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

The Role of Feel, Act, and Price Fairness in Increasing Revisit Intention through Tourist Satisfaction and Trust Wahoo Waterworld Tourists

Abellya Febriyana[1] , Yadi Ernawadi[2]
[1,2] Achmad Yani University, Indonesia
Email: abellyafebriyana_22p388@mn.unjani.ac.id[1] ,yadi.ernawadi@lecture.unjani.ac.id[2]

Keywords:
Experiential Marketing, Price Fairness, Tourist Satisfaction, Trust, Revisit Intention

Abstract

This study aims to analyze the effect of experiential marketing (sense, feel, act) and price fairness on the revisit intention of Wahoo Waterworld tourists through tourist satisfaction and trust using the stimulus–organism–response (S-O-R) framework. This quantitative study uses a survey method targeting tourists who have visited Wahoo Waterworld, West Bandung Regency, selected through purposive sampling. Data were collected using an online questionnaire and analyzed with PLS-SEM using SmartPLS 3.0. Of the twelve research hypotheses, ten were supported by empirical data. The results show that tourist satisfaction and trust have a positive effect on revisit intention. The variables of feel and act as well as price fairness have an indirect effect on revisit intention through tourist satisfaction, while price fairness also has an indirect effect through trust. These findings are expected to contribute to future research and parties involved in the tourism industry to design relevant strategies to increase tourist satisfaction and trust as prerequisites for revisit intention.

INTRODUCTION

High work pressure drives individuals to seek activities as a means of stress relief, one of which is through tourism (Muttaqin et al., 2024). Along with this increasing demand, the tourism sector continues to grow by presenting various types of destinations that offer new experiences for tourists (Lingga & Kemala, 2022). In Indonesia, tourism can be classified into nature tourism, cultural tourism, and artificial tourism (Damanik & Weber, 2006). Artificial tourism, especially water recreation tourism, has experienced rapid development in line with the increasing entertainment needs of urban communities (Pradikta, 2013). West Bandung Regency is one of the areas with growing potential for artificial tourism. One of its leading destinations is Wahoo Waterworld, located in Kota Baru Parahyangan, West Java. Wahoo Waterworld is known as the largest water recreation destination in West Java, covering an area of approximately 10 hectares and equipped with various international-standard rides. Despite its advantages in terms of facilities and attractions, data from the West Bandung Regency Culture and Tourism Office shows that the number of tourist visits to Wahoo Waterworld in the 2023–2024 period has decreased by 8.87%. This condition indicates a decline in tourists' *revisit intention* to this destination.

The *Stimulus–Organism–Response* (S-O-R) theory proposed by Mehrabian and Russell (1974) provides a relevant theoretical framework for explaining how stimuli from the destination environment's experiential marketing can influence tourists' internal conditions and ultimately shape behavioral responses. In the context of this study, *experiential marketing* is positioned as a stimulus that shapes tourist experiences through sensory, emotional, and physical engagement (Schmitt, 1999). Schmitt proposes five dimensions *of experiential marketing*, namely *sense*, *feel*, *think*, *act*, and *relate*. However, this study only focuses on the dimensions *of sense*, *feel*, and *act* because they

are considered most relevant to the characteristics of water recreation tourism such as Wahoo Waterworld. Tourist activities at this destination emphasize sensory stimulation, emotional experiences, and physical involvement of tourists rather than cognitive and social aspects. The experiences felt by tourists through *experiential marketing* will shape internal responses in the form of *tourist satisfaction*. *Tourist satisfaction* is the feeling of pleasure experienced by tourists as a result of evaluating the suitability between their perceived experience and their expectations during their trip (Daffa & Ratnasari, 2022). A number of studies show that *tourist satisfaction* has a positive effect on *revisit intention* (Nurfa et al., 2022; Mardiawan & Ernawadi, 2024). In addition to the experience factor, tourists' cognitive evaluation of *price* fairness also plays an important role in shaping tourist behavior. *Price fairness* is defined as tourists' assessment of the fairness of the costs incurred compared to the benefits obtained (Kotler & Armstrong, 2016). The perception of fair prices not only increases satisfaction but also builds tourist *trust* in the destination. Research by Sun and Moon (2025) shows that *price fairness* affects *trust*, and *trust* affects *revisit intention*.

