

## The Role of Meaningfulness & Aesthetics in Increasing Revisit Intention with the Theory of Planned Behavior Approach

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Hedonism, Meaningfulness, Aesthetics, Attitude Toward Behavior, Subjective Norm, Perceived Behavioral Control, Revisit Intention, Theory of Planned Behavior (TPB)

### Abstract

*This study aims to analyze the influence of hedonism, meaningfulness, and aesthetics on tourist intention to revisit Sabda Alam Water Park through attitude toward behavior, subjective norm, and perceived behavioral control. This study uses a survey method involving 161 respondents who have visited Sabda Alam Water Park. The data analysis technique used is structural equation modeling (SEM) using smartPLS version 3.0 software. Based on the results of hypothesis testing, it was found that revisit intention is influenced by meaningfulness and aesthetics through attitude toward behavior. Furthermore, it was found that meaningfulness is an antecedent of revisit intention through subjective norm, and subjective norm also has a positive effect on revisit intention through perceived behavioral control. The novelty of this study is the addition of the core constructs of TPB, namely attitude toward behavior, subjective norm, and perceived behavioral control, which are hypothesized to mediate the relationship between the dimensions of memorable tourism and the dimensions of hedonism, meaningfulness, and aesthetics on revisit intention. The researchers hope that the findings obtained can contribute to future researchers and managers of Sabda Alam Water Park in designing strategies that can increase tourist revisit intention. Future researchers are advised to explore other variables that may mediate the relationship between hedonism and revisit intention.*

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## INTRODUCTION

The mismatch between workload and an individual's ability to cope with it can lead to prolonged psychological fatigue (Meilina & Yenni, 2022). According to Hikmah et al. (2022) and Susanty et al. (2025), several efforts can be made to overcome this, one of which is through *healing* activities that can be realized by traveling to natural tourist destinations, cultural tourism, or special interest tourism such as culinary, education, halal tourism, and specific locations. The great potential offered by West Java in terms of natural resources, culture, customs, and the hospitality of its people makes it among the most important tourist destinations in Indonesia. Market potential allows for the development of tourism in West Java (Fadhil & Muchatar, 2024). However, at present, tourist destinations do not only rely on natural beauty, historical and cultural heritage, but also on creativity in creating artificial tourist destinations to attract tourists (Hariono et al., 2025).

One of the man-made tourist destinations located in West Java Province is Sabda Alam Water Park, located at the foot of Mount Guntur in Garut Regency. This tourist attraction is the main attraction in the Sabda Alam Tourism area, which has been operating since 2006 and is known as the largest water park in Garut Regency. Some of the facilities available at Sabda Alam Water Park include water games such as wave pools, lazy rivers, extreme slides (slider boom), tipping buckets, dancing fountains, foam pools, and kiddies pools. In addition to the rides, the management also provides various supporting facilities, including tire rentals (single to triple), gazebos, lockers, a prayer room, and a first aid room. Based on the results of tourist trend analysis (2023-2025), it is known that there will be a downward trend of 83 tourists per month in the future,

a phenomenon that reflects a decline in tourists' revisit intention to Taman Air Sabda Alam. Therefore, this study aims to provide recommendations to the management of Sabda Alam Water Park to understand the factors that can increase tourists' revisit intention to Sabda Alam Water Park.

