

## Escapism as a Predictor of Revisit Intention through Attitude Toward Behavior

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### **Abstract**

#### **Keywords:**

*Scenery, Escapism, Attitude Toward Behavior, Subjective Norm, Perceived Behavioral Control, Revisit Intention, Theory of Planned Behavior (TPB)*

*This study aims to examine the effect of scenery and escapism on the revisit intention of tourists visiting Pangandaran Beach through attitude toward behavior, subjective norm, and perceived behavioral control. This study uses a survey method involving respondents who have visited Pangandaran Beach in the Greater Bandung area. 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 escapism has a positive effect on revisit intention through attitude toward behavior. The novelty of this study is the addition of the escapism variable, which is hypothesized to have a positive effect on revisit intention. The researchers hope that the findings obtained can contribute to future researchers and Pangandaran Beach managers in designing strategies that can increase tourist revisit intention. Future researchers may consider exploring other factors that are thought to predict revisit intention to further explore the theory of planned behavior.*

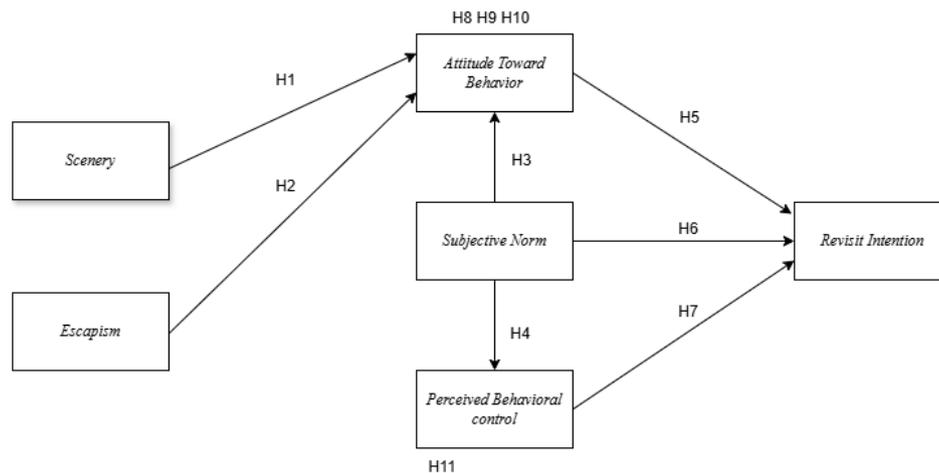
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## INTRODUCTION

Routine and work pressure cause a person to experience fatigue, which triggers stress (Hikmah et al., 2022). This condition is the root cause of a person's efforts to seek escape through behaviors such as traveling to restore psychological balance (Susanty et al., 2025; Wang & Sim, 2025). Before traveling, tourists will choose a destination based on the level of information they have about that destination (Dahiya & Batra, 2016). The existence of various alternatives to choose from, namely nature tourism, cultural tourism, and artificial tourism, gives tourists a wider range of preferences (Dani et al., 2024). West Java has a variety of natural attractions such as beaches, mountain forests, lakes, waterfalls, and rivers with resources that are still very natural (Indrianty & Putri, 2025). Beaches are natural attractions found in coastal areas, one of which is in Pangandaran Regency (Haura N, 2024). Pangandaran Beach has two distinctive beaches, including a white sand beach on the west side stretching 3,184 meters and a rocky beach on the east side stretching 2,368 meters (Ashuri & Kustiasih, 2020). This coast offers beauty such as the opportunity to watch the sunrise and sunset, white sand, and clear sea water (Musyaropah et al., 2025). This area allows visitors to do various activities such as swimming, boating, fishing, and other activities (Muntasib et al., 2018). It is known that tourist visits to Pangandaran Beach in 2024 were recorded at 1,176,418 tourists, a decrease of 54.68% compared to 2023, which was 2,595,463 tourists (Performance Report of the Pangandaran Regency Tourism and Culture Office, 2024). This decline in tourist numbers may indicate a decrease in tourists' revisit intention to Pangandaran Beach in Pangandaran Regency. Therefore, this study aims to provide recommendations to the managers of Pangandaran Beach regarding the factors that can influence tourists' revisit intention in the future.

