Building a Revisit Intention Model of Independent Tourism Villages in Bali

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Abstract

Tourism visits in Bali, especially in independent tourism villages, are still low compared to the number of visits before the pandemic, so it is necessary to encourage tourism to maintain it, one of which is by encouraging revisit intention. The purpose of this study is to explain the influence of destination image (based on THK), service quality, tourism experience, government policy on revisit intention. The Grand Theory in this study is the Theory of Planned Behaviour with Supporting Theory SOR and Resource Based View (RBV). The study was conducted on independent category tourist villages in Bali, with a sample size of 220 respondents based on a purposive sampling approach. The research respondents were people who had or were visiting tourist villages in Bali. Data were collected offline, namely directly distributed to each respondent. The collected data were analysed using Smart-PLS. The results show that Destination image (based on THK) and service quality have a positive and significant effect on revisit intention, destination image (based on THK) and service quality have a positive and significant effect on tourism experience, tourism experience has a positive and significant effect on revisit intention, tourism experience mediates the influence of destination image (based on THK) and service quality on revisit intention, government policy is unable to moderate the influence of Destination image (based on THK) on revisit intention and finally government policy moderates quasi-moderation the influence of service quality on Revisit Intention. This study is able to build and prove the revisit intention model using TPB Theory, SOR Theory. the results of the study showed that the tourism experience variable which was proven to be a partial mediation variable. Therefore, the managers of Independent Tourism Villages can take concrete steps to increase revisit intention.

Keywords: *Destination Image (Based on Tri Hita Karana), Service Quality, Tourism Experience, Government Policy, Revisit Intention.*

Introduction

Tourism is a globally important economic pillar, providing a major source of income and employment in many countries. Indonesia, known for its rich cultural heritage and stunning natural scenery, is highly dependent on tourism. The tourism sector not only generates significant national income through direct and indirect channels such as taxes and trade, but also stimulates growth in various related sectors including the creative industries and small and medium enterprises (SMEs). Scholarly works and historical data consistently describe the economic transformation driven by tourism in regions such as Bali, which helps shape strong local economies by creating jobs, improving infrastructure, and preserving cultural identity (Butler & Douglas, 2003; Zhang et al., 2017). Despite its recognized economic benefits, the

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dynamics of tourist return visits are an important component of sustainable tourism development that remains underexplored, especially in the context of Indonesian cultural villages. Return visit intentions are influenced by a variety of factors including Tri Hita Karana-based destination image, tourist experiences, and perceived service quality. However, the interaction between these factors and the role of external influences such as government policies in shaping these intentions are not well documented in the Indonesian context. This gap in the literature limits stakeholders' ability to formulate targeted strategies that enhance visitor experiences and encourage repeat visits.

Understanding the determinants of revisit intention is critical to ensuring the long-term sustainability of tourist destinations. By identifying the key factors that influence tourists' decisions to revisit, stakeholders can develop more effective marketing strategies, especially in Bali in this study adapting the Tri Hita Karana culture in managing tourist villages, so that the destination image can be improved. Tri Hita Karana means the concept of harmony and togetherness, in this study the destination image based on Tri Hita Karana is one of the variables that influences revisit intention. In addition to destination image, improving service quality, and tailoring experiences that meet or exceed expectations and furthermore, insights into the impact of government policies on tourism can guide policymakers in creating sustainable tourism and conserving cultural and natural resources.

This study aims to fill the existing knowledge gap by exploring how Tri Hita Karana-based destination image, service quality, and tourist experience collectively influence revisit intention to tourist villages in Bali. In addition, this study seeks to examine the moderating effect of government policies on this relationship. By providing empirical evidence on these dynamics, this study will offer valuable insights that can lead to improved visitor satisfaction, increased economic benefits, and better preservation of cultural heritage. This study not only contributes to the academic literature by integrating the theory of planned behaviour with empirical investigations, but also offers practical recommendations for tourism operators and policymakers to optimize strategic planning and resource allocation in the Indonesian tourism sector.

