Al-Kharaj: Journal of Islamic Economics and Business
Volume 8 (1), 2026
P-ISSN: 2686-262X; E-ISSN: 2685-9300

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

Muhammad Zulfi Manhaj Nujumil Ihsan[1], Yadi Ernawadi[2]
[1,2] Jenderal Achmad Yani University, Indonesia
Email: muhammadzulfi_22p334@mn.unjani.ac.id[1], yadi.ernawadi@lecture.unjani.ac.id[2]

Keywords:
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 the revisit intention of tourists at Sabda Alam Water Park through attitude toward behavior, subjective norm, and perceived behavioral control. This study used a survey method involving 161 respondents who had experience visiting Sabda Alam Water Park. The data analysis technique used was structural equation modeling (SEM) using smartPLS software version 3.0. Based on the results of hypothesis testing, it was found that revisit intention was influenced by meaningfulness and aesthetics through attitude toward behavior. Then, it was found that meaningfulness was an antecedent of revisit intention through subjective norm, and subjective norm also had 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 with 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 tourists' revisit intention.Further researchers are advised to explore other variables that can mediate the relationship between hedonism and revisit intention.

INTRODUCTION

A mismatch between the workload and a person's ability to cope with it can lead to prolonged psychological fatigue.(Meilina & Yenni, 2022). According toHikmah et al. (2022)AndSusanty et al. (2025)Several efforts can be made to address this, including healing activities, which can be realized through travel to natural, cultural, and special interest destinations such as culinary, educational, halal, and specific locations. West Java's vast potential, including natural resources, culture, customs, and the friendliness of its people, makes it one of the most important tourist destinations in Indonesia. Market potential allows for the development of West Java tourism(Fadhiil & Muchatar, 2024)However, nowadays, tourist destinations are not only based 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 in West Java Province is the 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 at the Sabda Alam Water Park include water rides such as a wave pool, a lazy river, extreme slides (boom sliders), a tipping bucket, a dancing fountain, a foam pool, and a kiddie pool. 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 the tourist trend analysis (2023-2025), it

is known that there is a downward trend in tourist arrivals.as many as 83 tourists per month in the future, this phenomenon reflects a decline in revisit intention of tourists to Sabda Alam Water Park. Therefore, this study aims to provide recommendations to the management of Sabda Alam Water Park to understand the factors that can increase revisit intention of tourists to Sabda Alam Water Park.

To fulfill this objective, this research uses the theory of planned behavior (TPB) as an underpinning theory initiated byAjzen, (1991). This theory is an extension of*theory of reasoned action*(TRA) which was initiated by(Ajzen & Fishbein, 1985)by adding the construct of Perceived Behavioral Control.The TPB, derived from the discipline of social psychology, explains that human behavior is not solely the result of emotional impulses but rather the result of structured and rational cognitive evaluation. The theory states that behavioral intention is a direct predictor of an individual's actual behavior. However, the realization of this intention will only occur if an individual has the freedom to decide whether or not to perform the behavior.(Ajzen, 1991).*Behavioral intention*A person's behavior is determined by three main factors: 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 an individual feels to perform or not perform the behavior. Perceived Behavioral Control refers to the individual's perceived ease or difficulty in performing the behavior.(Ajzen, 1991)The TPB states that human behavior is under the control of one's own will, although not completely controllable. In the 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, individual perceptions of perceived social pressure on their behavior, and influence how capable individuals are of performing the behavior. The validity of the TPB has been proven strong across various disciplines over the past five years, such as in public health studies predicting compliance intentions with social distancing behaviors during the COVID-19 pandemic.(Jilani et al., 2024; Winarno & Adiwena, 2025;Trifiletti et al., 2022). TPB is used byAl Mamun et al. (2024)And(Naifah et al. (2025)in environmental science disciplines,Martins et al. (2022)in the field of education in Colombia and Ecuador,Harahap et al. (2022)in the financial sector in Bekasi, Indonesia.Irimia-Diéguez et al. (2023)using TPB in the fintech realm,(Huang, 2023) in the retail sector andMustapa et al. (2024)in the agricultural sector.

