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Attraction, Environment, Quality of Activities, and Convenience as Predictors of Revisit Intention through Tourist Satisfaction of Visitors to Pakuhaji Destination

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Tourist Perception, Quality of Activities, Convenience, Tourist Satisfaction, Revisit intention, Expectation Confirmation Theory

Abstract

This study aims to analyze the effect of tourist perception, which includes attraction, staff service, facilities, information, environment, quality of activities, and convenience, on the revisit intention of tourists visiting the Pakuhaji tourist destination through tourist satisfaction. This study uses a survey method involving tourists who have visited the Pakuhaji tourist destination in West Bandung Regency at least once as research respondents, with research instruments that have been declared valid and reliable. The data analysis technique used is structural equation modeling (SEM) using SmartPLS version 3.0 software. Based on the hypothesis testing results, it was found that revisit intention is influenced by attraction, environment, quality of activities, and convenience through *tourist satisfaction. The novelty of this study lies in the development of a tourist perception model by including quality of activities and convenience, which are hypothesized to influence tourist satisfaction, which has not been found in the context of activity-based tourist destinations in Indonesia. The researchers hope that the findings of this study can contribute to the development of research on tourist behavior and serve as consideration for the managers of the Pakuhaji tourist destination in designing strategies that can increase tourist revisit intention.*

INTRODUCTION

Daily activities can cause boredom, fatigue, and stress (Febriyanti, 2021). This can be alleviated through healing tourism activities (Superwiratni & Sugiarto, 2024). Various forms of tourism, such as nature, culinary, cultural, and special interest tourism, are chosen by tourists to reduce stress (Hikmah et al., 2022). Studies show that nature tourism is the main attraction for Indonesian tourists, with 75% of respondents expressing interest in nature-based destinations (Pramudita, 2024). Nature tourism is a form of tourism that makes the natural environment the main attraction of tourist activities (Sumanapala & Wolf, 2020). Adventure tourism is a form of tourism that combines nature exploration and physical challenges, making it attractive to tourists seeking thrills and extreme challenges (Nugroho et al., 2024). BPS data recorded 1.02 billion domestic tourist trips, with 17.14% of them choosing adventure tourism (Sugiyarto et al., 2024). One of the adventure activities that can be done is outbound. This activity is an adventure-based training program conducted outdoors or in the open air, designed to provide an enjoyable yet challenging experience (Nadidah, 2023; Noor, n.d.). In addition to outbound, camping is also an adventure activity (Abdillah & Andrea, 2024). Camping is an activity of spending the night outdoors using tents or similar equipment for recreational, educational, or character-building purposes (Hasibuan & Siregar, 2024). One tourist destination that provides outbound and camping facilities is Pakuhaji, located in West Bandung Regency.

However, the existence of diverse attractions and tourist activities does not automatically guarantee the sustainability of a destination. The sustainability of a destination is greatly influenced by the ability of managers to encourage tourists to make repeat visits. Empirical conditions at the Pakuhaji tourist destination show a decline in the number of tourist visits in the last two years (Pakuhaji Management, 2025), which indicates a decline in revisit intention.

In the study of consumer and tourist behavior, ECT is widely used as a theoretical framework to explain the process of satisfaction and post-consumption behavioral intent. This theory emphasizes that individual satisfaction arises from cognitive evaluation through comparison between initial expectations and perceived performance after using a product or service. When the actual experience meets or exceeds expectations, satisfaction is formed, which then encourages the intention to continue or repeat similar behavior. A number of studies show that ECT has been applied in various tourism contexts, such as city tourism, cultural tourism, ecotourism, natural tourism, and artificial tourism (Chibuike et al., 2021; Damanik & Yusuf, 2022; Lee et al., 2023; Hoang et al., 2024; Chaoyi et al., 2025; Mardiawan & Ernawadi, 2024). These studies consistently show that tourist satisfaction is a key factor in driving loyalty and repeat visits.

In the context of tourism, ECT is often used to analyze the influence of tourist perceptions of destination attributes on satisfaction and revisit intention. Previous studies, such as those conducted by Mardiawan and Ernawadi (2024), operationalize tourist perception through the attributes of attraction, staff service, facilities, information, and environment. However, to date, no ECT-based research has been found that explicitly includes the dimensions of quality of activities and convenience in measuring tourist perception. In fact, in activity-based tourist destinations, the tourist experience is greatly influenced by the quality of the activities carried out and the level of convenience felt during the trip. This limitation indicates a research gap in the development of a more contextual tourist perception model that is in line with the characteristics of experience-based tourist destinations.