Literature Review and Hypothesis

Theoretical Basis in Research

Several theories underlie research on tourism, revisit intention, and the interaction of factors that influence this phenomenon. The following is a detailed exploration of the theories, integrating them into the current research framework on revisit intention in tourist villages in Bali:

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) states that individual behaviour is directly influenced by their intention to perform the behaviour, which is further influenced by attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). In the context of tourism:

•   Attitude reflects tourists' positive or negative assessment of repeat visits to tourist villages.

•   Subjective norms involve perceived social pressure to engage or not engage in repeat visits.

•   Perceived behavioural control reflects tourists' perceptions of the ease or difficulty of

repeat visits, which may be influenced by past experiences and anticipated barriers.
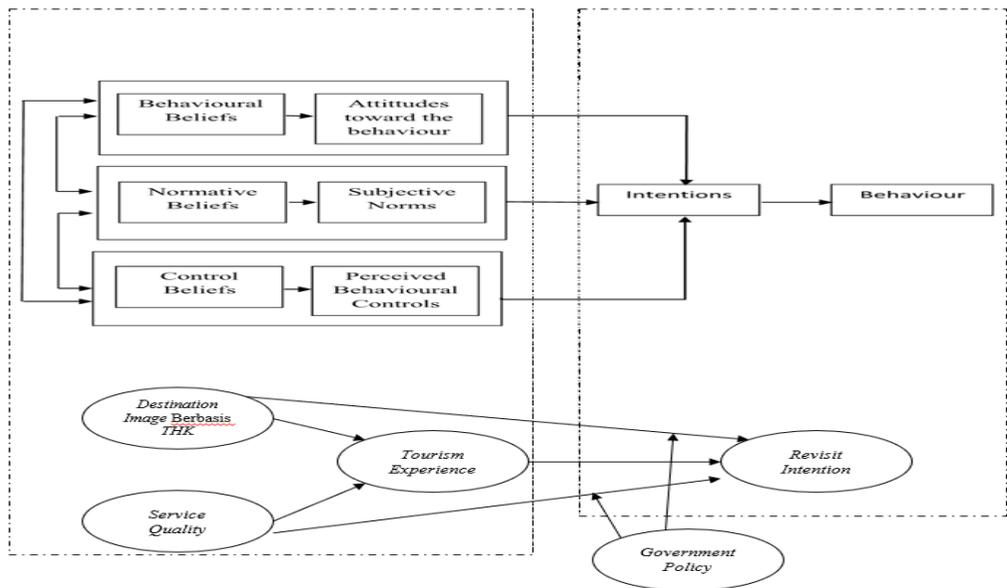

Figure 1. Theory Model

Stimulus-Organism-Response (S-O-R) Model

The S-O-R model, originating from environmental psychology, explains how stimuli (S) external to an individual affect the organism (O), which in turn produces a response (R) (Mehrabian & Russell, 1974). In the context of tourism:

- Stimulus: Environmental and marketing stimuli such as promotional materials or the physical environment of the tourist village.

- Organism: The tourist's internal processes, including emotional and cognitive assessments of stimuli.

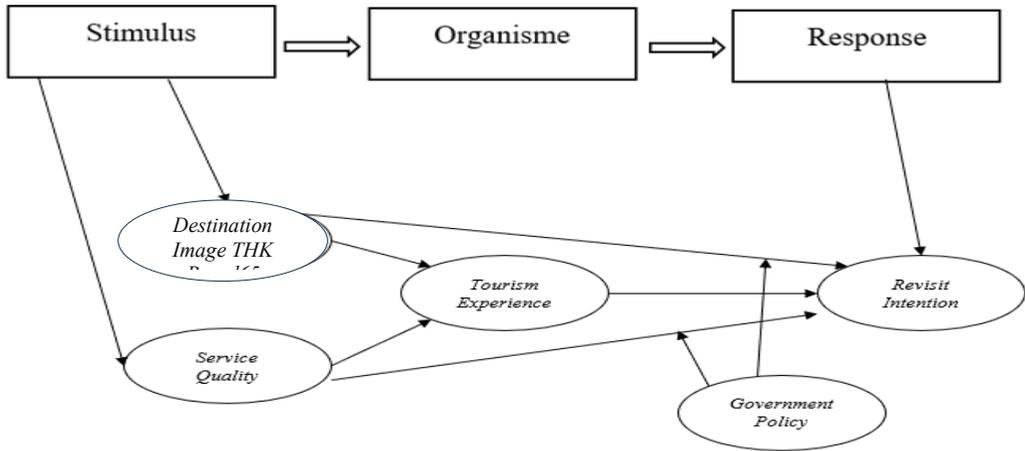- Response: Traveler behavior such as the decision to revisit or recommend a destination.

