



The Role of Tourist Satisfaction in Mediating the Effect of Customer Experience and Perceived Value on Return Visit Interest at Tourist Destinations in Gianyar Regency

Sang Putu Gede Puja Pratama ^{1*}, Ni Made Wahyuni ², Putu Ayu Sita Laksmi ³

¹⁻³ Master of Management Postgraduate Program Warmadewa University, Indonesia

* Corresponding Author: Sang Putu Gede Puja Pratama

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Abstract

Tourism is one of the joints of the nation's economic development and extensive international interaction because, with tourism, every country will get to know and be recognized by each other. Tourism in Bali has always been in the spotlight of the world, but nowadays, many visits provide a bad experience for tourists. This research aims to examine the effect of customer experience and perceived value on return visit interest with the mediating role of tourist satisfaction. The method used in this research is a quantitative approach with data collection through questionnaires distributed to 90 domestic and foreign tourists who visit tourist destinations in Gianyar Regency. Data analysis techniques using Structural Equation Modeling (SEM) with SmartPLS. The results showed that customer experience positively and significantly affects revisiting interest and tourist satisfaction directly. While perceived value has a positive but insignificant effect on revisit interest and a significant positive effect on tourist satisfaction. In addition, job satisfaction can partially mediate the effect of customer experience and perceived value on revisit intention.

Keywords: customer experience, interest in revisiting, perceived value, traveler satisfaction

Introduction

In many countries around the world, tourism is one of the most important economic sectors supporting the global economy (Fang & Ariffin, 2020). Bali Province is included among the 10 Best Islands in the World after the Great Barrier Reef and the Maldives based on Travel and Leisure (2023), which is a tourism media source from New York. Bali is famous for its strong roots of spirituality and tradition, so visitors can immerse themselves in the culture on Bali Island (Kata data, 2024). Based on data from the Bali Provincial Statistics Agency, it is known that there has been an increase in domestic and foreign tourist visits from 2022 to 2023. This value is in line with the increase in tourist visits to tourist destinations in Bali. In addition, the Bali Provincial Tourism Office also reports that the number of tourist destinations (DTW) in Bali Province is 250 from 9 regencies and cities in Bali. The average visit over the last five years was 1,259,067, but when compared to the data before tourism was affected by the COVID-19 pandemic, the growth only reached 68%, with Gianyar Regency having the lowest growth compared to other districts. However, the surge in tourists is good for the local economy and the revenue of the hospitality business. However, it also has negative impacts, such as pollution, traffic congestion, queues at tourist attractions, and other disturbances that make residents uncomfortable. This will undoubtedly have an impact on interest in revisiting.

Return visit interest has been identified as a key research topic in tourism literature. The importance of analyzing return visit interest is due to the much lower marketing costs compared to first-time visitors (Zhang *et al*, 2018) ^[46]. Based on this theory, a person's intention to take an action, such as returning to visit a tourist destination, is influenced by individual attitudes formed from experience and perceived value. The experience in this study, referred to as customer experience, aims to provide added value after feeling a pleasant impression and experience so that the experience will always be remembered in the life of tourists after using a service. Tourist destinations that provide a memorable experience will attract visitors to return. This means that the experience positively interests tourist loyalty in the form of revisit intention (Rompas *et al*, 2019) ^[31]. Several previous studies, as revealed by Park (2019) ^[26], Sugathan & Ranjan (2019) ^[42], Khasanah *et al* (2020) ^[16], Lee *et al* (2020) ^[21], and Shoukat & Ramkissoo (2022) ^[40] concluded that customer experience could increase revisit intention. However, research by Rizal and

Nasution (2023) ^[30] and Sudarso (2024) ^[41] found that customer experience has no significant effect on revisit intention.