Based on this research gap, this study aims to analyze the influence of tourist perception, which includes attraction, staff service, facilities, information, environment, quality of activities, and convenience, on revisit intention through tourist satisfaction at the Pakuhaji tourist destination. This study uses the ECT framework to explain the role of tourist satisfaction as a mediating mechanism between tourist perception and revisit intention. The uniqueness of this study lies in the development of a tourist perception model that explicitly includes the dimensions of quality of activities and convenience, which are still relatively rarely studied in the context of activity-based tourist destinations in Indonesia, so that it is expected to be able to provide more contextual theoretical and empirical contributions in the study of tourist behavior.

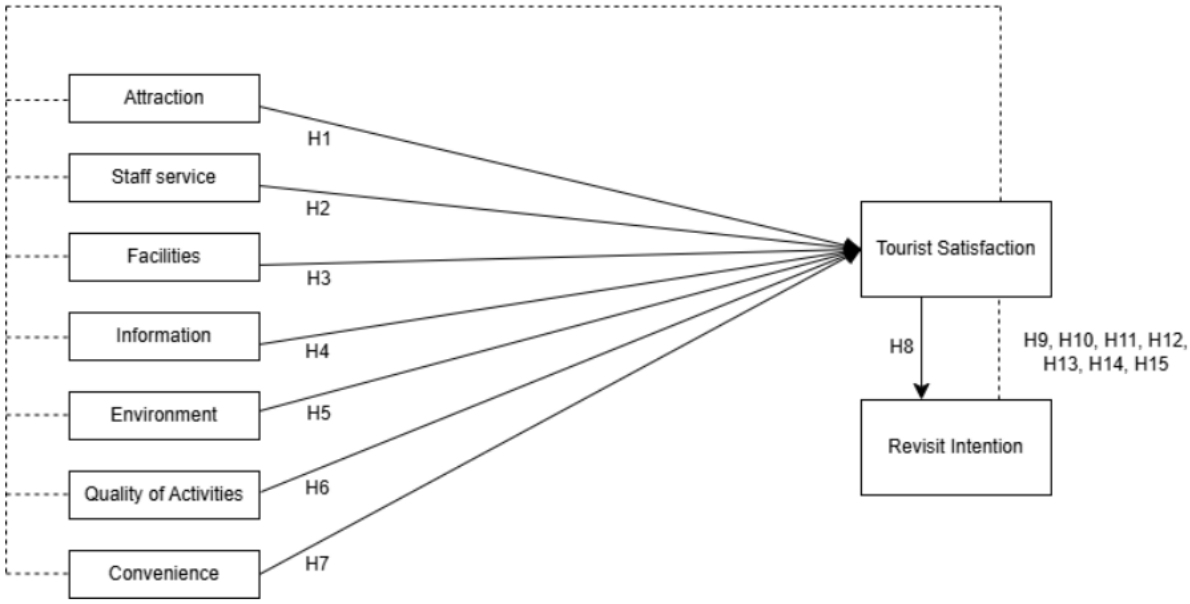

Figure1 Research Conceptual Model

METHODS

This study uses a survey method as its research approach. The survey method is a research method that collects data from samples using questionnaires, which aims to explain causal relationships and test hypotheses (Effendi & Tukiran, 2012). The population in this study was tourists visiting the Pakuhaji tourist destination in West Bandung Regency, with the criterion that respondents had visited the destination at least once in the past year. The number of samples used in this study was set at 185 respondents. The sampling technique used purposive sampling, which is a nonprobability sampling technique. Data collection in this study was classified as a cross-sectional study or one-shot study, because data was collected only in one period of time (Sekaran & Bougie, 2017). The data collection process was carried out through the distribution of online questionnaires using Google forms.

Data analysis in this study was conducted using the Partial Least Squares (PLS) method. PLS is a form of variance-based Structural Equation Modeling (SEM) used to construct and test statistical models, particularly models that have causal relationships between variables (Hair et al., 2011). This study used SEM-PLS version 3.0 to assess the outer model through convergent validity, discriminant validity, and composite reliability testing. Furthermore, the structural model (inner model) was evaluated by assessing AVE and Square Root AVE, F-square values, Goodness of Fit, and testing hypotheses to predict causal relationships between research variables (Abdillah & Jogiyanto, 2011).