Figure 2. Supporting Theory Model

Resource-Based View (RBV)

The Resource-Based View focuses on the resources and capabilities of organizations, including tourism destinations, as sources of competitive advantage and sustainable performance (Barney, 1991). In tourism, resources such as natural beauty, cultural richness, and superior service quality are seen as important for attracting and retaining tourists.
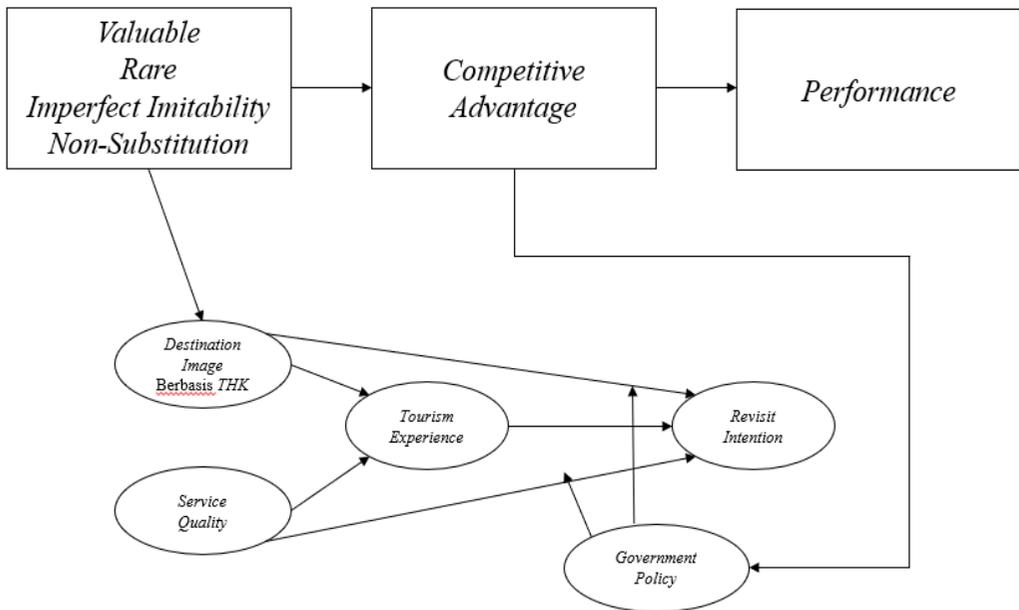

Figure 3. Supporting Theory Model

Tri Hita Karana (THK)

Tri Hita Karana is a traditional Balinese philosophy that promotes harmony between humans, nature, and spirituality. In the context of tourism in Bali, the implementation of THK can improve the image of the destination by aligning tourism development with local cultural values, thus potentially increasing the attractiveness of the destination and the quality of the visitor experience.

Destination Image

Destination image is a complex construct that describes tourists' perceptions and attitudes toward a destination, encompassing both tangible and intangible attributes. Researchers have noted that a positive destination image significantly enhances tourists' satisfaction and is an important determinant of revisit decisions (Echtner & Ritchie, 1993). Studies by Zhang et al. (2017) and Chaulagain et al. (2019) have shown that destination image components, such as natural scenery, cultural richness, and local hospitality, significantly influence revisit intentions. In addition, destination image acts as a marketing tool that shapes potential visitors' expectations and perceptions, which influences their behavior before, during, and after their visit.

Service Quality

Service quality in tourism refers to tourists' assessment of the overall excellence and value of the service provided. Parasuraman, Zeithaml, and Berry (1985) defined service quality through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. High service quality results in increased customer satisfaction and loyalty, which are predictors of revisit intention (Cronin & Taylor, 1992). A study by Prayag et al. (2013) has emphasized the role of service quality in creating memorable experiences that not only meet but also exceed tourists' expectations, thereby fostering a desire to revisit.