Customer experience plays an important role in shaping tourist attitudes towards destinations, which ultimately affects tourist satisfaction. So, the better the tourist experience when visiting tourist destinations, the more satisfied tourists will be. Some of the results of previous research conducted by Cetin (2020) ^[7], Atmari & Putri (2021) ^[5], Ramesh & Jaunky (2021) ^[28], Zaid & Patwayati (2021) ^[45], and Kim & Kim (2022) ^[17] concluded that customer experience is an important factor in creating tourist satisfaction. In addition to customer experience, the theory of reason action explains that the comparison of the value received is one of the factors driving behavioral intention and is an important factor that must be considered in tourism. Perceived value is the value generated by a product or service as perceived by the tourist. Ahn and Kwon (2020) ^[2] proposed that the perceived value that tourists can measure is economic value, social value, hedonic value, and altruistic value. The factors that determine perceived value and can be managed properly will increase interest in revisit intention. Several previous studies, such as Zhang *et al* (2018) ^[46], Ahn & Kwon (2020) ^[2]

, Damanik & Yusuf (2022) ^[8], Oktavianti & Wulandari (2023) ^[25], and Hasan *et al* (2020) ^[14] found that perceived value encourages revisit intention. Meanwhile, research by Faudah (2020) and Asidiqhi (2021) ^[4] concluded that perceived value does not significantly affect revisit intention. Tourists who perceive value beyond their expectations develop a positive attitude towards the destination. This positive attitude will increase the level of satisfaction felt because it feels that the value received is comparable to that sacrificed. So, perceived value will be able to create positive emotions for tourists, which are indicated by a sense of satisfaction when they experience a service. This is by what was concluded by several previous studies conducted by Konuk (2019) ^[18], An *et al* (2019), Han & Yoon (2020) ^[13], Uzir *et al* (2021) ^[44], and Carvache *et al* (2022) ^[6]. That perceived value has a significant positive effect on satisfaction. Satisfaction is also one of the main constructs used to explain tourist behavior. Satisfaction is considered a reliable predictor of repurchase intention, in this case, interest in revisiting a tourist destination. Tourists who get a pleasant feeling from a tourism destination are likely to feel satisfied with the place, which leads to increased revisit intention. Several previous studies by Nafis & Sutrisno (2019) ^[23], Abdulla *et al* (2019) ^[1], Seetanah *et al* (2020) ^[37], Nguyen *et al* (2020) ^[24], and Liao *et al* (2021) ^[22] concluded that satisfaction has a significant positive effect on revisit intention.

Many studies have discussed the role of customer experience and perceived value of products with different results, but studies on the impact generated from customer experience and perceived value on tourist interest in revisiting tourist destinations are still not widely found. In addition, research on customer experience and perceived value concerning marketing carried out by Tourism Destinations, especially in Bali, is rarely found to group potential tourists. Bali, a tourist destination known for its natural beauty, has an important role in making a good impression on tourists. This is the basis for research to analyze the factors that influence the willingness of tourists to revisit Bali.

Literature Review

Revisit Intention

Repeat visit interest is taken from the theory of repurchase interest in a product. According to Kotler & Keller (2016: 181) ^[19], repurchase interest is how much tourists buy brands and services or how likely tourists are to turn from one brand to another. If the benefits felt by tourists are not worth the sacrifice to get it, the urge to buy will be higher. Meanwhile, according to Hasan (2018: 131) ^[15], repurchase interest is a purchase interest based on past purchasing experiences. Satisfied tourists will reflect a high repurchase interest in the product. Furthermore, it can be applied to return visit interest in several categories of repurchase interest. The indicators used to measure return visit interest adopted from the research of An (2019) ^[3] and Atmari & Putri (2021) ^[5] are explained as follows:

- Willing to visit again one of the tourist destinations in Gianyar Regency.
- Have a plan to visit again in the future to one of the tourist destinations in Gianyar regency.
- Have a great desire to revisit one of the tourist destinations in Gianyar regency.

