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

Antecedents and Consequences of Eudaimonic Tourism Happiness and Attitude Toward Behavior of Stone Garden Tourists West Bandung Regency

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Keywords:
educational, escapist, esthetic, eudaimonic tourism happiness, attitude toward behavior

Abstract

This study aims to analyze the influence of educational, escapist, and esthetic factors on revisit intention through eudaimonic tourism happiness and attitude toward behavior among Stone Garden tourists. This study uses a quantitative approach with a survey method involving 118 Stone Garden tourists. The data were analyzed using structural equation modeling (SEM) through SmartPLS version 3.0 software. The findings show that educational, escapist, and esthetic factors have a positive effect on eudaimonic tourism happiness. Eudaimonic tourism happiness affects revisit intention both directly and through attitude toward behavior. In addition, eudaimonic tourism happiness acts as a mediator between escapist and esthetic factors and revisit intention. The novelty of this research is the addition of new hypotheses, namely educational and escapist, as well as attitude toward behavior as an additional mediating variable. These findings are expected to contribute to future research and assist stakeholders in the tourism industry in developing relevant initiatives to improve the quality of these attributes.

INTRODUCTION

Human needs are not limited to clothing, food, and shelter, but also include the need for recreation and relaxation as a means of fulfilling emotional and social well-being (Fitriani et al., 2023). One way to fulfill these needs is through tourism activities that can provide new experiences, clear the mind, and strengthen social relationships. Indonesia has great tourism potential due to its natural wealth, cultural diversity, and tropical climate that supports tourism activities. There are many types of tourism that have developed in Indonesia, ranging from nature tourism, cultural tourism, artificial tourism, to educational tourism. One of the most popular types of tourism is nature tourism because it offers beautiful panoramas and experiences close to the natural environment. One nature tourism destination with its own unique characteristics is Stone Garden Citatah, located in Cipatat District, West Bandung Regency. Stone Garden is known for its exotic ancient rock formations and beautiful natural scenery, covering an area of approximately 2 hectares at an altitude of 908 meters above sea level, making it a place for recreation as well as a geotourism and educational site. Despite its high appeal and educational value, the number of domestic tourists has fluctuated and tended to decline in recent years. In 2023, there were 80,049 tourists, decreasing to 67,645 in 2024. This decline indicates that the revisit intention of tourists is still low. Therefore, this research is important to be further studied to identify the factors that can influence tourists' revisit intention, especially those related to the tourism experience felt during their visit to Stone Garden.

To fulfill this purpose, the expectation confirmation theory (ECT) is proposed as the underpinning theory to support the conceptual framework proposed in this study. ECT was first introduced by Oliver (1980) in the field of social psychology to explain how individual satisfaction

is formed as a result of evaluating initial expectations with perceived actual performance. Expectation is the anticipation of future consequences based on past experiences, current circumstances, or other sources of information. Perceived performance is the actual experience that individuals feel after using a product, service, or interaction. Confirmation is the assessment process carried out by individuals to determine evaluative responses or individual satisfaction based on expectations. Behavior intention reflects an individual's tendency to behave based on their feelings, knowledge, or evaluation of previous experiences. Bhatacherjee (2001) developed the ECT model developed by Oliver (1980) by explaining that lower expectations and/or higher performance will result in a greater level of confirmation, which shows the extent to which actual experiences are in line with individual expectations. The higher the perceived performance, the greater the level of confirmation that arises, thus having a positive impact on the intention to repeat the behavior. ECT has been used in various disciplines, in the field of health (Prasetyo et al. 2025) and social communication (Nguyen et al. 2024). Meanwhile, in the fields of computer science and information technology (Hariguna et al., 2023). The widespread use of this theory shows that ECT is a powerful theory for explaining the formation of satisfaction and behavioral intention in various disciplines. Furthermore, ECT was used as an underpinning theory by Afrizal (2025) in the field of heritage tourism in Batu City, Sipangkar & Ernawadi (2025) in artificial nature tourism in Sarae Hills, Komala & Ernawadi, (2025) and Putri et al. (2024) in the field of artificial tourism, Taufik & Ernawadi (2025), Sabila & Ernawadi (2024) and Qoyyum & Ernawadi (2025) with the object being assessed as natural tourist destinations.