Tourism Experience

The concept of tourism experience is essential to understanding tourist behavior, encompassing the emotional, physical, intellectual, and spiritual interactions that tourists experience with a destination (Pine & Gilmore, 1998). Memorable tourism experiences, especially those that are unique and highly engaging, tend to influence tourists' satisfaction and their intention to revisit (Kim, 2017). This relationship is supported by the experiential view of consumption, which suggests that tourists seek experiences that provide personal meaning and emotional engagement.

Government Policies

Government policies play a significant role in shaping the tourism landscape by creating infrastructure, regulatory environments, and promotional activities that facilitate or hinder tourism development. The effectiveness of government policies in ensuring sustainable tourism practices, maintaining quality standards, and promoting cultural and environmental conservation can have a significant impact on tourists' perceptions and decisions to revisit (Dwyer & Kim, 2003).

Hypotheses

Based on the literature review, the following hypotheses can be proposed to guide the empirical investigation:

H1: Destination image based THK Positive is significantly associated with higher revisit intention among tourists visiting cultural villages in Bali. This hypothesis reflects the direct impact of perceived destination attractiveness and value on revisit intention.

H2: Higher perceived service quality at cultural tourism sites significantly increases revisit intention. This hypothesis underlines the importance of effective service delivery in enhancing tourist satisfaction and encouraging repeat visits.

H3: Destination image has a positive and significant effect on tourism experience.

This hypothesis reflects the direct impact of perceived destination attractiveness and value on tourist experience.

H4: Service Quality has a positive and significant effect on Tourism experience

This hypothesis underlines the importance of providing effective services in increasing tourist satisfaction so that a good tourist experience will be created.

H5: Tourism experience has a positive and significant effect on Revisit Intention

This hypothesis reflects the direct impact of perceived tourist experience on revisit intention.

H6: (a) Positive tourism experience mediates the relationship between destination image and revisit intention. This hypothesis suggests that the influence of destination image on revisit intention is channeled through the quality of the experience experienced by tourists during their visit. (b) Tourism experience mediates the influence of service quality on revisit intention. This hypothesis suggests that the influence of service quality on revisit intention is channeled through the quality of the tourism experience experienced by tourists during their visit.

H7: Government policies that support tourism development and sustainability significantly moderate the relationships between (a) destination image and revisit intention, and (b) service quality and revisit intention. This hypothesis considers the role of government actions in enhancing or diminishing the effects of destination image and service quality on revisit intention.

This hypothesis aims to explore the dynamics of tourists' intention to revisit, providing a comprehensive framework to understand the factors influencing repeat visits in the context of Balinese cultural tourism. The results have the potential to offer actionable insights for tourism managers, marketers, and policymakers to design strategies that not only attract new visitors but also grow a loyal visitor base.

Research Methodology

This study adopts a descriptive and correlational research design to quantitatively evaluate how Tri Hita Karana-based destination image, service quality, and tourism experience influence revisit intention among tourists visiting tourist villages in Bali. Primary data for this study will be collected through a structured questionnaire, which will assess tourists' perceptions across several dimensions. The target population includes domestic tourists visiting independent tourist villages in Bali. We aim to sample approximately 220 respondents, ensuring a robust analysis that can yield statistically significant results. Purposive sampling with multiple criteria was used to ensure tourist representation.

Data collection was conducted by distributing questionnaires directly to respondents in each independent tourism village in Bali. The questionnaire will include demographic questions to obtain basic information such as age, gender, and education, as well as Likert scale questions to

measure variables such as Tri Hita Karana-based destination image, service quality, and tourism experience, and their impact on revisit intention.

For data analysis, Smart PLS software was used. Descriptive statistics will summarize the data, while inferential statistics will explore and measure the relationships between variables. Mediation analysis will further assess the direct and indirect effects between variables. The reliability of the survey instrument will be confirmed through Cronbach's alpha to assess internal consistency, and construct validity will be established through factor analysis.

This methodical approach will provide comprehensive insights into the factors that drive tourists' decisions to revisit Balinese tourist villages, which will inform more effective tourism development and marketing strategies.