RESULTS AND DISCUSSION

Based on the test results presented in Table 1, it can be concluded that the measurement model in this study has met the validity and reliability criteria. All indicators in each construct show a loading factor value ≥ 0.70, which indicates that the indicators have a strong relationship with the construct being measured. This indicates that the instrument used is able to represent the research variables accurately. In addition, the composite reliability values for all variables are above the minimum threshold of 0.70, indicating a good level of internal consistency. With these criteria met, it can be stated that the measuring instruments in this study are reliable and suitable

for further analysis in the structural model testing stage.

Table 1. Loading Factor and Composite Reliability Value

Statement	Loading Factor	Composite Reliability
Attraction (A)		.867
I am attracted to the beauty of the natural scenery at this destination.	.855	
I am attracted to the tourist activities at this destination.	.873	
I am interested in the horse racing spots at this destination.	.752	
Staff service (SS)		.883
The appearance of the staff at this destination is neat.	.788	
Employees convey information accurately.	.871	
Staff are responsive when I need assistance.	.897	
Employees have good skills in serving tourists.	.869	
The staff showed concern when I needed help.	.888	
Facilities (F)		.900
Pakuhaji provides comfortable toilet facilities.	.851	
Pakuhaji provides sufficient seating facilities	.708	
Pakuhaji provides adequate parking space	.851	
Information (I)		.847
Information about Pakuhaji is easily accessible through available media, including social media.	.825	
The directional signs in Pakuhaji are clear and easy to understand.	.861	
The information available in Pakuhaji was useful to me during my visit.	.876	
Environment (E)		.890
The environment in Pakuhaji is clean.	.858	
The air in Pakuhaji feels fresh	.831	
The atmosphere in Pakuhaji feels comfortable	.907	
Quality of Activities (QoA)		.871
The tourist activities I participated in at Pakuhaji felt safe.	.868	

The tourism activities I participated in at Pakuhaji felt challenging.	.888	
Convenience (C)		.909
I can easily move between areas in this destination.	.854	
I can enjoy this destination with sufficient time.	.873	
I don't need to exert much physical effort to access the area.	.808	
Tourist satisfaction (TS)		.936
I enjoyed the Pakuhaji tourist destination.	.854	
I feel like I want to enjoy the Pakuhaji tourist destination longer	.899	
I feel happy that my expectations were met after visiting the Pakuhaji tourist destination	.870	
Revisit intention (RI)		.907
I want to revisit the Pakuhaji tourist destination in the future.	.882	
I hope to visit the tourist destination of Pakuhaji in the near future	.879	
I would like to recommend others to visit the Pakuhaji tourist destination	.871	

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

Table 2. Cross Loading Value

	Attraction (A)	*Staff service* (SS)	*Facilities* (F)	*Information* (I)	*Environment* (E)	*Quality of Activities* (QoA)	*Convenience* (C)	*Tourist satisfaction* (TS)	*Revisit intention* (RI)
A1	.855	.373	.438	.327	.473	.400	.507	.598	.473
A2	.873	.369	.435	.309	.435	.452	.540	.587	.495
A3	.752	.351	.255	.228	.345	.421	.420	.473	.400
SS1	.552	.407	.419	.449	.478	.472	.441	.788	.430
SS2	.587	.456	.452	.531	.471	.502	.515	.871	.500
SS3	.595	.430	.460	.476	.446	.479	.506	.897	.490
SS4	.611	.397	.519	.496	.535	.500	.453	.869	.470
SS5	.554	.460	.575	.537	.555	.562	.513	.888	.510
F1	.320	.471	.521	.851	.548	.519	.448	.572	.457
F2	.258	.218	.344	.708	.491	.338	.223	.347	.289
F3	.273	.370	.469	.851	.549	.488	.340	.454	.489
I1	.397	.412	.491	.584	.825	.526	.434	.489	.492
I2	.400	.501	.578	.509	.861	.498	.410	.432	.470
I3	.494	.483	.585	.579	.876	.521	.494	.544	.575