This study developed a conceptual model referring to Qoyyum & Ernawadi (2025) which tested the influence of novelty, meaningfulness, and aesthetics on revisit intention through eudaimonic satisfaction. The results of this study indicate that novelty, meaningfulness, and aesthetics have a positive effect on revisit intention through eudaimonic satisfaction. However, this model cannot be fully applied in research on the Stone Garden educational tourist destination, which is the object being assessed. In addition, this model does not include follow-up attitudes in the formation of revisit intention. Thus, this study proposes a modification of the conceptual model by replacing novelty and meaningfulness with educational and escapist dimensions, making it relevant to the characteristics of the Stone Garden educational tourist destination, which are dimensions of experience according to Pine & Gilmore (1999). The addition of these three dimensions is based on their suitability for the Stone Garden educational nature tourist destination, which highlights natural landscapes, physical activities, and environmental learning. Findings by Liu et al. (2023) indicate that entertainment, educational, escapist, and esthetic contribute positively to eudaimonic. Furthermore, this study proposes a modification of the ECT framework by using attitude toward behavior as an additional mediator that complements the role of confirmation. Attitude toward behavior is hypothesized to mediate the influence of eudaimonic tourism happiness on revisit intention. The selection of attitude toward behavior is based on its representation of tourists' cognitive and affective evaluations of revisiting behavior after experiencing eudaimonic tourism happiness. Based on these modifications, this study presents a novel conceptual model that expands the ECT by proposing that educational, escapist, and aesthetic factors are hypothesized to influence revisit intention through eudaimonic tourism happiness and attitude toward behavior.

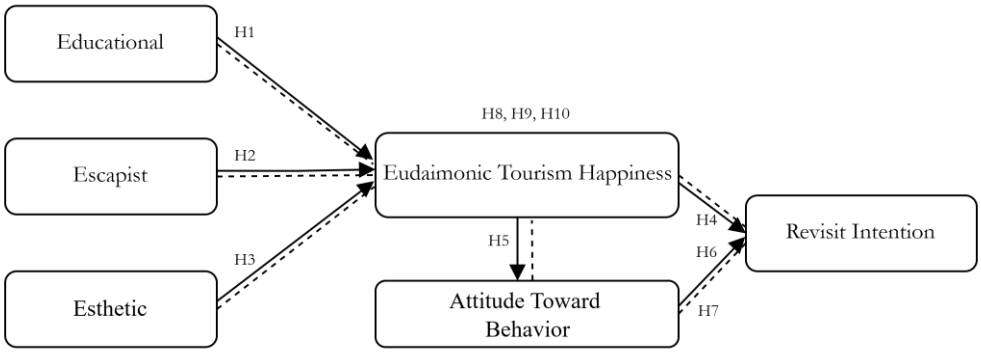

Figure 1. Research Conceptual Model

METHODS

The method used in this study was a survey method. Effendi & Tukiran (2012) explain that, a survey method is a research approach that gathers data from sample using questionnaires in order to examine causal relationships and testing research hypotheses. The sample from the research population consisted of tourists who had visited Stone Garden at least once in the past year, either with family or friends, and with an average age of 17 to 25 years. This study involved 118 respondents who were selected using a purposive sampling technique, which is a nonprobability sampling method. Furthermore, the data collection technique in this study is classified as a cross-sectional study or one-shot because the data was collected in only one period of time (Sekaran & Bougie, 2017). The data were collected through the distribution of questionnaires administered via Google Forms.

The data analysis was conducted using partial least squares (PLS). 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. This study employed both the measurement model (outer model) and the structural model (inner model). The outer model assessment comprised test of convergent validity, discriminant validity, and composite reliability. Meanwhile, the inner model includes AVE and square root of AVE F-square, goodness of fit test, and hypothesis testing. The analysis was conducted using SmartPLS software version 3.0.

RESULTS AND DISCUSSION

The convergent validity test results show that all factor loadings are ≥ 0.70, indicating that all indicators of each construct are valid and suitable for use as measurement tools. Furthermore, the discriminant validity test through cross-loading values shows that the correlation between the indicators and the constructs (latent variables) measured is higher than the correlation between other constructs. Furthermore, this research instrument is considered reliable because the composite reliability value is ≥ 0.70, indicating that the research instrument demonstrates good reliability (Ghozali & Latan, 2015). The validity and reliability test results are shown in Tables 1 and 2.