Variable	Operational Definition	Measurement Scale
Destination Image	Refers to tourists' perceptions of the cultural and natural attributes of Bali's cultural villages, influencing their overall impression of the destination.	Measured using a 5-point Likert scale assessing cognitive aspects (beliefs about attributes) and affective aspects (feelings towards the destination).
Service Quality	The tourists' appraisal of the overall quality and value of services provided during their visit, including tangibility, reliability, responsiveness, assurance, and empathy.	Assessed through a 5-point Likert scale based on the dimensions and indicators of the SERVQUAL model.
Tourism Experience	Encompasses the emotional, intellectual, and spiritual interactions that tourists have with the destination, contributing to their overall satisfaction.	Evaluated based on indicators and using a 5-point Likert scale.
Revisit Intentions	The likelihood of tourists returning to the tourism villages in Bali and recommending them to others, reflecting their overall satisfaction and loyalty.	Measured by questions assessing the probability of returning and recommending the destination, using a 5-point Likert scale.
Government Policy Impact	Tourist perceptions of government policy support and effectiveness in enhancing tourism experiences and facilitating sustainable practices in independent tourist villages	Assessed through items on perceived supportiveness and effectiveness of tourism-related policies, using a 5-point Likert scale.

Table 1. Operational Definitions and Measurement

Variable	Symbol	Indicator	Source
***Destination image* (THK-based) (X1)**	X1.1 X1.2	*Parahyangan* Rich in cultural heritage Cultural attractions	Windia dan Dewi (2011), Suardikha (2013), Toudert *et al* (2016), Zhang (2017), Chaulagain *et al.,* (2019), Karpika and Mentari (2020),
	X1.3	*Pawongan* Well-being of life	Nazir (2021), Nguyen (2022),

Variable	Symbol	Indicator	Source
	X1.4	Interesting management	dan Rehman (2022) Serta *Focus Group Discussion* (2024).
	X1.5	Friendly management	
	X1.6	Have tourist facilities	
		Palemahan	
	X1.7	A fun place	
	X1.8	Comfortable environment	
	X1.9	Nature beauty	
	X1.10	Preservation of tourist objects	
Service Quality (X2)	X2.1	*Tangibily*	Zeithaml *et al* (2013:42), Fikri dkk (2016), Putri dan Sukaatmadja (2018), Hetereigonity (dalam Mukarom dan Laksana, 2018: 68-69), Kumar (2019), Kuswanto dan Anderson (2021), dan Wardana *et al* (2021)
	X2.1.1	The quality of the physical facilities in the tourist village is adequate	
	X2.1.2	Have complete equipment	
	X2.1.3	Management Appearance	
	X2.2	*Realibility*	
	X2.2.1	Commitment to service	
	X2.2.2	Fast service	
	X2.2.3	Reliable	
	X2.3	*Responsiveness*	
	X2.3.1	Responsive in providing information	
	X2.3.2	Responsive to desires	
	X2.3.3	Ready to assist	
	X2.4	*Empathy*	
	X2.4.1	Understanding the needs	
	X2.4.2	Giving attention	
	X2.4.3	Captivating the heart	
	X2.5	*Assurance*	
	X2.5.1	Can be trusted	
	X2.5.2	Be thorough in providing services	
	X2.5.3	Polite	

Variable	Symbol	Indicator	Source
***Tourism experience* (M)**	M1.1 M1.2 M1.3 M1.4 M1.5 M1.6 M1.7 M1.8 M1.9	Interaction between tourists Management friendliness Resident interaction Culture Easily accessible destination Fun activities Enjoyable experiences Nature conservation Benefits of visiting	Zhanga (2017), Nazir (2021), dan Wardana (2021)
***Government Policy* (Z)**	Z1.1 Z1.2 Z1.3 Z1.4 Z1.5 Z1.6	Supervision Security Regulation Accessibility Tourism Marketing Ease of Transaction	Lee *et al.* (2015), Lee., (2016), Hati *et al* (2017), Prasetyo *et al.,* (2023), dan Perda Bali (2020)
***Revisit Intention* (Y)**	Y1.1 Y1.2 Y1.3 Y1.4	Intend to revisit Plan to revisit Visit priority Intend to recommend	Zhanga., 2017; Zeithaml *et al.,* 2018; Chaulagain *et al.,* 2019; Ngohai., 2020; Nguyen., 2022; Rehman *et al.,* 2022; Ren *et al.,* 2022