To achieve this objective of this study, the theory of planned behavior (TPB) proposed by Ajzen in 1991 is suggested as the underpinning theory in developing a conceptual model. TPB is a theory that originated from the discipline of social psychology. TPB is an extension of the theory of reasoned action (TRA) as a theory proposed by Ajzen & Fishbein in 1985. While TRA only posits that behavioral intention is influenced by attitudes toward behavior and subjective norms, TPB expands this framework by incorporating perceived behavioral control as an additional construct (Ajzen, 1991). This TPB model is used to predict individual behavior more specifically (Mukti & Ernawadi, 2024). TPB explains behavior that is carried out because of an individual's intention to behave. TPB has been widely applied in various studies in other disciplines as a framework to explain planned human behavior influenced by intention, such as in health research by Annuchasari et al. (2024); Moghimi et al. (2023); Setyorini & Revika. (2024); Shmueli, (2021), education field Astuti et al. (2022); Konukman et al. (2024); Urton et al. (2023), environmental field Ardana & Praswati. (2024); Savari & Khaleghi (2023). Then in social research (Ahmed et al., 2024; Asgar et al., 2023). In the discipline of marketing, TPB is used as an underpinning theory by Anggraeni & Chodidjah (2023) and Chairunnisa et al. (2024) in research with educational tourism as the object, Osiako & Szente (2024) and Ambara et al. (2025) with nature tourism as the object. TPB is also used in research with similar objects, namely nature tourism, by Sukosyah et al. (2025) in predicting the revisit intention of tourists to Tiga Warna Beach in Malang Regency, East Java, and Mukti & Ernawadi (2024) with the object of Pandasari Beach in Bantul Regency, Yogyakarta.

This study develops a conceptual model based on the framework tested by Bilqis & Ernawadi (2025), in which the dimensions of destination attractiveness, consisting of accessibility, amenities, and scenery, are positioned as external factors. Their findings indicates through attitude toward behavior, subjective norms and perceived behavioral control. However, the model reveals certain limitations, as semantic testing shows that amenities and accessibility cannot be linked to behavioral intention through subjective norms and perceived behavioral control. Additionally, relationship were identified between subjectives norms and both attitude toward behavior and perceived behavioral control. These results suggest that not all dimensions of destination attractiveness are capable of explaining behavioral intention through the three core TPB constructs. Referring to the limitations of previous research, the researchers added escapism in addition to scenery to develop the model proposed by Bilqis & Ernawadi (2025), as an independent variable hypothesized to influence revisit intention through attitude toward behavior, subjective norm and perceived behavioral control.



**Figure 1** Conceptual Research Model

## METHODS

This study employs a survey research method. Effendi and Tukiran (2012) define a survey as a research approach that gathers data from a sample through questionnaires with the purpose of explaining causal relationships and testing hypotheses. This study will involve samples from the entire population of Pangandaran Beach tourists aged 17 years and above who have visited Pangandaran Beach. The sample size was determined to be 155 respondents, a number considered adequate as it satisfies the minimum sample requirement based on the rules of thumb proposed by Roscoe (1975) and reinforced by Sekaran & Bougie (2017). A purposive sampling technique was applied, which falls under non-probability sampling. The data collection technique in this study is classified as a cross-sectional study or one-shot study as the data were obtained at the single point in that time (Sekaran & Bougie, 2017). Hypothesis testing was carried out using Partial Least Squares (PLS) According to Hair et al. (2011), is a variance-based structural equation modeling (SEM) used to construct and test statistical models, generally in the form of causality models. The analysis in this study utilizes SEM-PLS version three to evaluate the outer model including convergent validity, discriminant validity and composite reliability. Then, the inner model was assessed through average variance extracted (AVE) and the square root of AVE, F-square, goodness of fit and hypothesis testing to examine the presence of causal relationships among variables (Sekaran & Bougie, 2017).