E1	.504	.571	.858	.515	.609	.490	.493	.614	.594
E2	.303	.402	.831	.439	.529	.482	.362	.346	.486
E3	.373	.451	.907	.497	.536	.441	.458	.477	.554
QoA1	.469	.365	.540	.552	.555	.868	.493	.525	.528
QoA2	.430	.517	.419	.450	.506	.888	.570	.500	.571
C1	.355	.854	.433	.357	.419	.413	.470	.433	.476
C2	.340	.873	.548	.455	.539	.447	.443	.423	.535
C3	.427	.808	.414	.332	.413	.420	.534	.409	.457
TS1	.484	.494	.565	.452	.495	.581	.533	.466	.854
TS2	.454	.501	.529	.493	.542	.549	.640	.482	.899
TS3	.514	.528	.568	.433	.546	.515	.574	.514	.870
RI1	.538	.489	.503	.377	.485	.556	.882	.530	.605
RI2	.506	.486	.344	.318	.448	.491	.879	.421	.587
RI3	.517	.519	.497	.444	.448	.551	.871	.533	.562

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

Based on the test results presented in Table 2, discriminant validity was tested through cross loading values. Discriminant validity is considered fulfilled if each indicator has the highest loading value on the construct it measures compared to other constructs. This shows that each construct is able to represent different concepts empirically and conceptually. The results in Table 2 show that all indicators in each construct have the highest loading value in their own construct. Thus, it can be concluded that this research instrument has met the criteria for good discriminant validity, so that each construct in the research model is declared to be different and does not overlap.

Table 3. AVE and Square Root of AVE

Variables	AVE	Square Root of AVE
Attraction (A)	.686	.828
Staff service (SS)	.746	.864
Facilities (F)	.650	.806
Information (I)	.730	.854
Environment (E)	.750	.866
Quality of Activities (QoA)	.771	.878
Convenience (C)	.715	.845
Tourist satisfaction (TS)	.765	.875
Revisit intention (RI)	.770	.877

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

Based on Table 3, all variables have AVE values ≥ 0.50, and the square root of the AVE value for each variable is greater than the inter-variable correlation value in the model's discriminant validity. Furthermore, Table 2 shows that each indicator has a higher cross loading value on the construct it measures compared to other constructs. Thus, it can be concluded that discriminant validity in this research model has been fulfilled (Yamin and Kurniawan, 2011).

Table 3. F Square

Variable	A	SS	F	I	E	QoA	C	TS	RI
Attraction (A)								.044	
Staff service (SS)								.000	
Facilities (F)								.005	
Information (I)								.006	
Environment (E)								.064	
Quality of Activities (QoA)								.063	
Convenience (C)								.047	
Tourist satisfaction (TS)									.800
Revisit intention (RI)									

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

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. Based on the f-square table, the staff service variable showed a small effect on tourist satisfaction, while the attraction, facilities, information, environment, quality of activities, and convenience variables showed a moderate effect on tourist satisfaction. Meanwhile, tourist satisfaction has a large effect on revisit intention with an f^2 value of 0.80 (Hardisman, 2021). This shows that tourist satisfaction plays an important role in encouraging revisit intention.

Goodness of fit (GoF) is a measure used to assess the overall suitability of a research model by considering a combination of the outer model and inner model.

Table 4. Goodness of Fit

Variables	AVE	R-Square
Attraction (A)	.686	
Staff service (SS)	.746	
Facilities (F)	.650	
Information (I)	.730	
Environment (E)	.750	
Quality of Activities (QoA)	.771	
Convenience (C)	.715	
Tourist satisfaction (TC)	.765	.581
Revisit intention (RI)	.770	.444
Average	.731	.513

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

GoF Value = √(Average AVE x Average R-square)
GoF Value = √(0.731 x √.513)
GoF Value = √0.375
GoF Value = 0.612

The Goodness of Fit (GoF) value is used to assess the overall suitability of the research model, which is a combination of the outer model and inner model. The GoF calculation is

obtained from the square root of the product of the average AVE value and the average R-square value. Based on Table 5, the average AVE value is 0.731 and the average R-square is 0.513, resulting in a GoF value of 0.612.

Referring to Cohen's criteria (1988), the GoF value falls into the large category. This indicates that the research model has a strong level of suitability in explaining the relationship between variables, so that the model built is declared feasible to proceed to the hypothesis testing stage using the bootstrapping method in SmartPLS.