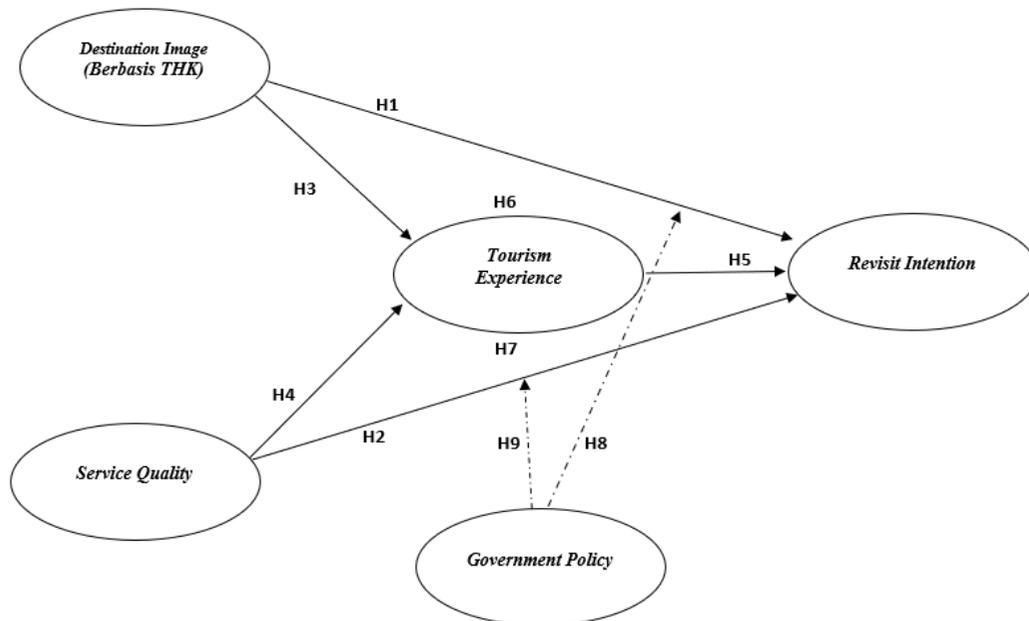Table 2. Identification of Research Variables

Figure 4. Research Model

This comprehensive methodology aims to provide a robust framework for understanding the factors that influence tourists' decision to revisit tourist villages in Bali, thereby offering insights into effective strategies for tourism management and marketing.

Results and Discussion

Analysis of respondent characteristics from Independent Tourism Villages in Bali reveals a diverse demographic profile, segmented by gender, education, occupation, income, frequency of visits, and vacation budget. Notably, the majority of travellers were female, reflecting a broader trend that women tend to travel more frequently as they age. Educationally, travellers were more likely to have advanced degrees, reflecting an increased environmental awareness and preference for eco-friendly destinations. Professionally, the majority identified as professionals, suggesting that these visitors may be seeking an escape from their routine urban environments through rural tourism.