## RESULTS AND DISCUSSION

**Table 1** of Factor Loadings and Composite Reliability

Statement	Factor Factor	Composite Reliability
<b>Scenery</b>		
I saw the beautiful scenery of Pangandaran Beach.	.900	.824
The area around Pangandaran Beach is clean.	.649	
The environment around Pangandaran Beach is beautiful.	.780	
<b>Escapism</b>		
I enjoy playing in the water at Pangandaran Beach.	.787	.843
My stress is reduced by enjoying the atmosphere of Pangandaran Beach.	.804	

I feel free to relax along the shores of Pangandaran Beach	.811	
<b>Attitude Toward Behavior</b>		
I enjoy water activities at Pangandaran Beach	.769	
I enjoy the atmosphere of Pangandaran Beach.	.839	.840
I enjoy water activities at Pangandaran Beach	.784	
<b>Subjective Norm</b>		
I am sure my friends support my decision to visit Pangandaran Beach	.867	
I am sure my friends and family would approve of my choice to visit Pangandaran Beach	.895	.874
<b>Perceived Behavioral Control</b>		
I feel it is easy to engage in water activities at Pangandaran Beach.	.884	
I find it easy to engage in water play activities at Pangandaran Beach.	.721	.849
I find it easy to do recreational activities at Pangandaran Beach	.811	
<b>Revisit Intention</b>		
I want to visit Pangandaran Beach again	.797	
I would recommend Pangandaran Beach to others.	.840	.854
I will share positive things with others about my experience visiting Pangandaran Beach	.803	

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

As shown in Table 1, all loading factors are  $> 0.50 - 0.60$  according to (Ghozali, 2015). Thus, all indicators are valid and meet the requirements for measuring the correlation between indicator scores and variables. Furthermore, the composite reliability value is  $> 0.70$ , indicating that the measurement of each variable is reliable, so this research instrument can be categorized as a consistent data collection tool.

**Table 1** Cross Loading Values

Indicator	Scenery (SC)	Escapism (ESC)	Attitude Toward Behavior (ATB)	Subjective Norm (SN)	Perceived behavioral control (PBC)	Revisit Intention (RI)
SC.1	.900	.407	.457	.331	.291	.362
SC.2	.649	.060	.165	.185	.218	.246
SC.3	.780	.289	.281	.270	.207	.259
ESC.1	.233	.787	.504	.247	.301	.397
ESC.2	.392	.804	.462	.187	.274	.331
ESC.3	.284	.811	.462	.318	.326	.330
ATB.1	.320	.455	.769	.337	.274	.391
ATB.2	.392	.526	.839	.326	.221	.457
ATB.3	.305	.439	.784	.275	.240	.418
SN.1	.315	.287	.343	.867	.154	.319
SN.2	.302	.266	.348	.895	.234	.353
PBC.1	.261	.307	.306	.270	.884	.444
PBC.2	.228	.277	.205	.077	.721	.238
PBC.3	.263	.334	.207	.134	.811	.349
RI.1	.332	.333	.486	.333	.314	.797

<b>RI.2</b>	.285	.390	.458	.298	.339	.840
<b>RI.3</b>	.305	.356	.344	.299	.440	.803

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

From the table 2 above, the research instrument demonstrates adequate discriminant validity, as the correlations among the intended constructs are higher than the correlations between each construct and other measured construct, indicating good discriminant validity (Hair et al., 2011)

**Table 2** AVE and AVE Square Root Values

<b>Variable</b>	<b>AVE</b>	<b>Square root of AVE</b>
Scenery	.613	.783
Escapism	.641	.801
Attitude Toward Behavior	.637	.798
Subjective Norm	.776	.881
Perceived Behavioral Control	.653	.808
Revisit Intention	.662	.814

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

According to the results presented in table 3 above, each variable shows that the AVE value is  $>0.50$  (Yamin & Kurniawan, 2011). Thus, this research model can be said to have stronger discriminant validity

**Table 3** *F-Square*

	<b>SC</b>	<b>ESC</b>	<b>ATB</b>	<b>SN</b>	<b>PBC</b>	<b>RI</b>
<b>SC</b>			.050			
<b>ESC</b>			.316			
<b>ATB</b>						.184
<b>SN</b>			.048		.052	.040
<b>PBC</b>						.128
<b>RI</b>						

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

Based on the result in th table 4, the effect of scenery on attitude toward behavior is classified small, with a coefficient value og 0.050. In contrast, escapism show a moderate effect on attitude toward behavior indicated by a coefficient of 0.316. Furthermore, attitude toward behavior has a small effect on revisit intention, with a value of 0.184. The effect of subjective norm on attitude toward behavior is also relatively small at 0.048. In additionally, subjective norm has a small effect on perceived behavioral control with a coefficient of 0.052, as well as on revisit intention with a value of 0.040. Meanwhile, perceived behavioral control demonstrates small influence on revisit intention with a coefficient of 0.128 (Hardisman, 2021).