To achieve these objectives, Ajzen (1991) this study uses the theory of planned behavior (TPB) as its underpinning theory as proposed by. The theory represents an extension of (Ajzen & Fishbein, 1985) Theory of Reasoned Action (TRA) through the inclusion of perceived behavioral control as an additional construct. TPB originates from the discipline of social psychology, which explains that human behavior is not solely the result of emotional impulses but rather the result of structured and rational cognitive evaluation. According to the theory, behavioral intention serves as a direct determinant of actual behavior. However, the realization of these intentions will only occur if a person has the freedom to decide whether or not to perform the behavior (Ajzen, 1991). A person's behavioral intention is determined by three main factors, namely attitude toward behavior, subjective norm, and perceived behavioral control. Attitude toward behavior refers to the degree to which a person has a positive or negative evaluation of the behavior in question. subjective norm refers to the social pressure felt by individuals to perform or not perform the behavior. Perceived behavioral control refers to an individual's perception of the ease or difficulty of performing the behavior (Ajzen, 1991). TPB states that human behavior is under their own control, although it cannot be fully controlled. In TPB, attitude toward behavior, subjective norm, and perceived behavioral control are influenced by external factors. External factors refer to components outside the individual, such as environmental factors. The quality of external factors can create positive or negative evaluations of behavior, as well as shape individuals' perceptions of the social pressure influencing their actions, and influence how capable an individual is of performing the behavior. The validity of TPB has been proven strong in various disciplines over the past five years, such as in public health studies predicting compliance intentions for social distancing behavior throughout the COVID-19 pandemic period (Jilani et al., 2024; Winarno & Adiwena, 2025; Trifiletti et al., 2022). TPB was used by Al Mamun et al. (2024) and Naifah et al. (2025) in the environmental discipline, Martins et al. (2022) in the field of education in Colombia and Ecuador, and Harahap et al. (2022) in the field of finance in Bekasi, Indonesia. Irimia-Diéguez et al. (2023) used the SDGs in the fintech sector, (Huang, 2023) in the retail sector, and Mustapa et al. (2024) in the agricultural sector.

In the field of marketing, TPB is used as an underpinning theory by Mou et al. (2020) and Artana et al. (2022) in the field of digital marketing, Upadhyaya & Sijoria (2024) in the field of green marketing in India, Azhar et al. (2022) and Loi et al. (2024) in the field of country marketing. TPB is also used in research in the field of city marketing in Sarajevo, Bosnia (Bouarar et al., 2025), in the field of ecotourism in China (Jin et al., 2020) and (Bilqis & Ernawadi (2025) with the object being assessed being the Curug Cijalu waterfall tourist destination in Subang, Indonesia. In addition, Sabila & Ernawadi (2024) analyzed the factors that can influence the revisit intention of Sari Ater Hot Springs tourists, namely memorable tourism experiences with the dimensions of hedonism, novelty, meaningfulness, and aesthetics through fun. The results of the study show that hedonism, novelty, meaningfulness, and aesthetics have a positive influence on fun. In addition, hedonism, novelty, and aesthetics are proven to directly influence revisit intention. However, fun is not proven to be a mediator in the relationship between novelty and revisit intention. The study also revealed that meaningfulness does not affect revisit intention. Meanwhile, fun also does not act as a mediator in the relationship between novelty and revisit intention. Findings from the study

by Sabila & Ernawadi (2024) show that not all dimensions of the tourism experience work through emotional channels, so the mechanism of revisit intention formation cannot be explained comprehensively. Based on these limitations, this study proposes the development of a new model by incorporating the core constructs of TPB, namely attitude toward behavior, subjective norm, and perceived behavioral control as mediators linking hedonism, meaningfulness, and aesthetics with the revisit intention of tourists at Sabda Alam Water Park.

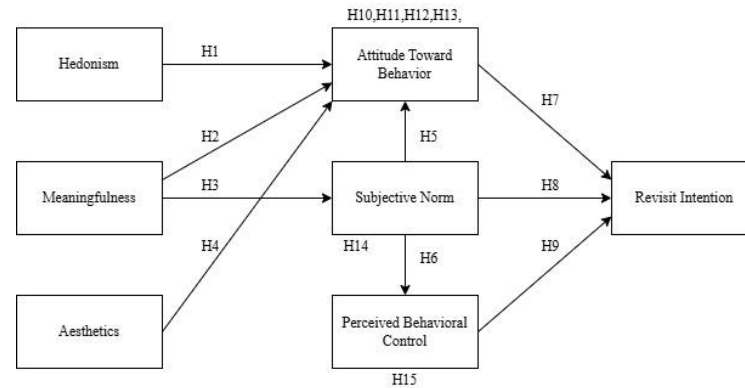


Figure 1 Conceptual Model

**METHODS**

The method used in this study was a survey. According to Effendi & Tukiran (2012), a survey method is a research method that collects data from samples using questionnaires aimed at explaining causality and testing hypotheses. This study involved samples from the entire population of Sabda Alam Water Park visitors aged 17 years and above who had visited Sabda Alam Water Park. The sample size for this study was set at 161 respondents, which is considered appropriate as it meets the minimum sample size according to the rules of thumb proposed by Roscoe (1975) and supported by Sekaran & Bougie (2017). Furthermore, the sampling technique used in this study was purposive sampling, which is a nonprobability sampling method.