In the marketing discipline, TPB is used as an underpinning theory byMou et al. (2020)AndArtana et al. (2022)in the field of digital marketing,Upadhyaya & Sijoria (2024)in the field of green marketing in India,Azhar et al. (2022)AndLoi et al. (2024)In the field of country marketing, TPB is also used in research on city marketing in Sarajevo, Bosnia.(Bouarar et al., 2025), in the field of ecotourism in China, China(Jin et al., 2020)And(Bilqis & Ernawadi (2025)The object being assessed is the natural tourist destination of the Curug Cijalu waterfall 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 experience with the dimensions of hedonism, novelty, meaningfulness, and aesthetics through fun. The results of the study indicate 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 has no effect on revisit intention.

Meanwhile, fun also does not play a role as a mediator in the relationship between novelty and revisit intention. The findings of the studySabila & Ernawadi (2024)shows that not all dimensions of the tourism experience work through emotional pathways so that the mechanism of Revisit Intention formation cannot be fully explained. 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 connecting hedonism, Meaningfulness and Aesthetics with Revisit Intention of tourists at Sabda Alam Water Park.

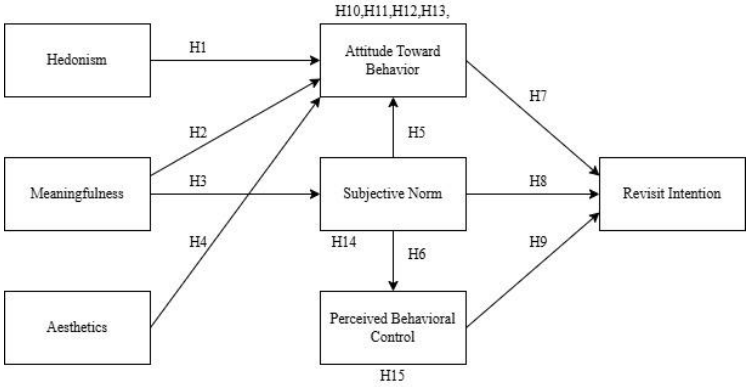


Figure 1 Conceptual Model

METHODS

The method used in this research is a survey. According toEffendi & Tukiran (2012)The survey method is a research method that collects data from samples using questionnaires with the aim of explaining causal relationships while simultaneously testing hypotheses. This study will involve a sample of all tourists to Sabda Alam Water Park aged at least 17 years and having visited Sabda Alam Water Park. The sample size for this study was set at 161 respondents and can be said to be appropriate because it is in accordance with the minimum sample size according to the rules of thumb proposed byRoscoe (1975)which is supported by Sekaran & Bougie (2017). Furthermore, the sampling technique used in this study was purposive sampling, which is a non-probability sampling method.

The data collection technique in this study is classified as cross-sectional studies or one-shot because the data was collected only in one time period.Sekaran & Bougie (2017).The data collection process will be carried out by distributing questionnaires using*Google Form*.

In this study, data analysis was carried outby testing the hypothesis can be done after the data is collected from the research sample using partial least squares (PLS) analysis. According toHair et al. (2011)PLS is a variance-based structural equation modeling (SEM) used to build 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) was evaluated through the AVE and AVE square root, F-square, Goodness of Fit Test, and hypothesis testing to determine whether a causal relationship exists.(Sekaran & Bougie (2017).

RESULTS AND DISCUSSION

Based on Table 1, it is known that all loading factor and composite reliability values are used to conclude that all indicators in each construct have met the validity and reliability criteria.

Having a loading factor value ≥ 0.70, all variable indicators are declared valid and have met the requirements to be able to measure the correlation between indicator scores and their variables. Furthermore, a composite reliability value > 0.70 indicates that the measurement of each variable can be said to be reliable and consistent.