Income analysis shows that most tourists have a higher income, consistent with previous research showing that income level significantly influences travel behaviour. Frequency of visits shows a strong repeat visit rate, indicating that the village's appeal lies in offering authentic experiences that are different from typical tourist destinations. Budget considerations show a preference for more affordable travel experiences, indicating that economic disparities influence travel choices.
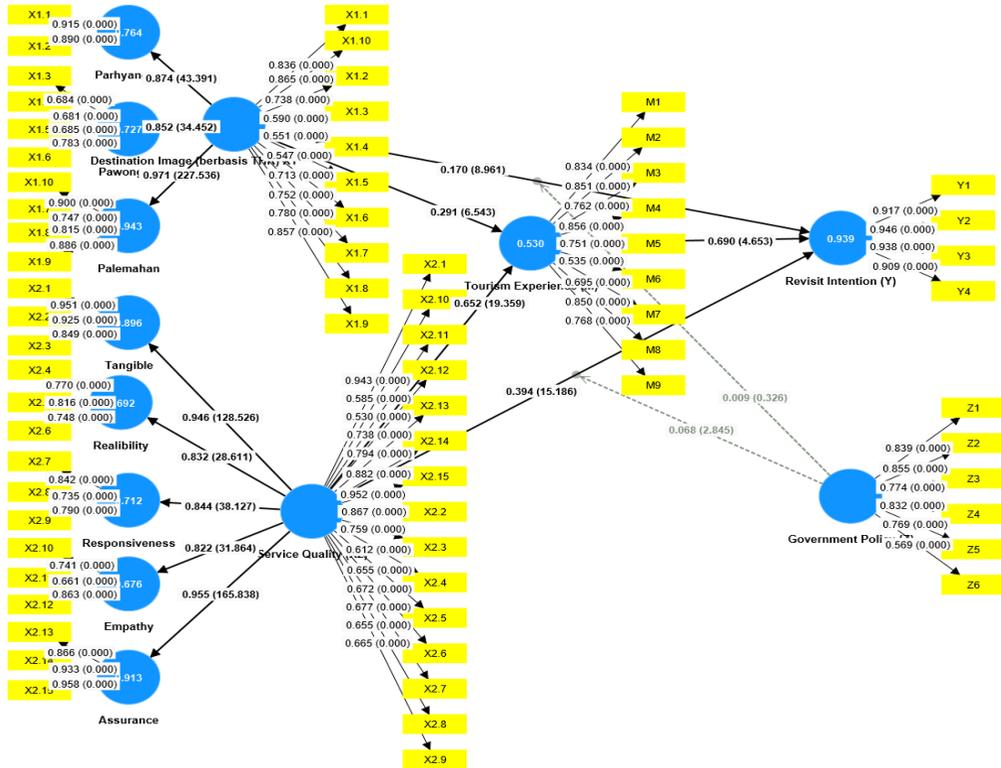
Figure 5. Structural Model

Variable	Original sample (O)	t statistics (|O/STDEV|)	p values	Description
Destination Image (X1) -> *Revisit Intention* (Y)	0,170	8,961	0,000	Supported
Destination Image (X1) -> *Tourism Experience* (M)	0,291	6,543	0,000	Supported
Government Policy (Z) -> *Revisit Intention* (Y)	-0,065	0,430	0,667	Not Supported
Service Quality (X2) -> *Revisit Intention* (Y)	0,394	15,186	0,000	Supported
Service Quality (X2) -> *Tourism Experience* (M)	0,652	19,359	0,000	Supported
Tourism Experience (M) -> *Revisit Intention* (Y)	0,690	4,653	0,000	Supported
Government Policy (Z) x *Service Quality* (X2) -> *Revisit Intention* (Y)	0,068	2,845	0,004	Supported
Government Policy (Z) x *Destination Image* (X1) -> *Revisit Intention* (Y)	0,009	0,326	0,745	Not Supported

Variable	Original sample (O)	t statistics (|O/STDEV|)	p values	Description
Service Quality (X2) -> *Tourism Experience* (M) -> *Revisit Intention* (Y)	0,450	4,460	0,000	Supported
Destination Image (X1) -> *Tourism Experience* (M) -> *Revisit Intention* (Y)	0,201	3,647	0,000	Supported

Table 3. Path Coefficients

Evaluation of five main research variables, destination image based on Tri Hita Karana (THK) philosophy, service quality, tourism experience, government policy, and revisit intention involved 44 indicators assessed through a Likert scale. The findings highlighted positive perceptions of Tri Hita Karana-based destination image, particularly praising its natural beauty and cultural preservation efforts. Service quality was deemed adequate across all dimensions such as reliability and empathy, indicating effective service delivery that likely contributed to high revisit intention.

The tourism experience was rated positively, with cultural engagement and interaction between tourists and locals highly valued, enriching the visitor experience and fostering a deeper understanding and appreciation of local culture. Government policies were seen as supportive, particularly in marketing the village as a tourist destination, which was critical to attracting visitors.