The data collection technique in this study is classified as a cross-sectional study or one-shot study because data collection was only conducted in one period of time (Sekaran & Bougie, 2017). The data collection process will be carried out by distributing questionnaires using Google Forms.

In this study, data analysis was conducted by testing hypotheses after data was collected from the research sample using partial least squares (PLS) analysis. According to Hair et al. (2011), PLS is a variance-based structural equation modeling (SEM) used to construct and test statistical models, generally in the form of causality models. The tool used in this study was SmartPLS version 3.0 to assess the outer model, which includes convergent validity, discriminant validity, and composite reliability. Then, the structural model (inner model) is evaluated through the AVE and AVE square root processes, F-square, Goodness of Fit test, and hypothesis testing to determine whether there is a causal relationship (Sekaran & Bougie (2017).

**RESULTS AND DISCUSSION**

Referring to Table 1, all loading factor and composite reliability values confirm that the indicators for each construct meet the standards of validity and reliability. They have a loading factor value  $\geq 0.70$  so that all variable indicators are declared valid and have met the requirements to measure the correlation between indicator scores and their variables. Furthermore, composite

reliability values  $> 0.70$  indicate that the measurements of each variable can be considered reliable and consistent.

**Table 1** Loading Factor and Composite Reliability Values

Statement	Factor Factor	Composite Reliability
<b>Hedonism</b>		
I feel excited when playing in the water at Sabda Alam Water Park.	0.865	0.892
I enjoyed swimming during my trip to Sabda Alam Water Park	0.869	
I felt happy when trying out various rides at Sabda Alam Water Park.	0.834	
<b>Meaningfulness</b>		
I felt that I was doing meaningful activities during my visit to Sabda Alam Water Park.	0.912	0.892
Sabda Alam Water Park successfully left an unforgettable impression on me.	0.882	
<b>Aesthetics</b>		
I was impressed by the beauty of the scenery at Sabda Alam Water Park	0.868	0.878
I feel that the layout of Sabda Alam Water Park is different from others.	0.777	
I enjoy the atmosphere at Sabda Alam Water Park	0.873	
<b>Attitude Toward Behavior</b>		
I like the water activities at Sabda Alam Water Park	0.860	0.906
I like the atmosphere at Sabda Alam Water Park	0.886	
I like swimming at Sabda Alam Water Park	0.873	
<b>Subjective Norm</b>		
I am confident that my closest friends and family support my decision to visit Sabda Alam Water Park	0.924	0.926
I am confident that my closest friends and family approve of my decision to visit Sabda Alam Water Park.	0.933	
<b>Perceived Behavioral Control</b>		
I feel confident about visiting Sabda Alam Water Park.	0.853	0.888
I feel comfortable planning a trip to Sabda Alam Water Park.	0.905	
I feel that nothing is stopping me from traveling to Sabda Alam Water Park	0.796	
<b>Revisit Intention</b>		
I have an intention to visit Sabda Alam Water Park again in the future	0.796	0.874
I would recommend Sabda Alam Water Park to others	0.900	
I will share my experience during my visit to Sabda Alam Water Park	0.807	

Source: SmartPLS version 3.0 output (Primary Data, 2026).

All loading factor values are  $> 0.70$  as shown in Table 1. Thus, all indicators can be used as measures of each variable. Furthermore, composite reliability values  $> 0.70$  indicate that the measures of each variable are reliable, so this research instrument can be categorized as a consistent data collection tool.