Table1*Mark* *Loading Factor and Composite Reliability*

Statement	*Loading Factor*	*Composite Reliability*
Hedonism		
I feel excited when playing in the water at Sabda Alam Water Park	0.865	0.892
I enjoyed swimming activities while visiting Sabda Alam Water Park.	0.869	
I felt happy when I tried various rides at Sabda Alam Water Park.	0.834	
Meaningfulness		
I feel like I did various meaningful activities while visiting Sabda Alam Water Park.	0.912	0.892
Sabda Alam Water Park succeeded in leaving an unforgettable impression on me.	0.882	
Aesthetics		
I was impressed by the beautiful views of the Sabda Alam Water Park	0.868	0.878
I feel the layout of Sabda Alam Water Park is different from the others.	0.777	
I enjoyed the atmosphere at Sabda Alam Water Park	0.873	
Attitude Toward Behavior		
I love the water play activities at Sabda Alam Water Park	0.860	0.906
I like the atmosphere at Sabda Alam Water Park	0.886	
I like swimming activities at Sabda Alam Water Park	0.873	
Subjective Norm		
I am sure that those closest to me will support my choice to visit Sabda Alam Water Park.	0.924	0.926
I am sure that those closest to me have shown their approval of my choice to visit Sabda Alam Water Park.	0.933	
Perceived Behavioral Control		
I feel confident to visit Sabda Alam Water Park	0.853	0.888
I feel comfortable planning a trip to Sabda Alam Water Park	0.905	
I feel that there is nothing stopping me from visiting Sabda Alam Water Park.	0.796	
Revisit Intention		
I intend to return to Sabda Alam Water Park in the future	0.796	0.874
I would recommend Sabda Alam Water Park to others.	0.900	
I will tell you about my experience while visiting 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, a composite reliability value of >0.70 indicates that the measurement of each variable is reliable, so this research instrument can be categorized as a consistent data collection tool.

Table2 Mark*Cross Loading*

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

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

From the data above, it is known that the discriminant validity of the research instrument is proven to be good because the relationship between the measured variables is greater than the relationship between the measured variables and other measured variables.(Hair et al., 2011).

Table3 AVE Value and Square Root of AVE

Variables	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 seen in Table 3, each variable shows that the AVE value is >0.50 so that this research model can be stated to have stronger discriminant validity.(Yamin & Kurniawan, 2011).

Table4*F-Square*

Variables	*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, it can be seen that 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 Meaningfulnesss 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. Then, the influence of Subjective Norm on Perceived Behavioral Control is relatively large with a value of 0.497. Meanwhile, the influence of Attitude Toward Behavior, Subjective Norm & Perceived Behavioral Control on Revisit Intention each has a relatively small value of 0.102, 0.078 and 0.081.(Hardisman, 2021).

Table5*Goodness of Fit (GoF)*

Variables	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
Average	**0.756**	**0.409**

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

Gof value = √mean AVE × mean R-square

Gof value = √0.756$\boldsymbol{x}$0.409

Gof value = 0.556

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

Table6 Respondent Profile

INFORMATION	AMOUNT	
	PERSON	PRESENTATION
Gender		
Man	66	41%
Woman	95	59%
Age		
17 – 25 years old	116	72.0%
25 – 35 years old	9	5.6%
> 35 years	36	22.4%
Domicile		
Garut Regency	97	60.2%
Outside Garut Regency	64	39.8%
Work		
Students	5	3.1%
Student	104	64.6%
Private sector employee	14	8.7%
Government employees	30	18.6%
Other	8	5%

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

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

Table7 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	8,811	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	2,512	0.012	Supported

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

Based on the results of the hypothesis testing, it is known that of the 15 hypotheses proposed, there are 11 hypotheses that are supported and 4 hypotheses that are not supported by empirical data. The test results show that meaningfulness and aesthetics have a positive influence on attitude toward behavior, while hedonism and subjective norm do not affect attitude toward behavior. In addition, meaningfulness was found to influence subjective norm, and subjective norm has the strongest influence on perceived behavioral control compared to other relationships. Furthermore, the three main constructs in the 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 found to have a positive effect on revisit intention through attitude toward behavior. In addition, meaningfulness also had a positive effect on subjective norm. Meanwhile, hedonism and subjective norm did not affect revisit intention through attitude toward behavior.