Although a number of studies have confirmed that *experiential marketing* influences *tourist satisfaction* and *revisit intention*, and that *price fairness* can increase satisfaction and build tourist *trust*, studies that integrate these two factors into a single research model are still limited. Furthermore, studies that examine the role *of tourist satisfaction* and *trust* as simultaneous mediators in explaining the mechanism of *revisit intention* are also relatively rare, especially in the context of water recreation tourism such as Wahoo Waterworld. Therefore, it is necessary to test an integrative model based on the S-O-R framework that can explain the simultaneous influence of tourism experiences and price fairness evaluations on tourist satisfaction, trust, and revisit intention.

Based on these gaps, this study aims to analyze the influence of *experiential marketing* and *price fairness* on *the revisit intention* of Wahoo Waterworld tourists through *tourist satisfaction* and *trust*. This study contributes by testing an S-O-R-based integrative model in the context of water recreation tourism and provides practical implications for managers in prioritizing tourism experience strategies and fair pricing policies to encourage repeat visits.

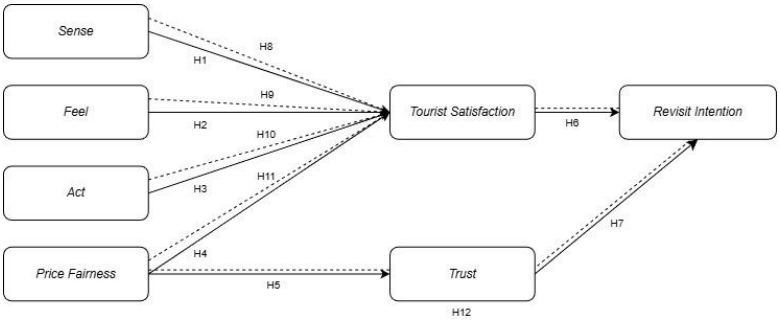

Figure 1. Conceptual Model

METHODS

This study uses a quantitative approach with a survey method. The survey method was chosen because it is capable of explaining the causal relationship between variables while testing the research hypothesis (Effendi & Tukiran, 2012). This study is *cross-sectional* in nature, where data collection is carried out within a certain period of time.

The population in this study was all Wahoo Waterworld visitors. The research sample included visitors aged at least 17 years who had visited Wahoo Waterworld. This age criterion was

chosen because it was considered to have sufficient cognitive abilities to understand and answer the research questionnaire. The sample size was set at 140 respondents. This sample size meets the minimum requirements for multivariate research as stated by Roscoe (1975) and Sekaran and Bougie (2017), which is at least five times the number of indicators used. The sampling technique used was *purposive sampling*, which is a *nonprobability sampling* technique with specific criteria in accordance with the research objectives.

The type of data used in this study is primary data. Data was obtained directly from Wahoo Waterworld tourists as research respondents through questionnaire completion (Sekaran & Bougie, 2017). Data collection was carried out by distributing questionnaires online using *Google Forms*. This approach allowed researchers to obtain tourists' perceptions and experiences systematically.

The variables in this study include *experiential marketing* (*sense*, *feel*, and *act*), *price fairness*, *tourist satisfaction*, *trust*, and *revisit intention*. Each variable is operationalized into a number of indicators adapted from previous studies and adjusted to the context of Wahoo Waterworld. All indicators are presented in the form of questionnaire statements, which will then be tested for validity and reliability.