Table 5. Respondent Profile

Description	Number (People)	Percentage
Gender		
Male	65	35.1
Female	120	64.9
Age		
17–22 years	58	31.4
23–28 years old	48	25.9
>28 years old	79	42.7
Residence		
Greater Bandung	147	79.5
Outside Greater Bandung	38	2.5
Employment		
Daily laborer	2	1.1
Teacher	10	5.4
Civil Servant	48	25.9
Housewife	11	5.9
Student/College Student	60	32.4
Private Sector Employees	38	2.5
Entrepreneur	16	8.6
Monthly income		
< IDR 1,500,000	44	23.8
IDR 1,500,000 – 3,000,000	33	17.8
IDR 3,000,000 – 5,000,000	66	35.7
> IDR 5,000,000	42	22.7

Source: Google Forms questionnaire, 2026

Based on Table 6, female tourists dominated this study with a percentage of 64.9%. In terms of age, the majority of respondents were in the 28+ age group]with a percentage of 42.7%. Based on domicile, most respondents came from the Greater Bandung area with a percentage of 79.5%. In terms of occupation, the majority of respondents were students, with a percentage of 32.4%. Furthermore, based on monthly income, the majority of respondents were in the IDR 3,000,000–5,000,000 income group, with a percentage of 35.7%.

Table 6. Hypothesis Test Result

Hypothesis Description		Path Coefficient	T-Statistic	P-Value	Information
HI	A → TS	.193	2,152	.032	Supported
H2	SS → TS	-.016	.138	.890	Not supported
H3	F → TS	.071	.745	.457	Not supported
H4	I → TS	.078	.985	.325	Not supported
H5	E → TS	.237	.2861	.004	Supported
H6	QoA → TS	.229	2.656	.008	Supported
H7	C → TS	.182	2,240	.026	Supported
H8	TS → RI	.667	12,249	.000	Supported
H9	A → TS → RI	.129	2,084	.038	Supported
H10	SS → TS → RI	-.011	.137	.891	Not supported
H11	F → TS → RI	.047	.756	.450	Not supported
H12	I → TS → RI	.052	.983	.326	Not supported
H13	E → TS → RI	.158	2,710	.007	Supported
H14	QoA → TS → RI	.153	2,490	.013	Supported
H15	C → TS → RI	.121	2,230	.026	Supported

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

Based on the results of hypothesis testing in Table 7, it was found that nine of the fifteen hypotheses were supported by empirical data as indicated by t-statistic and p-value values that met the hypothesis acceptance criteria. This study also shows that attraction, environment, quality of activities, and convenience have both direct and indirect effects on revisit intention. Furthermore, tourist satisfaction was found to influence revisit intention. On the other hand, staff service, facilities, and information do not have either direct or indirect effects on revisit intention through tourist satisfaction.

Based on the results of the study, the attraction hypothesis was found to influence revisit intention through tourist satisfaction with a path coefficient of 0.129. The analysis results show that the attractiveness of the destination, which is reflected in tourists' interest in the beauty of the natural panorama, tourist activities, and horse racing spots, contributes to the emergence of a feeling of joy after enjoying the destination, a desire to enjoy the destination longer, and a feeling of satisfaction because tourists' expectations are met. This satisfaction then encourages tourists' willingness to revisit in the future, revisit in the near future, and recommend the Pakuhaji tourist destination to others. Thus, the results of this study are in line with the findings reported by Sipangkar & Ernawadi (2025).

Furthermore, the results of the study also revealed that the environment hypothesis was found to influence revisit intention through tourist satisfaction with a path coefficient of 0.158. The analysis results show that the situation of the place where tourist activities take place, which is manifested in clean environmental conditions, fresh air, and a comfortable atmosphere, can shape tourist satisfaction, as indicated by feelings of pleasure after enjoying the destination, the desire to enjoy the destination longer, and a sense of satisfaction because the tourists' expectations have been met. This tourist satisfaction ultimately encourages tourists to form the intention to revisit in the future, revisit in the near future, and convey positive recommendations about the Pakuhaji tourist destination to others. Thus, this study is consistent with previous findings reported by Mardiawan & Ernawadi (2025).

In addition, empirical findings in this study indicate that quality of activities has an effect on revisit intention through tourist satisfaction with a path coefficient value of 0.153. The results of the analysis show that the quality of the tourist experience, as demonstrated through safe and comfortable activities, can generate a level of tourist satisfaction that is evident from feelings of happiness after the visit, an increased desire to spend more time at the destination, and the fulfillment of tourist expectations. This level of satisfaction ultimately influences tourists' tendency to visit the destination in the future, make immediate return visits, and recommend the Pakuhaji tourist destination to others.

Finally, the results also show that convenience has an effect on revisit intention through tourist satisfaction with a path coefficient value of 0.121. The analysis results show that ease of access, as demonstrated by ease of movement, time efficiency, and low physical effort, plays a role in shaping tourist satisfaction, which is characterized by feelings of pleasure after a visit, an increased desire to spend more time at the destination, and the fulfillment of tourist expectations. The level of satisfaction felt ultimately has an impact on tourists' intentions to visit in the future, revisit in the near future, and recommend the Pakuhaji tourist destination to others.