Based on the results of the hypothesis test, attitude toward behavior plays a role in mediating the relationship between meaningfulness and revisit intention and is supported by empirical data with a path coefficient value of 0.085. This finding shows that doing something meaningful & getting an unforgettable impression at the Sabda Alam Water Park tourist destination can contribute to the emergence of feelings of liking when playing in the water, feelings of liking when enjoying swimming and feelings of pleasure when trying rides at Sabda Alam Water Park will give rise to the desire to revisit, the desire to recommend and the desire to tell their experiences at Sabda Alam Water Park. In addition, attitude toward behavior also plays a role in mediating the relationship between aesthetics and revisit intention and is supported by empirical data with a path coefficient value 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 the emergence of feelings of liking when playing in the water, feelings of liking when enjoying swimming and feelings of pleasure when trying rides will give rise to the desire to revisit, the desire to recommend and the desire to tell their experiences at Sabda Alam Water Park. Then, based on the results of hypothesis testing, it was found that subjective norm plays a role in mediating the relationship between meaningfulness and revisit intention and is supported by empirical data with a path coefficient value of 0.133. This finding means that doing something meaningful & getting an unforgettable impression at the Sabda Alam Water Park tourist destination can contribute to the emergence of support from those closest to

you and the approval of those closest to you 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 plays a role in mediating the relationship between subjective norm and revisit intention and is supported by empirical data with a path coefficient value of 0.156. This finding means that the support of those closest to you and the approval of those closest to you can contribute to tourists' confidence in their visit, a feeling of comfort in planning their visit and feeling that there are no obstacles that will impact the desire to revisit, a desire to recommend and a desire to share their experiences at Sabda Alam Water Park.

This logical inference supports the Theory of Planned Behavior (TPB) which was initiated by(Ajzen, 1991)as an underpinning theory for the first and second postulates. The first postulate indicates that external factors are antecedents of behavioral intention through attitude toward behavior, subjective norm, and perceived behavioral control. Then, the second postulate, namely attitude toward behavior, subjective norm, and perceived behavioral control, are the three main factors that will shape behavioral intention.(Ajzen & Fishbein, 1985).In this study, meaningfulness, aesthetics, and subjective norm are empirical propositions 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 research 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, based on the results of the hypothesis test, attitude toward behavior does not play 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 rides cannot contribute to feelings of liking when playing in the water, feelings of liking when enjoying the atmosphere and feelings of liking when swimming do not impactdesire to visit again, desire to recommend and desire to share their experiences at Sabda Alam Water Park.

Based on the research results, the factors that provide the greatest contribution to the formation of revisit intention are subjective norms towards perceived behavioral control with a path coefficient of 0.576, followed by meaningfulness towards subjective norms at 0.511, aesthetics towards attitude toward behavior at 0.390, and meaningfulness towards attitude toward behavior at 0.289. These findings imply that the managers of the Sabda Alam Water Park tourist destination need to prioritize strengthening positive social influence in managerial decision-making. These efforts are expected to increase the ease of tourists visiting Sabda Alam Water Park, which ultimately contributes to increasing 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 of this study found that meaningfulness and aesthetics have a positive effect on revisit intention through attitude toward behavior. In addition, meaningfulness also has a positive effect on revisit intention through subjective norm. Subjective norm also has a positive effect, both directly and indirectly, on revisit intention through perceived behavioral control. These findings contribute to the development of marketing science and the development of conceptual models ofSabila & Ernawadi (2024)The results of this study found that not all dimensions of tourism

experience work through emotional channels, so the mechanism of revisit intention formation cannot be fully explained. Therefore, this study developed a new model by incorporating the core constructs of the TPB, namely attitude toward behavior, subjective norms, and perceived behavioral control as consequences of the dimensions of memorable tourism experience consisting of hedonism, meaningfulness, and aesthetics. One limitation of this study is the use of purposive sampling techniques in determining the sample, so the results cannot be generally applied to the population. Therefore, for future research, it is recommended to use probability sampling techniques if possible, so that the results can be applied more broadly to the population. This study found that only hedonism did not affect revisit intention through attitude toward behavior. Future researchers are advised to explore other variables that can mediate the relationship between hedonism and revisit intention.