Data analysis was planned using *partial least squares-structural equation modeling* (PLS-SEM) with the help of SmartPLS version 3 software, which was chosen because this study aimed to test causal relationships. The analysis was conducted in two stages, namely evaluation of the measurement model (*outer model*) which includes *convergent validity, discriminant validity,* and *composite reliability,* as well as evaluation of the structural model (*inner model*) to test the causal relationship between variables which includes AVE and *Square Root of* AVE *F-Square, effect size* test *(Goodness of Fit),* and hypothesis testing (Hair et al., 2011).

RESULTS AND DISCUSSION

Based on Table 1, it can be seen that all *loading factor* and *composite reliability* values obtained indicate that the indicators in each construct have basically met the validity and reliability criteria, especially when referring to the general provision that the loading factor must be ≥ 0.70. However, referring to Ghozali (2015), loading factors in the range of 0.50–0.60 can still be considered adequate. Thus, all variable indicators in this study are still considered valid because they have met the requirements to represent their variables, namely being able to measure the relationship between indicator scores and the constructs being measured. In addition, a composite reliability value > 0.70 indicates that the measurement instruments for each variable are reliable, stable, and consistent in measuring the constructs under study. In addition, a composite reliability value > 0.70 indicates that the measurement instrument is reliable, stable, and consistent in measuring the construct under study.

1 . *Loading Factor and Composite Reliability Value*

Statement	**Loading factor**	**Composite Reliability**
Sense (S)		.844
The visual appearance of the Wahoo Waterworld area looks clean	.759	
The Wahoo Waterworld environment feels comfortable to visit	.746	

The facilities at Wahoo Waterworld feel comfortable to use	.733	
The air circulation in the Wahoo Waterworld area is good	.795	
Feel (F)		.872
I enjoyed the experience of using the rides at Wahoo Waterworld	.816	
I feel comfortable with the atmosphere of the environment during my visit to Wahoo Waterworld	.804	
I felt calm while at Wahoo Waterworld	.733	
I felt warmth in interacting with loved ones while at Wahoo Waterworld	.709	
I feel enthusiastic when doing activities with my loved ones at Wahoo Waterworld	.728	
Act (A)		.880
I was actively involved in trying out various rides at Wahoo Waterworld	.863	
I participated in activities that required physical interaction at Wahoo Waterworld	.765	
I rode the rides I liked again at Wahoo Waterworld	.782	
I explored the rides during my visit to Wahoo Waterworld	.829	
I participated in the activities or programs provided by the management of Wahoo Waterworld	.603	
Price Fairness (PF)		.912
The cost of visiting Wahoo Waterworld is commensurate with the quality of service I received.	.900	
The cost of the trip to Wahoo Waterworld is worth the travel experience I had	.880	
The cost of visiting Wahoo Waterworld is in line with the quality of the facilities I received	.863	
Tourist Satisfaction (TS)		
I felt happy during my visit to Wahoo Waterworld	.835	.845
I would be happy to stay longer at Wahoo Waterworld	.734	
I am happy because my experience during my visit to Wahoo Waterworld met my expectations	.839	
Trust (T)		.913

I am confident that Wahoo Waterworld strives to provide services that meet visitors' expectations.	.875	
I am confident that Wahoo Waterworld provides a sense of safety to visitors	.892	
I am confident that Wahoo Waterworld provides services that meet visitors' needs	.878	
Revisit Intention (RI)		.837
I would prefer to revisit Wahoo Waterworld in the future	.837	
I hope to revisit Wahoo Waterworld in the near future	.743	
I am willing to recommend Wahoo Waterworld to others	.802	

Based on the results in Table 2, *discriminant validity* testing was conducted by looking at the *cross loading* values. *Discriminant validity* is considered fulfilled if each indicator has the highest *loading* value on the construct that should be measured, compared to the *loading* value on other constructs. This condition confirms that each construct truly represents a different concept, both empirically and conceptually. The results shown in Table 2 indicate that all indicators have the highest *loading* on their respective constructs. Therefore, it can be concluded that this research instrument has met the criteria for *discriminant validity* well, so that each construct in the model is declared to be different and does not overlap.