**Table 2** Cross Loading Values

Indicator	Hedonism (HDS)	Meaning-Fulness (MNS)	Aesthetics (AES)	Attitude Toward Behavior	Subjective Norm (SN)	Perceived Behavioral Control	Revisit Intention (RI)	Note
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	(ATB)			(PBC)				
<b>HDS.1</b>	<b>0.865</b>	0.455	0.574	0.507	0.505	0.529	0.538	Valid
<b>HDS.2</b>	<b>0.869</b>	0.458	0.575	0.524	0.521	0.478	0.543	Valid
<b>HDS.3</b>	<b>0.834</b>	0.420	0.464	0.459	0.477	0.550	0.516	Valid
<b>MNS.1</b>	0.445	<b>0.912</b>	0.407	0.527	0.537	0.540	0.463	Valid
<b>MNS.2</b>	0.491	<b>0.882</b>	0.454	0.543	0.369	0.464	0.447	Valid
<b>AES.1</b>	0.528	0.355	<b>0.868</b>	0.556	0.459	0.371	0.483	Valid
<b>AES.2</b>	0.437	0.338	<b>0.777</b>	0.461	0.400	0.310	0.448	Valid
<b>AES.3</b>	0.607	0.492	<b>0.873</b>	0.637	0.475	0.499	0.595	Valid
<b>ATB.1</b>	0.491	0.483	0.481	<b>0.860</b>	0.439	0.462	0.485	Valid
<b>ATB.2</b>	0.503	0.505	0.624	<b>0.886</b>	0.504	0.484	0.509	Valid
<b>ATB.3</b>	0.527	0.565	0.620	<b>0.873</b>	0.464	0.531	0.541	Valid
<b>SN.1</b>	0.510	0.472	0.506	0.444	<b>0.924</b>	0.533	0.524	Valid
<b>SN.2</b>	0.576	0.477	0.482	0.552	<b>0.933</b>	0.537	0.542	Valid
<b>PBC.1</b>	0.547	0.515	0.415	0.510	0.434	<b>0.853</b>	0.532	Valid
<b>PBC.2</b>	0.569	0.522	0.463	0.540	0.582	<b>0.905</b>	0.566	Valid
<b>PBC.3</b>	0.411	0.387	0.327	0.378	0.441	<b>0.796</b>	0.381	Valid
<b>RI.1</b>	0.526	0.380	0.511	0.424	0.470	0.466	<b>0.796</b>	Valid
<b>RI.2</b>	0.535	0.459	0.531	0.571	0.570	0.512	<b>0.900</b>	Valid
<b>RI.3</b>	0.502	0.430	0.493	0.465	0.385	0.494	<b>0.807</b>	Valid

Source: SmartPLS version 3.0 output (Primary Data, 2026)

The results indicate that the research instrument demonstrates good discriminant validity, given that the relationships among indicators within each construct exceed the relationships between indicators across different constructs (Hair et al., 2011).

**Table 3** AVE and AVE Square Roots Values

Variable	AVE	Square Root AVE
Hedonism	0.733	0.856
Meaningfulness	0.805	0.897
Aesthetics	0.707	0.841
Attitude toward behavior	0.762	0.873
Subjective Norm	0.862	0.929
Perceived behavioral control	0.727	0.852
Revisit intention	0.698	0.835

Source: SmartPLS version 3.0 output (Primary Data, 2026).

As shown in Table 3, each variable indicates that the AVE value is >0.50, so this research model can be said to have stronger discriminant validity (Yamin & Kurniawan, 2011).

**Table 4** F-Square

Variable	Attitude toward behavior	Subjective norm	Perceived behavioral control	Revisit intention
Hedonism	0.016			
Meaningfulness	0.123	0.354		

Aesthetics	0.190		
Attitude toward behavior			0.102
Subjective Norm	0.017	0.497	0.078
Perceived behavioral control			0.081
Revisit intention			

Source: SmartPLS version 3.0 output (Primary Data, 2026).

Based on the table, the influence of hedonism, meaningfulness & subjective norm on attitude toward behavior is considered small with values of 0.016, 0.123 and 0.017. Meanwhile, the influence of meaningfulness on subjective norm is relatively large with a value of 0.354, and the influence of aesthetics on attitude toward behavior has a moderate influence of 0.190. Furthermore, the influence of subjective norm on perceived behavioral control is considered large with a value of 0.497. The impact of attitude toward behavior, subjective norm, and perceived behavioral control on revisit intention has a small value of 0.102, 0.078, and 0.081, respectively (Hardisman, 2021).