The logical inference from the findings of this study confirms the relevance of ECT as the theoretical basis for this study. This theory explains that individuals compare their perceived performance with their initial expectations, whereby conformity or superiority of performance to expectations will result in satisfaction, while nonconformity will trigger dissatisfaction. In line with the development of ECT by Bhattacherjee (2001), confirmed expectations not only shape affective responses in the form of satisfaction, but also foster conative tendencies to continue the behavior. In the context of this study, destination attributes, including attraction, environment, quality of activities, and accessibility, do not directly influence revisit intention but first shape tourist satisfaction through the expectation confirmation process. The findings in H9 are consistent with the results of previous research reported by Sipangkar and Ernawadi (2025), while H13 is in line with the findings of Mardiawan and Ernawadi (2024).

Meanwhile, the results of hypothesis testing show that tourist satisfaction does not play a mediating role in the relationship between staff service, facilities, and information on revisit intention, because this relationship is not supported by empirical evidence. These findings indicate that neat staff appearance, clarity of information conveyed, staff responsiveness, service competence, staff attentiveness, toilet facility comfort, availability of seating, adequacy of parking area, ease of access to information, clarity of directional signs, and the usefulness of information for visitors are not yet able to significantly shape the level of tourist satisfaction as reflected in feelings of pleasure after visiting, the desire to spend more time, and the fulfillment of tourist expectations. Thus, tourist satisfaction does not become an intermediary mechanism that encourages tourists to make repeat visits in the future or recommend the Pakuhaji tourist destination to others.

Based on the results of the study, the factor that contributes most to repeat visits is the environment, with a path coefficient of 0.237, followed by quality of activities at 0.229, attraction at 0.193, and convenience at 0.182. These findings imply that Pakuhaji tourism destination managers need to make the environment a primary focus in managerial decision-making, through destination environmental management that can create comfort, maintain cleanliness, and build a conducive atmosphere for tourists. These efforts are expected to increase tourist satisfaction in a sustainable manner, which will ultimately contribute to an increase in revisit intention.

CONCLUSION

The results show that attraction, environment, quality of activities, and convenience have a positive effect on revisit intention through tourist satisfaction at Pakuhaji tourist destinations. These findings indicate that tourist satisfaction acts as a mediating mechanism in encouraging revisit intention. On the other hand, staff service, facilities, and information were found to have no effect on revisit intention through tourist satisfaction, and tourist satisfaction did not mediate the influence of these three variables. This shows that not all dimensions of tourist perception play an effective role in shaping revisit intention at activity-based tourist destinations. These findings also reinforce the application of ECT in the context of tourism, where the alignment between initial expectations and perceived experiences shapes satisfaction, which in turn drives revisit intention. The limitations of this study lie in the use of non-probability sampling techniques with a purposive sampling approach and the focus of the study on only one tourist destination, so that the results of the study cannot be generalized comprehensively. Therefore, future research is recommended to use probability sampling techniques and involve several tourist destinations with similar characteristics to produce more representative findings. In addition, future researchers are also advised to explore other variables that have the potential to mediate or moderate the relationship between tourist perceptions and revisit intention.

In line with the objective of this study to provide solutions to the decline in tourist revisit intention in the Pakuhaji tourist destination, it is important for destination managers to understand the factors that can increase tourist satisfaction. The results of this study indicate that increasing the attractiveness of the destination, the quality of the environment, the quality of tourist activities, and ease of access should be the main priorities of management, as they can play a role in shaping tourist satisfaction, which in turn encourages repeat visits and positive recommendations. In terms of attraction, managers can increase the attractiveness of the destination by adding a variety of tourist activities and managing horse racing as a scheduled flagship attraction to create an exciting tourist experience for visitors. In terms of environment, managers need to maintain the cleanliness of the area, air quality, and comfort of the tourist environment to create a positive visiting experience for tourists. Furthermore, the quality of activities can be improved by ensuring the safety and comfort of tourists through the implementation of safety standards, the provision of competent guides, and regular supervision of activities. In addition, managers need to pay attention to the aspect of convenience through improving internal access, providing clear signage, and arranging a more efficient flow of visitors. These efforts are expected to increase tourist satisfaction, which will ultimately encourage repeat visits and willingness to recommend Pakuhaji as a tourist destination to others.

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