al., 2017).

Tabel 5. Reliability Testing

	Cronbach's Alpha	Composite Reliability	Information
Revisite Intention (Y)	0,961	0,967	Reliable
Touris Experience (X1)	0,963	0,967	Reliable
Travel Motivation (X2)	0,935	0,948	Reliable

Source processed data (2025)

Hypotheses Testing

All proposed hypotheses have a positive and statistically significant effect ($p < 0.05$) based on the results of the structural model analysis.

Tabel 6. Hypotheses testing

Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
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Touris Experience (X1) -> Revisite Intention (Y)	0,516	0,522	0,095	5,433	0,000	Rejected
Travel Motivation (X2) -> Revisite Intention (Y)	0,417	0,413	0,105	3,965	0,000	Rejected

Source processed data (2025)

Based on the testing results in Table 6, the t-statistic value indicates that the tourist experience variable has an effect on revisit intention with a t-statistic of 5.433 and a p-value of 0.000. Meanwhile, the travel motivation variable also affects revisit intention, with a t-statistic of 3.965 and a p-value of 0.000. Therefore, it can be concluded that tourist experience and travel motivation have a significant effect on revisit intention. These results are consistent with (Hair et al., 2017), who state that a variable is considered to have a significant effect if the t-statistic value exceeds 1.96 or the p-value is below 0.05.

DISCUSSION

The effect of touris experience on revisite intention

The results of the hypothesis testing indicate that tourist experience has a positive and significant effect on revisit intention, with a t-statistic value of 5.433 and a p-value of 0.000, indicating that the effect is strong and statistically significant. These findings suggest that the better the experience perceived by tourists during their visit to Goa Lawah Nature Tourism, the higher their intention to revisit the destination in the future. This finding is also consistent with previous studies by (Wahdiniawati et al., 2025), (Ajkiyani et al., 2023), and (Pramudhita et al., 2024), which state that tourist experience has a significant effect on revisit intention. This indicates that tourist experience is a key determinant of tourist loyalty, both in well-established destinations and in developing destinations such as Goa Lawah Nature Tourism. Therefore, improving the quality of tourist experiences is an important strategy for destination managers to increase revisit intention.

The effect of travel motivation on revisit intention

The results of the hypothesis testing indicate that travel motivation has a positive and significant effect on revisit intention, with a t-statistic value of 3.965 and a p-value of 0.000. This means that the stronger tourists' motivation to travel whether for relaxation, stress relief, or seeking new experiences the greater their intention to revisit Goa Lawah Nature Tourism. The majority of respondents in this study belong to a younger age group, which generally has a high motivation to seek entertainment, novelty, and escape from daily routines. Goa Lawah Nature Tourism is able to fulfill these needs through the characteristics of nature-based and adventure tourism it offers, so that the motivation that initially drives the first visit also develops into an intention to revisit. These findings are consistent with previous studies by (Mayasari & Artanti, 2021), (Putri et al., 2024), and (Zulfida et al., 2024), which found that travel motivation has a significant effect on revisit intention. Thus, travel motivation not only influences tourists' initial visit decisions but also plays an important role in shaping destination loyalty. Therefore, the management of Goa Lawah Nature Tourism needs to continuously develop attractions and an atmosphere that can meet tourists' needs for relaxation, entertainment, and novelty in order to encourage repeat visits.

CONCLUSION

Based on the results of data analysis and hypothesis testing using the Partial Least Square Structural Equation Modeling (PLS-SEM) method, it can be concluded that tourist experience has a positive and significant effect on revisit intention, meaning that the better the tourism experience perceived by tourists such as comfort, safety, natural beauty, enjoyment, as well as educational and novelty elements the higher their intention to make repeat visits. These findings confirm that memorable experiences serve as the main foundation in shaping tourist loyalty toward nature-based tourism destinations.

In addition, the results also show that travel motivation has a positive and significant effect on revisit intention, indicating that tourists' internal motivations, such as the need for relaxation, stress relief, entertainment, and the pursuit of new experiences, play a major role in determining their decision to revisit. When a tourism destination is able to fulfill these motivations through natural attractions, a comfortable atmosphere, and adequate facilities and services, tourists' tendency to revisit will increase.

Theoretically, these findings strengthen the experience economy theory and the push-pull motivation theory by demonstrating that the quality of experiences and tourists' psychological drives have a direct role in shaping loyalty toward nature-based tourism destinations. From a managerial perspective, the results imply that the management of Goa Lawah Nature Tourism needs to prioritize improving the quality of tourist experiences through enhanced comfort, safety, cleanliness, attraction development, and the provision of activities that meet tourists' needs for relaxation and novelty in order to increase revisit intention.

However, this study has limitations, as it was conducted at only one tourism destination and involved only two main variables, meaning that the results cannot be fully generalized. Therefore, future research is recommended to expand the research scope to various types of destinations and include additional variables such as tourist satisfaction, destination image, and service quality to provide a more comprehensive understanding of revisit intention formation.

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