**Table 5** Goodness of Fit (GoF)

Variable	AVE	R-square
Hedonism	0.733	
Meaningfulness	0.805	
Aesthetics	0.707	
Attitude toward behavior	0.762	0.561
Subjective norm	0.862	0.261
Perceived behavioral control	0.727	0.332
Revisit intention	0.698	0.481
<b>Average</b>	<b>0.756</b>	<b>0.409</b>

Source: SmartPLS version 3.0 output (Primary Data, 2026).

$$\text{Gof value} = \sqrt{\text{average AVE} \times \text{average R-square}}$$

$$\text{Gof value} = \sqrt{0.756 \times 0.409}$$

$$\text{GoF value} = 0.556$$

Based on these calculations, the GoF value of 0.556 indicates that the model used in this study has a high degree of fit (Cohen, 1988).

**Table 6** Profile of Respondents

DESCRIPTION	NUMBER	
	PERSONS	PERCENT
<b>Gender</b>		
Male	66	41

Female	95	59
<b>Age</b>		
17–25 years	116	72.0
25–35 years old	9	5.6
> 35 years	36	22.4
<b>Residence</b>		
Garut Regency	97	60.2
Outside Garut Regency	64	39.8
<b>Occupation</b>		
Students	5	3.1
College students	104	64.6
Private sector employees	14	8.7
Civil servant	30	18.6
Others	8	5

Source: Google Form questionnaire output (Primary Data, 2026).

According on the questionnaire results, it was found that most respondents were female, with a percentage of 59%. In terms of age, most respondents were in the 17-25 age range (teenagers), representing of 72%. In terms of domicile, the respondents were dominated by individuals residing in the Garut Regency, namely 60.2%. Furthermore, many respondents' occupations were students, with a percentage of 64.6%.

**Table 7** Hypothesis Test Results

	Hypothesis Description	Path Coefficient	T-Statistic	P-Value	Note
H1	Hedonism → Attitude toward behavior	0.119	1.294	0.098	Not supported
H2	Meaningfulness → Attitude toward behavior	0.289	4.210	0.000	Supported
H3	Meaningfulness → Subjective norm	0.511	5.919	0.000	Supported
H4	Aesthetics → Attitude toward behavior	0.390	5.288	0.000	Supported
H5	Subjective norm → Attitude toward behavior	0.114	1.233	0.109	Not supported
H6	Subjective norm → Perceived behavioral control	0.576	8.81	0.000	Supported
H7	Attitude toward behavior → Revisit intention	0.294	3.253	0.001	Supported
H8	Subjective norm → Revisit intention	0.260	3.035	0.001	Supported
H9	Perceived behavioral control → Revisit intention	0.271	2.867	0.002	Supported
H10	Hedonism → Attitude toward behavior → Revisit intention	0.035	0.972	0.332	Not supported
H11	Meaningfulness → Attitude toward behavior → Revisit intention	0.085	3,189	0.002	Supported
H12	Meaningfulness → Subjective norm → Revisit intention	0.133	2.822	0.005	Supported

H13	Aesthetics → Attitude toward behavior → Revisit intention	0.115	2.659	0.008	Supported
H14	Subjective norm → Attitude toward behavior → Revisit intention	0.033	1.216	0.225	Not supported
H15	Subjective norm → Perceived behavioral control → Revisit intention	0.156	2.51	0.012	Supported

Source: SmartPLS version 3.0 output (Primary Data, 2026).

According to the results of hypothesis testing, it is known that of the 15 hypotheses proposed, 11 hypotheses were supported, and 4 hypotheses were not supported by empirical data. The findings reveal that meaningfulness and aesthetics have a positive impact on attitude toward behavior, while hedonism and subjective norm do not significantly affect attitude toward behavior. Additionally, meaningfulness significantly influences subjective norm, and subjective norm demonstrates the strongest influence on perceived behavioral control relative to other paths. Furthermore, the three main constructs in TPB, namely attitude toward behavior, subjective norm, and perceived behavioral control, were found to have a positive and significant effect on revisit intention. Based on the results of testing the role of mediating variables, meaningfulness and aesthetics were shown to have a positive impact on revisit intention via attitude toward behavior. In addition, meaningfulness also had an effect through subjective norm. Meanwhile, hedonism and subjective norm was found to have no influence on revisit intention through attitude toward behavior.