Inferential analysis using Structural Equation Modelling (SEM) validated the hypothesized relationships between the variables. Significant direct effects were observed for destination image-based Tri Hita Karana and service quality on tourism experience and revisit intention. Tourism experience played a mediating role, enhancing the impact of Tri Hita Karana-based destination image and service quality on revisit intention. In addition, government policies were shown to be able to moderate the impact of service quality on revisit intention effectively, although government policies were unable to moderate the impact of Tri Hita Karana-based destination image on revisit intention.

These insights underscore the important interactions between service quality, Tri Hita Karana-based destination image, and supportive government policies in shaping tourists' experiences and motivations to revisit, suggesting that a holistic approach to destination management can significantly enhance visitor satisfaction and likelihood of returning.

Demographics and Segmentation

The demographic analysis of tourists in Bali's self-guided tourism villages provides a snapshot of the typical visitor profile, with a dominant presence of female tourists (64%), reflecting a broader societal trend of increasing female participation in travel, perhaps influenced by social dynamics and lifestyle changes across generations. This is in line with research such as Tilley & Houston (2016), which noted an increase in travel frequency among women with age. Educational data shows a predominance of tourists with higher education degrees, which correlates with increased environmental awareness and preference for destinations that promote sustainable practices. This preference is supported by literature showing that higher levels of education foster greater awareness and commitment to environmental issues, which influences

travel choices.

Income and Professional Background

Data on tourists' professional background and income level provide insight into the economic aspects that influence travel decisions. The majority of tourists who are professionals indicate that these individuals may seek out destinations such as Mandiri Village as a place to take a break from the demanding urban work environment, seek tranquillity, and a more relaxed lifestyle. This is supported by the high proportion of tourists with disposable income, which confirms the relationship between higher income levels and the ability to travel, as suggested by Li *et al.* (2018).

Tourism Variables: Image, Quality, Experience

Destination image analysis based on Tri Hita Karana revealed that tourists value independent tourism villages for their cultural richness and natural beauty, integral components of the THK philosophy that emphasizes living in harmony with nature, people, and spirituality. This positive image increases the intention to revisit, indicating the importance of maintaining and promoting authentic cultural and environmental attributes. Service quality in the villages was rated high, particularly in terms of reliability and empathy, highlighting the importance of reliable and empathetic service in enhancing tourist satisfaction and encouraging repeat visits.

Travel experiences were highly rated, particularly in terms of cultural engagement and interaction with locals. This suggests that enriching interactions and activities that allow travellers to delve deeper into local culture significantly enhance the overall travel experience, in line with the trend towards experiential and educational tourism.

Government Policies and Tourism Support

Government policies are considered supportive, especially in effective marketing that helps attract tourists by promoting the unique characteristics of the village. These findings suggest that proactive government strategies in tourism marketing and infrastructure development are essential in shaping positive tourist experiences and supporting sustainable tourism growth.

Inferential Analysis and Theoretical Implications

SEM analysis provides empirical support for the proposed relationships among the study variables, confirming the direct and indirect effects of destination image and service quality on revisit intention. In particular, tourism experience mediates this relationship, highlighting the role of immersive and engaging tourist experiences in motivating revisits. Moderation analysis highlights the role of government policies in enhancing the impact of service quality on revisit intention, although it does not significantly affect the impact of Tri Hita Karana-based destination image. This suggests that while the intrinsic quality of a destination drives revisits, the quality of services provided and supported by effective policies can significantly enhance this effect.

Conclusion

The results show that Destination image (based on THK) and service quality have a positive and significant effect on revisit intention, destination image (based on THK) and service quality have a positive and significant effect on tourism experience, tourism experience has a positive and significant effect on revisit intention, tourism experience mediates the influence of destination image (based on THK) and service quality on revisit intention, government policy is unable to

moderate the influence of Destination image (based on THK) on revisit intention and finally government policy moderates quasi-moderation the influence of service quality on Revisit Intention. This study is able to build and prove the revisit intention model using TPB Theory, SOR Theory. This can be seen from the results of the study which show that the tourism experience variable which is proven to be a partial mediating variable. Therefore, the managers of Independent Tourism Villages can take concrete steps to improve the destination image and revisit intention.

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