2 . *Cross Loading Value*

	Sense (S)	***Feel (F)***	***Act (A)***	***Price Fairness (PF)***	***Tourist Satisfaction (TS)***	***Trust (T)***	***Revisit Intention (RI)***
S1	.759	.518	.452	.300	.422	.439	.309
S2	.746	.400	.269	.382	.408	.474	.246
S3	.733	.459	.304	.406	.427	.486	.281
S4	.795	.474	.372	.358	.450	.432	.337
F1	.480	.816	.573	.442	.625	.521	.424
F2	.584	.804	.534	.365	.549	.558	.356
F3	.433	.733	.403	.429	.518	.357	.377
F4	.433	.709	.484	.396	.433	.350	.402
F5	.381	.728	.533	.341	.497	.422	.352
A1	.342	.567	.863	.429	.577	.462	.369
A2	.419	.580	.765	.380	.438	.432	.364
A3	.376	.452	.782	.373	.472	.491	.351
A4	.412	.560	.829	.405	.490	.482	.352
A5	.233	.411	.603	.215	.394	.229	.289
PF1	.393	.471	.467	.900	.504	.432	.491
PF2	.492	.454	.399	.880	.529	.472	.397

PF3	.369	.449	.385	.863	.510	.430	.414
TS1	.499	.570	.496	.429	.835	.532	.467
TS2	.396	.473	.385	.371	.734	.352	.440
TS3	.459	.628	.594	.591	.839	.516	.450
T1	.532	.422	.430	.439	.511	.875	.410
T2	.529	.591	.504	.444	.546	.892	.447
T3	.534	.541	.517	.455	.496	.878	.435
RI1	.266	.401	.364	.350	.461	.330	.837
RI2	.217	.328	.274	.274	.379	.192	.743
RI3	.401	.447	.401	.500	.480	.560	.802

3 Table . *AVE and AVE Square Root*

Variables	AVE	Square Root
Sense (S)	.576	.759
Feel (F)	.577	.759
Act (A)	.598	.774
Price Fairness (PF)	.776	.881
Tourist Satisfaction (TS)	.647	.804
Trust (T)	.778	.882
Revisit Intention (RI)	.632	.795

4 Table . *F Square*

	S	F	A	PF	TS	T	RI
S					.028		
F					.126		
A					.057		
PF					.091	.343	
TS							.178
T							.060
RI							

Effect size was analyzed using the f-square (f^2) value to determine the magnitude of the predictor variable's effect on the dependent variable. Referring to Hardisman (2021), an f^2 value of 0.02–0.15 indicates a small (weak) effect, >0.15–0.35 indicates a moderate effect, and >0.35 indicates a large effect. Based on the f-square test results, the influence *of sense, feel, act*, and *price fairness* on *tourist satisfaction* and the influence *of trust* on *revisit intention* are in the weak category. Meanwhile, the influence of *price fairness* on *trust* and the influence *of tourist satisfaction* on *revisit intention* are in the medium category.

5 . *Goodness of Fit*

Variables	AVE	*R-square*
Sense (S)	.576	
Feel (F)	.577	
Act (A)	.598	

Price Fairness (PF)	.776	
Tourist Satisfaction (TS)	.647	.591
Trust (T)	.778	.256
Revisit Intention (RI)	.632	.354
Average	**.655**	**.400**

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

GoF Value = √(Average AVE × Average R-square)
GoF Value = √(0.655 × 0.400)
GoF Value = √0.262
GoF Value = 0.512