Table 1. Factor Loadings and Composite Reliability Values

Statement	Factor Loadings	Composite Reliability
Educational		.880
I gained more knowledge based on my experience visiting Stone Garden	.843	

I found the rock formations and cliffs at Stone Garden interesting	.844	
I gained new insights into the history of Stone Garden	.840	
Escapist		.882
I felt stress-free when visiting Stone Garden	.825	
I escape from unpleasant things during my visit to Stone Garden	.858	
I escape from the stressful routine during my visit to Stone Garden	.852	
Aesthetic		.850
I was impressed by the beauty of the Stone Garden scenery	.856	
I am impressed by the natural preservation of Stone Garden	.734	
I saw a row of unique rock formations in the Stone Garden.	.834	
Eudaimonic Tourism Happiness		.912
Visiting Stone Garden made my life more meaningful	.878	
I am grateful for the opportunity to visit Stone Garden	.893	
I felt happy during my visit to Stone Garden	.870	
Attitude Toward Behavior		.862
I enjoyed trekking at Stone Garden	.847	
I enjoy taking photos at Stone Garden	.833	
I enjoy exploring the various areas of Stone Garden	.785	
Revisit Intention		.850
I want to visit Stone Garden again	.821	
If I had to decide on a tourist destination, I would revisit Stone Garden	.785	
I hope to visit Stone Garden again	.819	

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Table 2. Cross Loading Values

Symbol Size	Educatio-nal (ED)	Escapist (ESC)	Aesthetic (EST)	Eudaimonic Tourism Happiness (ETH)	Attitude Toward Behavior (ATB)	Revisit Intention (RI)
ED.1	**.843**	.690	.701	.645	.648	.633
ED.2	**.844**	.597	.652	.678	.646	.526
ED.3	**.840**	.699	.648	.638	.692	.574
ESC.1	.637	**.825**	.616	.597	.595	.683
ESC.2	.678	**.858**	.673	.698	.705	.690
ESC.3	.671	**.852**	.612	.655	.641	.580
EST.1	.780	.675	**.856**	.627	.696	.599
EST.2	.571	.606	**.734**	.461	.612	.549
EST.3	.575	.562	**.834**	.706	.641	.461
ETH.1	.714	.740	.633	**.878**	.761	.648
ETH.2	.702	.666	.665	**.893**	.697	.660
ETH.3	.631	.627	.697	**.870**	.692	.619
ATB.1	.724	.738	.739	.747	**.847**	.662
ATB.2	.637	.559	.604	.656	**.833**	.573
ATB.3	.558	.581	.619	.592	**.785**	.480

RI.1	.607	.672	.523	.733	.615	**.821**
RI.2	.504	.602	.526	.496	.508	**.785**
RI.3	.534	.582	.536	.499	.570	**.819**

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Table 3 AVE Values and AVE Square Roots

Variable	AVE	Square Root of AVE
Educational	.710	.843
Escapist	.714	.845
Aesthetic	.655	.810
Eudaimonic tourism happiness	.775	.880
Attitude toward behavior	.675	.822
Revisit Intention	.654	.730

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

the analysis results indicate that Table 3 shows the average variance extracted (AVE) and AVE square root values to test convergent validity and discriminant validity. referring to Yamin & Kurniawan (2011), the criteria for convergent validity are met because all constructs have an AVE value ≥ 0.50, indicating that the variance explained by the indicators is greater than the error variance. Furthermore, the criteria for discriminant validity are met because the square root of the AVE for each construct exceeds the inter-construct correlations, demonstrating that each construct measures a distinct concept.

The next step involved analyzing the effect size using the f-square value to assess the strength of the independent variable influence on the dependent variable. Effect size grouping is based on the criteria of f-square value < 0.02 no effect, f-square value > 0.02-0.15 small effect, f-square value > 0.15-0.35 moderate effect, and f-square value > 0.35 large effect (Hardisman, 2021). All f-square values presented in Table 4 are within the range corresponding to their respective path coefficient values.

Table 4. F-Square

Variable	ETH	ATB	RI
Educational	.090		
Escapist	.125		
Aesthetic	.071		
Eudaimonic tourism happiness		1.983	.170
Attitude toward behavior			.081
Revisit Intention			

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Goodness of Fit (GoF) serves as a single indicator for assessing the overall performance of both the outer and inner models. The GoF value range is between 0-1. Table 5 shows the calculation results indicating the GoF value for this study:

Table 5. Goodness of Fit (GoF)

Variable	AVE	***R-Square***
Educational	.710	
Escapist	.714	

Aesthetic	.655	
Eudaimonic tourism happiness	.775	.693
Attitude toward behavior	.675	.665
Revisit Intention	.654	.568
Average	.697	.642

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

GOF Value =√ Average AVE × Average R-square

GOF Value = √ 0.697 × 0.642

GOF Value = 0.669

Based on Table 5, the GoF value is 0.669, indicating that the combined performance of the outer and inner models in this study falls within the large GoF category. Furthermore, the average R-square value of 0.642 shows that the model's ability is in the moderate category, in accordance with the criteria (Hair et al., 2011). Thus, this research model is considered feasible and has fairly good explanatory power.