In relation to the objective of this study, which is to provide a solution to the decline in tourists' revisit intention 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, meaningfulness is found as 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 proposed programs that can be considered and developed by the management of Sabda Alam Water Park include creating an experiential marketing program that is relevant to meaningfulness. The measure of meaningfulness consists of feelings.do something meaningful & get an unforgettable travel experience. There isThe suggested program designed by the Sabda Alam Water Park management to enhance tourist meaningfulness includes traditional music and art performances and yoga and meditation classes. Traditional art performances from Garut Regency at specific times can engage tourists in creative and engaging activities, while also influencing them emotionally. Meanwhile, organizing yoga and meditation classes with a calming natural setting can be an alternative way to enhance the tourism experience. Adi et al. (2020) stated that meditation practices can create a sense of calm. This condition has the potential to influence the emotional aspects of tourists visiting Sabda Alam Water Park, thus creating a memorable and unforgettable tourism experience.

Furthermore, the Sabda Alam Water Park Management can develop an experiential marketing program oriented towards aesthetics. The aesthetics measures in this study consist of scenic beauty, unique layout, and the atmosphere of the tourist destination. The recommended programs to improve the aesthetics of Sabda Alam Water Park include a natural landscape arrangement program and the development of the destination's thematic zones. Natural landscape arrangement can be achieved by optimizing visual elements such as vegetation, water flow, and panoramic viewpoints of the surrounding natural environment, designed harmoniously, thus creating a visually refreshing view. Meanwhile, the development of thematic zones with unique and distinctive layout designs can provide a different spatial experience and increase the attractiveness of Sabda Alam Water Park. In addition, the management can create a comfortable and pleasant destination atmosphere through lighting arrangements, natural-themed background music, and managing 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 tourism experience and encouraging tourists' desire to revisit Sabda Alam Water Park.

Furthermore, the Sabda Alam Water Park Management can design a marketing program focused on strengthening tourists' subjective norms. Subjective norms are measured by the support and approval of those closest to them regarding a tourist's decision to visit Sabda Alam Water Park. Recommended programs to enhance subjective norms include social group-based promotional programs and visitor testimonial campaigns. These promotional programs can be implemented through the provision of family, couple, or community visit packages, encouraging tourists to visit with their loved ones. This program has the potential to strengthen perceptions of social support because the decision to visit is made collectively and receives approval from the immediate environment. Furthermore, the management can develop visitor testimonial campaigns through social media and official digital platforms, showcasing positive experiences of tourists with family or friends. These testimonials can create the perception that visiting Sabda Alam Water Park is a choice approved and recommended by important people, thereby increasing positive social pressure for potential tourists. Strong social support and approval are believed to strengthen tourists' intentions to revisit Sabda Alam Water Park.

REFERENCE

Abror, Patrisia, D., Engriani, Y., Linda, MR, Mulyani, E., Firman, Anuar, MM, & Saputra, J. (2025). Does the Theory of Planned Behavior Explain the Link Between Memorable Tourist Experience and Revisit Intention? A Halal Tourism Perspective. International Review of Management and Marketing, 15(5), 375–382. https://doi.org/10.32479/irmm.19538

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Ajzen, I., & Fishbein. (1985). From Intentions to Actions: A Theory of Planned Behavior IcekAjzen.