After all indicators, variables, and constructs have been declared valid and reliable, the next step is to conduct an R-square test to assess the extent to which exogenous latent variables can explain endogenous latent variables. R^2 values of 0.75, 0.50, and 0.25 are generally interpreted as strong, *moderate*, and weak, respectively (Hair et al., 2011). Furthermore, the overall model suitability can be evaluated through *Goodness of Fit* (GoF), which is a measure to evaluate the overall suitability of the research model by considering the combined performance of *the outer model* and *inner model*. Referring to Cohen (1988), GoF values are grouped into three categories, namely 0.10 (small), 0.25 (medium), and 0.36 (large), with GoF values ranging from 0 to 1. GoF values are calculated through the square root of the product of the average AVE and the average R-square. Based on Table 5, the average AVE is 0.655 and the average R-square is 0.400, resulting in a GoF value of 0.512. Referring to Cohen's (1988) criteria, this value falls into the large category, indicating that the model has a strong level of suitability in explaining the relationship between variables. Thus, the research model is considered adequate to proceed to the hypothesis testing stage using the *bootstrapping* method with SmartPLS.

Table6 . *Respondent Profile*

Description	People	Percentage
Gender		
Male	43	30.71
Female	97	69.29
Age		
17-25 years	99	71.22
26-35 years	37	26.62
>35 years	3	2.16
Residence		
Greater Bandung	98	70.00
Outside Greater Bandung	42	30.00
Occupation		
Student	1	.71
College Student	52	37.14
Entrepreneur	55	39.29
Employee	6	4.29
Civil Servant	26	18.57
Monthly income		

< Rp 1,500,000	40	28.57
Rp 1,500,000 - Rp 3,000,000	29	20.71
IDR 300,000 - IDR 500,000	24	17.14
> IDR 5,000,000	47	33.57

Source: *Google Forms* questionnaire output, 2026

Based on Table 6, female tourists dominated this study's respondents with a percentage of 69.29%. In terms of age, the majority of respondents were in the 17 to 25 age group with a percentage of 71.22%. In terms of domicile, most respondents came from the Greater Bandung area with a percentage of 70%. The majority of respondents were employees, with a percentage of 39.29%, and the largest income group was in the category above IDR 5,000,000, with a percentage of 33.57%.

7 . *Hypothesis Test Result*

Hypothesis	Description	Path Coefficient	T-Statistic	P-Value	Information
H1	S→TS	.140	1.652	.099	Not Supported
H2	F→TS	.349	3,911	.000	Supported
H3	A→TS	.210	2,431	.015	Supported
H4	PF→TS	.237	3.389	.001	Supported
H5	PF→T	.505	6,968	.000	Supported
H6	TS→RI	.418	4,404	.000	Supported
H7	T→RI	.243	2,382	.018	Supported
H8	S→TS→RI	.059	1,544	.123	Not Supported
H9	F→TS→RI	.146	2.768	.006	Supported
H10	A→TS→RI	.088	2.210	.028	Supported
H11	PF→TS→RI	.099	2,543	.011	Supported
H12	PF→T→RI	.123	2.203	.028	Supported

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

Based on the results of hypothesis testing, it is known that ten of the twelve hypotheses are supported by empirical data reflected in the *t-statistic* and *p-value* values that meet the criteria for accepting the hypothesis. The research findings show that *feel*, *act,* and *price fairness* have a positive effect on *tourist satisfaction*. In addition, *price fairness* has also been proven to have a positive effect on tourist *trust*. Furthermore, *tourist satisfaction* and *trust* were each found to have a positive effect on *revisit intention*. The test results also confirmed that *feel, act,* and *price fairness* have a positive effect on *revisit intention* through *tourist satisfaction*, and *price fairness* has a positive effect on *revisit intention* through *trust*. Conversely, *sense* has no effect, either directly or indirectly, on *revisit intention* through *tourist satisfaction.*

Based on the results of hypothesis testing presented in the research table above, *tourist satisfaction* is known to mediate the effect *of feel* on *revisit intention* with a path coefficient of 0.146. This finding indicates that when tourists feel excited while enjoying the rides, feel comfortable and calm about the atmosphere of the environment during their visit, and feel the warmth of interaction and enthusiasm when doing activities with their loved ones, it will encourage feelings of happiness during the visit, happiness when being able to travel longer, and happiness because

the experience felt was in line with expectations. Ultimately, these conditions increase tourists' tendency to choose to revisit in the future, have expectations of revisiting, and give recommendations to others.