The evaluation of the inner model using f-square and GoF tests indicates that the model developed in this study falls into the large category. Thus, the bootstrapping method in the SmartPLS application can be used to test hypotheses.

Table 6. Respondent Profile

DESCRIPTION	NUMBER	
	PERSONS	PERCENTAGE
Gender		
Male	54	45.8%
Female	64	54.2%
Age		
17–25 years	57	48.3%
25–35 years	53	44.9%
> 35 years	8	6.8%
Residence		
Greater Bandung	83	70.3%
Outside Greater Bandung	35	29.7%
Occupation		
Student	5	4.2%
University student	53	44.9%
Entrepreneurs	16	13.6%
Employee	34	28.8%
Civil Servant	8	6.8%
Others	2	1.7%
Monthly income		
< IDR 1,500,000	52	44.1%
IDR 1,500,000	8	6.8%
IDR 3,000,000	30	25.4%

> IDR 3,000,000	28	23.7%

Source: Google Forms output (Primary Data, 2026)

The respondents in this study were visitors who had visited Stone Garden at least once in the past year. The number of data obtained was 118 people and was dominated by women (54.2%) aged 17-25 years (48.3%) residing in Greater Bandung (70.3%) who worked as students (44.9%) with a monthly income of < IDR 1,500,000.

Table 7. Results of Statistical Hypothesis Testing

	Hypothesis Description	Path Coefficient	T-Statistic	P-Value	Description
H1	ED →ETH	.309	2.152	.016	Supported
H2	ESC → ETH	.336	3,494	.000	Supported
H3	EST → ETH	.258	2,426	.008	Supported
H4	ETH → RI	.467	3,691	.000	Supported
H5	ETH → ATB	.815	16,992	.000	Supported
H6	ATB → RI	.322	2,356	.009	Supported
H7	ETH → ATB → RI	.263	2,269	.012	Supported
H8	ED → ETH → RI	.144	1,688	.046	Not supported
H9	ESC → ETH → RI	.157	2,494	.006	Supported
H10	EST → ETH → RI	.121	2,360	.009	Supported

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Based on the analysis results presented in Table 7, nine out of ten hypotheses are supported by empirical data as indicated by the t-statistic and p-value. The findings show that educational, escapist, and esthetic positively influence eudaimonic tourism happiness, which in turn has a positive effect on both attitude toward behavior and revisit intention. In addition, attitude toward behavior directly affects revisit intention and mediates the relationship between eudaimonic tourism happiness and revisit intention. Furthermore, eudaimonic tourism happiness mediates the effects of escapist and esthetic on revisit intention, while it does not mediate the effect of educational on revisit intention.

The hypothesis test results show that attitude toward behavior mediates the effect of eudaimonic tourism happiness on revisit intention with a path coefficient of 0.263. This finding reflects that the enjoyment of trekking, taking photos, and exploring the Stone Garden area is caused by the meaning of life gained, gratitude, and deep eudaimonic happiness felt by tourists, which has an impact on the desire to revisit, preference as a destination for repeat visits, and expectations for repeat visits. This logical inference supports the expectation confirmation theory (ECT) as the underpinning theory, which states that when tourists' actual experiences match or exceed their expectations, it will form a confirmation that elicits an affective response in the form of eudaimonic tourism happiness. This affective response will then shape attitudes toward behavior, as tourists consider these meaningful experiences as something worth repeating. The attitudes that are formed then become the basis for determining revisit intention.

This study also found that eudaimonic tourism happiness mediates the effect of escapism on revisit intention with a path coefficient of 0.157. These results imply that meaningful happiness is reflected in the meaning of life gained, gratitude, and deep happiness felt by tourists due to freedom from stress, escape from unpleasant things, and escape from stressful routines

while at Stone Garden, resulting in a desire to revisit, a preference for a destination for repeat visits, and the hope of making a repeat visit. This finding reinforces the expectation confirmation theory (ECT) proposed by Oliver (1980), which explains that satisfaction arises as a result of evaluation when expectations are met by actual perceived performance, resulting in a higher level of confirmation and a positive impact on behavioral intention.