The hypothesis test results demonstrate that attitude toward behavior serves as a mediating variable in the relationship between meaningfulness and revisit intention, supported by empirical findings indicating a path coefficient value of 0.085. This finding shows that doing meaningful things and having unforgettable experiences at the Sabda Alam Water Park tourist destination can contribute to feelings of enjoyment when playing in the water, enjoyment when swimming, and feelings of happiness when trying out the rides at Sabda Alam Water Park, which will lead to a desire to revisit, a desire to recommend it, and a desire to share experiences at Sabda Alam Water Park. Additionally, attitude toward behavior also contributes to mediating the relationship among aesthetics and revisit intention, supported by empirical data as reflected by a path coefficient of 0.115. This finding means that the beauty of the scenery, the uniqueness of the layout, and the atmosphere at the Sabda Alam Water Park tourist destination can contribute to feelings of enjoyment while playing in the water, enjoyment while swimming, and happiness while trying out the rides, which will lead to a desire to visit again, a desire to recommend the park, and a desire to share experiences at Sabda Alam Water Park. Furthermore, based on the results of hypothesis testing, it was found that subjective norm mediates the relationship between meaningfulness and revisit intention, supported by empirical data with a path coefficient value of 0.133. This finding means that doing meaningful things and having unforgettable impressions at the Sabda Alam Water Park tourist destination can contribute to the emergence of support from and approval of those closest to them, which will lead to a desire to revisit, a desire to recommend, and a desire to share their experiences at Sabda Alam Water Park. Furthermore, perceived behavioral control also serves as a mediator in the relationship between subjective norm and revisit intention, supported by empirical data with a path coefficient value of 0.156. This finding means that the support and approval of those closest to them can contribute to tourists' confidence in their visit, their comfort in planning their visit, and their feeling that there are no

obstacles that will affect their desire to return, their desire to recommend it, and their desire to share their experiences at Taman Air Sabda Alam.

This logical inference supports the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), as the underpinning theory in the first and second postulates. The first postulate shows that external factors are antecedents of behavioral intention through attitude toward behavior, subjective norm, and perceived behavioral control. Then, the second postulate is that attitude toward behavior, subjective norm, and perceived behavioral control are the three main factors that will form behavioral intention (Ajzen & Fishbein, 1985). In this study, meaningfulness, aesthetics, and subjective norm are propositions at the empirical level that refer to external factors. Meanwhile, attitude toward behavior, subjective norm, and perceived behavioral control are antecedents of revisit intention. This logical inference also supports the results of previous studies by (Jin et al., 2020; Mou et al., 2020; Fenitra et al., 2021; Artana et al., 2022; Azhar et al., 2022; Loi et al., 2024; Upadhyaya & Sijoria, 2024; Bouarar et al., 2025; Bilqis & Ernawadi, 2025; Abror et al., 2025).

Meanwhile, according on the results of hypothesis testing, attitude toward behavior does not have a role in mediating the relationship between hedonism and revisit intention because it is not supported by empirical data. This finding means that feelings of excitement when playing in the water, feelings of enjoyment when swimming, and feelings of pleasure when trying out the rides cannot contribute to feelings of enjoyment when playing in the water, feelings of enjoyment when enjoying the atmosphere, and feelings of enjoyment when swimming do not have an impact on the desire to revisit, the desire to recommend, and the desire to share one's experience at Sabda Alam Water Park.

The findings indicate that the strongest contribution to revisit intention arises from the influence of subjective norm on perceived behavioral control, as reflected by a path coefficient of 0.576, with the next highest value being meaningfulness toward subjective norm of 0.511, aesthetics toward attitude toward behavior of 0.390, and meaningfulness toward attitude toward behavior of 0.289. These findings imply that the managers of the Sabda Alam Water Park tourist destination in, need to prioritize strengthening positive social influence in their managerial decision-making. These efforts are expected to increase the ease of tourists visiting Sabda Alam Water Park, which will ultimately contribute to an increase in revisit intention.