In addition, it was found that *act* influenced *revisit intention* through *tourist satisfaction* with a path coefficient of 0.088. This indicates that the active involvement of tourists in trying out various available rides, participating in rides that require physical interaction, repeating activities on favorite rides, exploring new rides or areas during the visit, and participating in activities or programs provided by the management during the tour does not directly shape the intention to revisit, but rather first affects the internal condition of tourists in the form of satisfaction. This satisfaction then plays a role in strengthening post-visit behavioral tendencies, particularly the intention to revisit and recommend the destination.

Next, the test results show that *price fairness* affects *revisit intention* through *tourist satisfaction* with a path coefficient of 0.099. Based on this, it is known that when tourists consider the cost of tourism to be in line with the quality of service received, the cost of tourism to be commensurate with the tourism experience, and the cost of tourism to be in line with the quality of facilities received, this encourages feelings of happiness during the visit, happiness when able to travel longer, and happiness because the experience during the visit is in line with expectations. This satisfaction then plays a role in encouraging the intention to revisit in the future.

Furthermore, the results show that *trust* mediates the effect of *price fairness* on *revisit intention* with a path coefficient of 0.123. This finding indicates that the perception of price fairness encourages tourists to believe that Wahoo Waterworld managers provide reliable, safe, and consistent services and are able to meet visitors' needs. This trust then plays a role in increasing tourists' tendency to revisit and recommend the destination. Thus, *trust* functions as a psychological mechanism that bridges the evaluation of price fairness to tourists' post-visit behavior.

This logical inference confirms the consistency of the *stimulus-organism-response* (S-O-R) model proposed by Mehrabian and Russell (1974) as *the underpinning theory* in this study. In the S-O-R framework, *stimuli* are understood as external stimuli received by tourists from destination attributes, which are then processed at the *organism* stage through internal evaluation to form *a response*. These findings indicate that external stimuli received by tourists, whether in the form of sensory experiences, affective experiences, action-based experiences, or cognitive evaluations of price fairness, do not directly influence their intention to revisit, but are first processed through the tourist's internal condition as *an organism*, which in this study is represented by satisfaction and trust. Furthermore, these internal conditions manifest as *responses* in the form of a tendency to revisit and provide recommendations as a form of post-visit behavior.

This logical inference reinforces previous research findings that *experiential marketing* increases *tourist satisfaction* and ultimately encourages *revisit intention*, as shown by Wijaksono (2019), Yogiswari et al. (2021), and Putri et al. (2023). In line with this, Nurfa et al. (2022) and Mardiawan and Ernawadi (2024) confirm that *tourist satisfaction* has a positive effect on *revisit intention*. In terms of price fairness, Hutomo (2016) and Marpaung et al. (2024) explain that *price fairness* affects *tourist satisfaction* and also influences *revisit intention* through the mediating role *of satisfaction.* Furthermore, the contribution of *price fairness* to *trust*, which then increases *revisit intention,* is also supported by Setiawan et al. (2020), Qadri (2022), and Sun and Moon (2025).

Meanwhile, it was found that *tourist satisfaction* did not contribute to mediating the influence *of sensory perception* on *revisit intention.* Therefore, these findings indicate that the sensory stimuli received by tourists, such as the cleanliness of the visual appearance of the tourist area, the comfort

of the environment, the comfort of the facilities, and the quality of air circulation, were not strong enough to create satisfaction that could encourage revisit intention.

The results show that the factor that contributes the most to the model is *price fairness* towards tourist *trust* with a path coefficient of 0.505. In addition, in the formation of *tourist satisfaction*, *feel* contributes the most with a path coefficient of 0.349, followed by *price fairness* at 0.237 and *act* at 0.210. These findings imply that Wahoo Waterworld managers need to prioritize strengthening the most impactful aspects, particularly *price fairness* through pricing policies that ensure tourism costs are commensurate with service quality, equivalent to the experience felt, and in line with facility quality. These efforts are expected to strengthen *trust* and increase *tourist satisfaction* in a sustainable manner, which will ultimately contribute to an increase in *the revisit intention* of Wahoo Waterworld tourists.