Other findings indicate that eudaimonic tourism happiness mediates the effect of aesthetics on revisit intention with a path coefficient of 0.121. These results imply that the meaning of life, gratitude, and deep happiness felt by tourists due to the beautiful scenery, natural preservation, and unique rock formations at Stone Garden result in a desire to revisit, a preference for revisiting the destination, and an expectation of revisiting. This finding reinforces ECT, which states that satisfaction is formed when perceived performance meets or exceeds expectations, resulting in higher confirmation. This level of confirmation then elicits a response in the form of eudaimonic tourism happiness, which in turn encourages behavioral intention. This logical inference also supports the results of previous research by Qoyyum & Ernawadi (2025).

Furthermore, it is known that eudaimonic tourism happiness does not play a mediating role in the influence of educational experiences on revisit intention, with a path coefficient value of 0.144. This indicates that although educational experiences can increase knowledge, interest in the environment, and broaden tourists' horizons, these experiences are not yet fully a factor that encourages the desire to revisit. Within the ECT framework, this condition reflects that the confirmation formed from educational experiences has not generated sufficient motivation for repeat behavior. This means that learning experiences play a greater role in shaping eudaimonic tourism happiness, but have not become a strong motivator for tourists' revisit intention.

The results of this study indicate that escapism contributes most significantly to eudaimonic tourism happiness, with a path coefficient value of 0.336. This is followed by aesthetics, which contributes to eudaimonic tourism happiness with a path coefficient of 0.258. Therefore, Stone Garden managers are advised to prioritize the development of escapist tourism experiences by providing an atmosphere and activities that help tourists temporarily escape from the pressures and routines of everyday life. These efforts are expected to increase the meaningful happiness of tourists, thereby encouraging them to revisit Stone Garden.

CONCLUSION

This study found that attitude toward behavior mediates the influence of eudaimonic tourism happiness on revisit intention. Eudaimonic tourism happiness was also found to mediate escapist and aesthetic factors on revisit intention. What distinguishes this study from previous studies is the modification of variables in the conceptual model developed by Qoyyum & Ernawadi (2025), replacing novelty and meaningfulness with educational and escapist, which refer to the concept of tourism experience from Pine & Gilmore (1999), as well as the addition of attitude toward behavior as an additional mediator. So far, research that raises eudaimonic tourism happiness in relation to educational, escapist, and aesthetic, as well as attitude toward behavior is still limited, so this study provides new empirical contributions to the development of experience-based tourism literature and meaningful happiness. The expectation confirmation theory (ECT) used in this study provides a solid framework for understanding how tourists' actual experiences during their visit to Stone Garden are evaluated based on their conformity with expectations, thereby forming a confirmation that elicits an affective response in the form of eudaimonic tourism happiness, which in turn influences the formation of attitude toward behavior and revisit intention.

Future researchers are advised to explore other independent variables that have the potential to influence revisit intention.

The purpose of this study is to assist Stone Garden management in identifying factors that can increase revisit intention. The results of this study indicate that revisit intention is directly influenced by educational, escapist, and aesthetic factors. Furthermore, attitude toward behavior mediates the influence of eudaimonic tourism happiness on revisit intention. In addition, eudaimonic tourism happiness mediates the influence of escapist and aesthetic factors on revisit intention. Therefore, Stone Garden management should develop programs that are relevant to eudaimonic tourism happiness, escapist, and aesthetic factors. **First**, Stone Garden management can design eudaimonic tourism happiness experience marketing programs. The measure of eudaimonic tourism happiness is reflected in the acquisition of meaning in life, gratitude, and deep happiness during the tourist's visit. A slow trek program, which is a leisurely morning trek designed so that tourists can enjoy nature more deeply, feel calm, and appreciate the beauty of the surrounding environment. This program is intended for tourists who want a relaxing and more meaningful travel experience. In addition, Stone Garden managers can hold morning meditation or yoga sessions in areas with the best panoramic views. This program aims to create a calm and peaceful morning atmosphere, so that tourists can feel inner peace and deep happiness while at Stone Garden. With these programs, visiting Stone Garden not only provides a pleasant travel experience, but also creates a sense of calm, gratitude, and meaningful happiness. **Second**, Stone Garden managers can design marketing programs relevant to escapism. Escapism is reflected in feelings of freedom from stress, escape from routine, and escape from stressful routines while at Stone Garden. The recommended programs are designed by Stone Garden managers to improve trekking trails to be more organized and comfortable, as well as tranquility-based tourist activities such as nature walks. **Third**, Stone Garden managers can develop marketing programs that align with the aesthetic aspect. The aesthetic aspect consists of the beauty of the scenery, the preservation of nature, and the uniqueness of the rock formations that characterize Stone Garden. Programs that can be developed by Stone Garden managers include improving the layout of photo spots and viewpoints that offer the best panoramic views of Stone Garden.

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