Al Mamun, A., Ma, Y., Nurul, MHR, Ahmad, J., Wan, HMHW, & Lili, Z. (2024). Predicting attitude and intention to reduce food waste using the environmental values-beliefs-norms model and the theory of planned behavior. Food Quality and Preference, 120. https://doi.org/10.1016/j.foodqual.2024.105247

Artana, IM, Fattah, H., Putra, IGJE, Sariani, NLP, Nadir, M., Asnawati, & Rismawati. (2022). Repurchase intention behavior in b2c e-commerce. International Journal of Data and Network Science, 6(1), 147–154. https://doi.org/10.5267/J.IJDNS.2021.9.013

Azhar, M., Ali, R., Hamid, S., Akhtar, M.J., & Rahman, M.N. (2022). Demystifying the effect of social media eWOM on revisit intention post-COVID-19: an extension of the theory of planned behavior. Future Business Journal, 8(1). https://doi.org/10.1186/s43093-022-00161-5

Bilqis, WIA, & Ernawadi, Y. (2025). Destination Attractiveness as a predictor of Behavioral Intention with the Theory of Planned Behavior (TPB) approach.

Bouarar, A.C., Mouloudj, K., Čaušević, A., & Mouloudj, S. (2025). Investigating Intentions to Visit Sarajevo City: Expanding the Theory of Planned Behavior. Tourism and Hospitality Management, 31(3), 371–383. https://doi.org/10.20867/thm.31.3.4

Cohen, J. (1988). Statistical power analysis for the behavioral sciences (2nd ed).

Effendi, S., & Tukiran. (2012). Survey Research Methods. LP3ES.

Fadhiil, MF, & Muchatar, FR (2024). Analysis of Sustainable Tourism Development Potential: A Study of the Ranca Upas Tourist Destination, Ciwidey.

Fenitra, RM, Tanti, H., Gancar, CP, Indrianawati, U., & Hartini, S. (2021). Extended Theory of Planned Behavior to Explain Environmentally Responsible Behavior in the Context of Nature-Based Tourism. Geojournal of Tourism and Geosites, 39, 1507–1516. https://doi.org/10.30892/gtg.394spl22-795

Hair, J.F., Ringle, C.M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. Journal of Marketing Theory and Practice, 19(2), 139–152. https://doi.org/10.2753/MTP1069-6679190202

Harahap, S., Thoyib, A., Sumiati, S., & Djazuli, A. (2022). The Impact of Financial Literacy on Retirement Planning with Serial Mediation of Financial Risk Tolerance and Saving Behavior: Evidence of Medium Entrepreneurs in Indonesia. International Journal of Financial Studies, 10(3). https://doi.org/10.3390/ijfs10030066

Hardisman, H. (2021). Partial Least Square Structural Equation Modeling (PLS-SEM) Analysis (Practical Steps for SmartPLS 3.3 with Application to Health Research).

Hariono, R., Nathania, LS, Lucita, BP, & Romadhan, MI (2025). Building Tourism Reputation Through Artificial Attractions: An Analysis of Destination Communication in Urban Areas of East Java.

Hikmah, N., Fauziyah, NK, Septiani, M., & Lasari, DM (2022). Healing as a Stress Coping Strategy Through Tourism. Indonesian Journal of Tourism and Leisure, 3(2), 113–124. https://doi.org/10.36256/ijtl.v3i2.308

Huang, Y. C. (2023). Integrated concepts of the UTAUT and TPB in virtual reality behavioral intention. Journal of Retailing and Consumer Services, 70. https://doi.org/10.1016/j.jretconser.2022.103127

Irimia-Diéguez, A., Velicia-Martín, F., & Aguayo-Camacho, M. (2023). Predicting Fintech Innovation Adoption: the Mediator Role of Social Norms and Attitudes. Financial Innovation, 9(1). https://doi.org/10.1186/s40854-022-00434-6

Jilani, MMAK, Uddin, MA, Uddin, MS, Das, AK, & Dey, M. (2024). Extending the theory of planned behavior to envisage social distancing behavior in containing the COVID-19 outbreak. Heliyon, 10(4). https://doi.org/10.1016/j.heliyon.2024.e26113