**Table 4** Goodness of Fit (GoF)

Variable	AVE	R-square
Scenery (SC)	.613	
Escapism (ESC)	.641	
Attitude Toward Behavior (ATB)	.637	.430
Subjective Norm (SN)	.776	
Perceived Behavioral Control (PBC)	.653	.050
Revisit Intention (RI)	.662	.394
<b>Average</b>	<b>.664</b>	<b>.291</b>

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

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

$$\text{Gof value} = \sqrt{0.664 \times 0.291}$$

$$\text{Gof value} = 0.237$$

Based on these calculations, a GoF value of 0.237 was obtained, indicating that the model used in this study has moderate fit (Cohen, 1988). Thus, the model can be used in further hypothesis testing using the bootstrapping technique through SEM-PLS version 3 software.

**Table 5** Profile of Respondents

Description	Number	
	People	Percentage
<b>Gender</b>		
Male	59	38.1
Female	96	61.9
<b>Age</b>		
17-25 years	126	81.3%
25-35 years	27	17.4%
>35 years	2	1.3
<b>Residence</b>		
Bandung Raya	104	67.1
Outside Bandung Raya	51	32.9
<b>Occupation</b>		
Student	6	3.9
University student	104	67.1
Private sector employees	34	21.9
Civil Servant	6	3.9
Others	5	3.2

Source: *Google Forms* questionnaire, 2026

In light of the questionnaire findings on table 6, it was found that the majority of respondents were female, with a percentage of 61.9%. In terms of age, most respondents were in the 17-25 age group (teenagers), with a percentage of 81.3%. In terms of domicile, the respondents were dominated by individuals residing in the Greater Bandung area, namely

67.1%. Furthermore, the majority of respondents' occupations were students, with a percentage of 67.1%.

**Table 6** Hypothesis Test Results

Hypothesis	Description	Path Coefficient	T-Statistic	P-Value	Note
H1	SC → ATB	.188	3,015	.001	Supported
H2	ESC → ATB	.469	7,985	.000	Supported
H3	SN → ATB	.180	2,647	.004	Supported
H4	SN → PBC	.223	2,794	.003	Supported
H5	ATB → RI	.374	4,683	.000	Supported
H6	SN → RI	.169	2,298	.011	Not supported
H7	PBC → RI	.294	4,043	.000	Supported
H8	SC → ATB → RI	.070	2,102	.036	Not supported
H9	ESC → ATB → RI	.175	3,943	.000	Supported
H10	SN → ATB → RI	.067	2,543	.011	Not supported
H11	SN → PBC → RI	.066	2,398	.017	Not supported

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

Referring to Table 7, it can be observed that out of the 11 proposed hypotheses, seven are supported by the empirical evidence, as indicated by the t-statistic and p-values that meet the established criteria for hypothesis acceptance. The results of the hypothesis testing indicate that all three variables proposed to have a positive influence on attitude toward behavior are supported by the empirical data, namely scenery, escapism, and subjective norm. In addition, of the three variables hypothesized to have a positive effect on revisit intention, only two variables are supported by empirical data, namely attitude toward behavior and perceived behavioral control, while subjective norm has no effect on revisit intention. The mediation analysis results show that only escapism influences revisit intention through attitude toward behavior while attitude toward behavior does not mediate the effect of scenery on revisit intention.

Based on the test results, it is known that hypothesis 9 is supported by empirical data. Escapism affects revisit intention through attitude towards behavior with a path coefficient of 0.175. This finding means that tourist involvement in recreational activities while at Pangandaran Beach, such as feelings of happiness, reduced stress, and feelings of freedom at the Pangandaran Beach tourist destination, contributes to shaping tourists' beliefs about enjoyable visit experiences, feelings of enjoyment of activities, and the atmosphere, which ultimately increases tourists' willingness to revisit, recommend it to others, and share positive stories about their visit to Pangandaran Beach with others. This logical inference supports the theory of planned behavior (TPB) as the underpinning theory, particularly in the first and second postulates. The first postulate states that external factors indirectly influence revisit intention through attitude towards behavior, subjective norm, and perceived behavioral control. Meanwhile, the second postulate asserts that attitude towards behavior, subjective norm, and perceived behavioral control are the three main factors that will shape behavioral intention (Ajzen, 1991). In this study, escapism is positioned as a proposition at the empirical level that represents external factors. Meanwhile, attitude towards behavior, subjective norm, and perceived behavioral control act as the three

main factors that shape the intention to revisit.