## CONCLUSION

This study analyzed the influence of hedonism, meaningfulness, and aesthetics on revisit intention through attitude toward behavior, subjective norm, and perceived behavioral control. The results demonstrate that meaningfulness and aesthetics have a positive impact on revisit intention, mediated by attitude toward behavior. In addition, meaningfulness showed a positive effect on revisit intention mediated by subjective norm, whereas subjective norm influenced revisit intention through both direct and indirect pathways involving perceived behavioral control. These findings contribute to the development of marketing science and the conceptual model developed by Sabila & Ernawadi (2024). The results of that study found that not all dimensions of tourism experience work through emotional channels, so the mechanism of revisit intention formation cannot be explained comprehensively. Therefore, this study develops a new model by incorporating the core constructs of TPB, namely attitude toward behavior, subjective norm, and perceived behavioral control as consequences of the memorable tourism experience dimension, which consists of the dimensions of hedonism, meaningfulness, and aesthetics. A limitation of the

present study is the use of purposive sampling techniques in determining the sample, so the results cannot be applied generally to the population. Accordingly, it is recommended that future research adopt probability sampling methods, when possible, in order to allow the results to be generalized to the wider population. This study found that only hedonism did not affect revisit intention through attitude toward behavior. Future studies are encouraged to examine additional variables that may mediate the relationship between hedonism and revisit intention.

In connection with the objective of this study, which is to provide solutions to the decline in revisit intention among tourists at Sabda Alam Water Park, it is important for the management of Sabda Alam Water Park to understand the factors that can increase revisit intention. This study found that revisit intention is influenced by meaningfulness and aesthetics through attitude toward behavior. Furthermore, it was found that meaningfulness is an antecedent of revisit intention through subjective norm, and subjective norm also has a positive effect on revisit intention through perceived behavioral control.

Based on this explanation, several programs have been proposed for consideration and development by the management of Taman Air Sabda Alam, namely the creation of marketing programs that are relevant to meaningfulness. Meaningfulness consists of the feeling of doing something meaningful and having an unforgettable travel experience. The programs recommended by the management of Taman Air Sabda Alam to increase the meaningfulness of tourists consist of traditional music and art performances and yoga and meditation classes. Traditional art performances from the Garut Regency at certain hours can involve tourists in creative and interesting activities and influence them emotionally. Meanwhile, yoga and meditation classes with a cool natural backdrop can be an alternative way to develop the tourist experience. Adi et al. (2020) mention that meditation practices can create a feeling of calm. This condition has the potential to influence the emotional aspects of tourists when visiting Taman Air Sabda Alam, thereby creating a memorable and unforgettable tourist experience.

Furthermore, the management of Sabda Alam Water Park can develop an experience-oriented marketing program focused on aesthetics. The aesthetics in this study consist of the beauty of the scenery, the uniqueness of the layout, and the atmosphere at the tourist destination. The programs recommended to improve the aesthetics of Sabda Alam Water Park include natural landscape arrangement and destination thematic zone development programs. Natural landscape arrangement can be done by optimizing visual elements such as vegetation, water flow, and panoramic views of the surrounding nature, which are designed harmoniously to create visually refreshing scenery. Meanwhile, the development of thematic zones with unique and distinctive layout designs can provide a different spatial experience and increase the appeal of Sabda Alam Water Park. In addition, managers can create a comfortable and pleasant destination atmosphere through lighting arrangements, nature-themed background music, and management of environmental cleanliness and comfort. An aesthetic and atmospheric destination environment has the potential to shape tourists' positive perceptions of the destination, thereby creating a memorable tourist experience and encouraging tourists to revisit Sabda Alam Water Park.

Then, the manager of Sabda Alam Water Park can design a marketing program that focuses on strengthening the subjective norm of tourists. The subjective norm consists of the support of the tourist's closest friends and family and their approval of the tourist's decision to visit Sabda Alam Water Park. The recommended programs to increase the subjective norm include social group-based promotional programs and visitor testimonial campaigns. Social group-based promotional programs can be realized through the provision of family, couple, or community visit

packages, which encourage tourists to come with their closest people. This program has the potential to strengthen the perception of social support because the decision to visit is made collectively and obtains approval from the immediate environment. In addition, managers can develop visitor testimonial campaigns through social media and official digital platforms, featuring positive experiences of tourists with family or friends. These testimonials can shape the perception that visiting Taman Air Sabda Alam is a choice that is approved and recommended by people who are considered important, thereby increasing positive social pressure on potential tourists. Strong social support and approval are believed to strengthen tourists' intention to revisit Taman Air Sabda Alam.

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