Jin, M.L., Choi, Y., Lee, C.K., & Ahmad, M.S. (2020). Effects of place attachment and image on revisit intention in an ecotourism destination: Using an extended model of goal-directed behavior. Sustainability (Switzerland), 12(18). https://doi.org/10.3390/SU12187831

Loi, NA, Nguyen, QN, & Huong, NT Le. (2024). The Impact of Decision-Shaping Factors and The Moderating Role of Perceived Risk on International Tourists' Destination Choice : The Case Of The Mekong Delta, Vietnam. Geojournal of Tourism and Geosites, 57, 1964–1973. https://doi.org/10.30892/gtg.574spl10-1363

Martins, I., Perez, J.P., & Novoa, S. (2022). Developing orientation to achieve entrepreneurial intention: A pretest-post-test analysis of entrepreneurship education programs. International Journal of Management Education, 20(2). https://doi.org/10.1016/j.ijme.2021.100593

Meilina, S., & Yenni, M. (2022). Factors Related To Burnout On Honorary Teachers Of State Elementary School In Muara Sabak Timur District In 2022. Jambi Public Health Journal, 6(2).

Mou, J., Cohen, J., Dou, Y., & Zhang, B. (2020). International buyers' repurchase intentions in a Chinese cross-border e-commerce platform: A valence framework perspective. Internet Research, 30(2), 403–437. https://doi.org/10.1108/INTR-06-2018-0259

Mustapa, MAC, Kallas, Z., Silande, C., Gagnaire, V., Jan, G., López-Mas, L., & Aguiló-Aguayo, I. (2024). From taste to purchase: Understanding the influence of sensory perceptions and informed tasting on plant-based product purchases - An extension of the theory of planned behavior. Journal of Agriculture and Food Research, 16. https://doi.org/10.1016/j.jafr.2024.101188

Naifah, LI, Herdiman, L., & Rochman, T. (2025). Factors Affecting Repurchase Intention Green Products Based on Theory of Planned Behavior Model. https://doi.org/10.23917/jiti.v24i1.8599

Roscoe, D. F. (1975). New Methods for the Derivation of Stable Difference Representations for Differential Equations. In J. Inst. Maths Applies (Vol. 16).

Sabila, AP, & Ernawadi, Y. (2024). The Contribution of Fun in Mediating the Effect of Memorable Tourism Experience on Revisit Intention of Tourists at Sari Ater Hot Spring, Subang Regency, West Java. J-MAS (Journal of Management and Science), 9(1), 387. https://doi.org/10.33087/jmas.v9i1.1647

Sekaran, U., & Bougie, R. (2017). Research Methods for Business: A Skill-Development Approach, 6th Edition Book 1. Salemba Empat.

Susanty, S., Yuliyanto, A., Eko, N., Yesita, P., Vikmart, M., Hekopung, M., Ananta, I., Danurdara, B., Soamole, F., Ernawadi, Y., Sutrisna, G., Joko, WP, Nugraha, T., & Lelloltery, H. (2025). Tourism Management Akiopedia Press.

Trifiletti, E., Shamloo, S.E., Faccini, M., & Zaka, A. (2022). Psychological predictors of protective behavior during the Covid-19 pandemic: Theory of planned behavior and risk perception. Journal of Community and Applied Social Psychology, 32(3), 382–397. https://doi.org/10.1002/casp.2509

Upadhyaya, A.S., & Sijoria, C. (2024). Customers' Purchase Intention of Green Cosmetics in India: Empirical Validations Using an Extended Theory of Planned Behavior (TPB). Indian Journal of Marketing, 54(8), 60–77. https://doi.org/10.17010/ijom/2024/v54/i8/174187

Winarno, ARD, & Adiwena, BY (2025). Predicting Health Behavior Using the Theory of Planned Behavior: Lessons Learned from the COVID-19 Pandemic. Gadjah Mada Journal of Psychology, 11(1). https://doi.org/10.22146/gamajop.91214

Yamin, S., & Kurniawan, H. (2011). Partial least square path modeling. Salemba Infotek.