Meanwhile, the results of the study show that hypothesis 8 is not supported by empirical data, or that attitude toward behavior does not contribute to mediating the influence of scenery on revisit intention. Therefore, feelings of happiness during activities, interest in tourist activities, and enjoyment of the atmosphere caused by the beauty, cleanliness, and naturalness of the destination do not lead to a desire to revisit, a desire to recommend, or positive stories about Pangandaran Beach. Based on this logical inference, the results of this study do not reinforce the findings (Bilqis & Ernawadi, 2025). Additionally, it was found that hypothesis 10 was not supported by empirical data, meaning that attitude toward behavior did not contribute to mediating the influence of subjective norm on revisit intention. Thus, feelings of happiness, enjoyment of activities, and enjoyment of the atmosphere caused by the support and approval of those closest to them did not lead to a desire to revisit, a desire to recommend, or a desire to share positive things about Pangandaran Beach. Based on this logical inference, the results of this study do not reinforce the findings of Bhutto et al. (2023); Nieves et al. (2024); Abror et al. (2025). Moreover, it was found that hypothesis 11 was also not supported by empirical data, in which perceived behavioral control did not play a mediating role in the relationship between subjective norms and revisit intention. This indicates that the perception of ease in playing, recreating, and traveling, which is influenced by the support and approval of those closest to them, does not make tourists want to revisit, recommend, or share positive experiences related to Pangandaran Beach. Based on this logical inference, the results of this study also do not reinforce the findings of Bhutto et al. (2023); Nieves et al. (2024); Abror et al. (2025). Based on the discussion above, it can be concluded that a research gap exists with previous studies and the application of the theory of planned behavior in the empirical realm in this study cannot be validated.

The results of this study indicate that escapism contributes most significantly to the formation of attitudes toward behavior, with a path coefficient of 0.469. This finding implies that managers of Pangandaran Beach tourist destinations need to make escapism a primary focus in managerial decision-making by providing activities or programs that encourage tourists to become directly involved in activities at the destination. This effort is expected to increase tourist satisfaction in a sustainable manner, which will ultimately contribute to an increase in revisit intention.

## CONCLUSION

This study analyzed the influence of scenery and escapism on revisit intention through attitude toward behavior, subjective norm, and perceived behavioral control. The results of this study found that escapism has a positive effect on revisit intention through attitude toward behavior. These findings contribute to the development of marketing science by adding escapism to the conceptual model developed by (Bilqis & Ernawadi, 2025). The differences found in this study compared to previous studies lie in the expansion of the objects assessed in the context of Pangandaran Beach nature tourism, and the researchers propose escapism as an independent variable that is hypothesized to influence revisit intention through attitude toward behavior. This study is limited by the method used to determine the sample. Which adopts purposive sampling to support the continuity of the research, which is part of nonprobability sampling, so that the results of this study cannot be generalized to the population. Based on this, it is recommended that future research adopt probability sampling to enable the generalization of research results to

the population. Future researchers are also advised to study the theory of planned behavior further and explore other variables that can increase revisit intention.

In line with the objective of this study, which is to provide solutions to the decline in revisit intention among tourists to Pangandaran Beach, it is important for Pangandaran Beach managers to understand the factors that can increase revisit intention. This study found that escapism influences revisit intention through attitude toward behavior. Therefore, Pangandaran Beach managers should develop and review programs relevant to escapism. Pangandaran Beach managers can create programs related to escapism. The measures of escapism include feelings of happiness while doing activities at tourist destinations, reduced stress levels while at the destination, and feelings of freedom and relaxation while enjoying the beach atmosphere. In order to increase tourists' revisit intention, the proposed program that can be considered and developed by Pangandaran Beach managers is the design of the "Pangandaran Relax & Escape Experience" program, which is a series of tourist activities designed to provide relaxation and escape from daily routines. This program can take the form of providing a relaxation zone on the beach with beach chairs, meditation, and fun water games. Additionally, managers can add supporting elements such as a special area free of motorized vehicles, allowing tourists to experience a more peaceful, comfortable, and stress-free atmosphere. These efforts are expected to enhance feelings of joy, reduce stress, and create an optimal relaxation experience, thereby encouraging tourists to revisit Pangandaran Beach.

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