CONCLUSION

This study analyzed the influence of *experiential marketing*, represented by the dimensions *of sense, feel*, and *act*, as well as *price fairness*, on *the revisit intention* of Wahoo Waterworld tourists through *tourist satisfaction* and *trust*. The results showed that there were two variables that directly influenced *revisit intention*, namely *tourist satisfaction* and *trust*, while the dimensions *of feel*, *act*, and *price fairness* had an indirect influence through *tourist satisfaction*. In addition, *price fairness* also has an indirect effect on *revisit intention* through *trust*. This study contributes to the development of tourism marketing studies by developing a conceptual model based on the *stimulus–organism–response* theory. The conceptual model developed in this study positions *experiential marketing*, consisting of *sense*, *feel*, and *act,* as well as *price fairness* as *stimuli*, *tourist satisfaction* and *trust* as *organisms*, and *revisit intention* as *responses*. Thus, this study expands the empirical model previously proposed by Jamu and Laga (2020) by placing *tourist satisfaction* and *trust* as mediating variables that explain the psychological mechanism of forming tourist revisit intention.

However, this study has limitations, as the respondents were predominantly young tourists residing in the Greater Bandung area, thus limiting the generalizability of the findings. Further research should involve tourists with more diverse demographic and geographic characteristics and add the dimensions *of think* and *relate* to the *experiential marketing* framework. From a practical standpoint, Wahoo Waterworld management is advised to prioritize the development of tourist experiences that focus on emotional aspects and active tourist involvement, as well as implementing fair, transparent, and consistent pricing policies to build tourist satisfaction and trust in encouraging repeat visits. Furthermore, future research could also integrate other variables to enrich the conceptual model in explaining *revisit intention* in different tourism destination contexts.

This study was conducted with the aim of providing alternative solutions to the problem *of revisit intention* among Wahoo Waterworld tourists, which indicates a decline in repeat visits. Thus, this condition has become a concern for Wahoo Waterworld managers to understand the factors that have been proven to encourage an increase in tourist *revisit intention*. The findings show that *revisit intention* is influenced by *tourist satisfaction* and *trust*, where *tourist satisfaction* is shaped by emotional experiences in the *feel* dimension and active tourist involvement in the *act* dimension. In addition, *revisit intention* is also influenced by *price fairness* through *tourist satisfaction* and through *trust*. Based on the hypothesis test results, the *feel* and *act* dimensions have been proven to have a positive effect on *tourist satisfaction*. These findings indicate that tourists' emotional experiences and active involvement during their trip play an important role in increasing satisfaction. Therefore, Wahoo Waterworld management is advised to develop tourist experiences that not only focus on physical

facilities but also on creating a pleasant atmosphere, improving the quality of service interactions, and providing activities that encourage active tourist participation. In addition, *price fairness* was found to have a positive effect on *tourist satisfaction* and *trust*. This indicates that the perception of fair pricing needs to be positioned as a strategic aspect in building positive tourist evaluations of the destination. Therefore, managers are advised to implement pricing policies that are transparent, consistent, and commensurate with the quality of service, facilities, and experiences offered, accompanied by clear price communication so that tourists have a perception of fair value. Furthermore, the research results show that *tourist satisfaction* and *trust* have a positive effect on *revisit intention*. This finding confirms that satisfaction and trust act as psychological mechanisms that bridge the tourism experience and price evaluation in encouraging revisit intentions. Thus, managers need to maintain consistency in the quality of experience and services, ensure tourist safety and comfort standards, and demonstrate a commitment to continuously meeting visitor needs in order to strengthen the long-term relationship between tourists and destinations.

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