Customer Experience

Rather (2020) ^[29] reveals that customer experience is product communication and marketing campaigns that touch the heart, overwhelm the senses, stimulate the mind, and are included in the lifestyle. Thus, travelers want marketing communications or offers delivered for an experience. As a result, marketers increasingly utilize experience marketing to build experiential relationships with tourists. Rosady *et al* (2019) ^[32] explain that customer experience is a communication model that synergizes the message's meaning and the proof of the message to create a significant tourist audience experience. Lee & Qu (2020) ^[21] reveal that customer experience uses sensory and symbolic stimuli to evoke imaginative and emotional responses during the decision-making process. The indicators used to measure customer experience adapted from the research of Rompas *et al* (2019) ^[31], Rather (2020) ^[29], and Lee & Qu (2020) ^[21] are explained as follows:

- Emotional is feeling very excited when visiting one of the tourist destinations in Gianyar Regency.
- Entertainment is feeling entertained when visiting one of the tourist destinations in Gianyar Regency.
- Escapism is diverting feelings of sadness when visiting one of the tourist destinations in Gianyar Regency.
- Relate is to feel a connection with himself when visiting one of the tourist destinations in Gianyar Regency.
- Relaxing is feeling relaxed when visiting one of the tourist destinations in Gianyar Regency.

Experiences that tourists remember in the long term have the strongest impact on return visits. The better the experience that is formed when tourists visit tourist destinations, the more they desire to visit again in the future. Several previous studies, as revealed by Park (2019) ^[26], Sugathan & Ranjan (2019) ^[42], Khasanah *et al* (2020) ^[16], Lee *et al* (2020) ^[21], and Shoukat & Ramkissoo (2022) ^[40] concluded that customer experience could increase revisit intention.

In the tourism sector, customer experience plays an important role in shaping tourist attitudes towards destinations, ultimately affecting tourist satisfaction. Satisfaction is a positive reaction to the assessment of a pleasant consumption

Experience in the context of tourism, so tourist satisfaction is determined by the experience that tourists feel from what tourists see, feel, and achieve. So, the better the tourist experience when visiting tourist destinations, the more satisfied tourists will be. Some of the results of previous research conducted by Cetin (2020)^[7], Atmari & Putri (2021)^[5], Ramesh & Jaunky (2021)^[28], Zaid & Patwayati (2021)^[45], and Kim & Kim (2022)^[17] concluded that customer experience is an important factor in creating tourist satisfaction.

H1: Customer experience has a positive and significant effect on revisit intention

H2: Customer experience has a positive and significant effect on tourist satisfaction

Perceived Value

Tourists will understand from the organization that tourists still offer the highest value. According to Sangadji & Sopiah (2013: 179)^[33], perceived value is the difference between the total value and the total costs incurred by tourists. Total perceived value (total value for tourists) is a collection of benefits tourists expect from a particular product or service. The amount of value for tourists is an accumulation of product, service, employee, and image value. Meanwhile, total customer cost (total tourist cost) is a set of sacrifices that tourists expect to incur in evaluating, obtaining, and using the product or service. In line with Tjiptono's explanation (2014: 308)^[43], Tourist value is based on the tourist organization's perspective, considering what tourists want and what they believe they will get from purchasing and using certain products. The indicators used to measure perceived value adopted from the research of An (2019)^[3], Ahn & Kwon (2020)^[2], and Carvache *et al* (2022)^[6] are explained as follows:

- Service is tourists feel that the benefits of a service provided are good when visiting one of the tourist destinations in Gianyar Regency.
- Social value is that tourists feel the existence of social benefits in the form of self-efficacy because they visit one of the tourist destinations in Gianyar Regency.
- Hedonic value is tourists feel the joy of the aesthetics of one of the tourist destinations in Gianyar Regency.
- Functional value is tourists feel there is a solution to the problem when visiting one of the tourist destinations in Gianyar Regency.
- Epistemic value is that tourists feel that there is additional knowledge when visiting one of the tourist destinations in Gianyar Regency.

Perceived value is one of the most important factors used as a driver in tourist evaluation and future retry decisions. In TRA, perceived value affects revisit interest through the formation of tourist attitudes towards destinations. When tourists feel that what is spent is comparable to what they receive when visiting a tourist destination, it will increase the chances that the tourist will have the desire to visit again in the future. Several previous studies such as Ahn & Kwon (2020)^[2], Damanik & Yusuf *et al* (2022)^[8], Damanik & Yusuf (2022), Oktavianti & Wulandari (2023)^[25], and Hasan *et al* (2020)^[14] found that perceived value encourages revisit intention.

Perceived value is the traveler's overall evaluation of what is received and what is given. This value is attached to using a product, distinguished from personal or organizational value. It can only be perceived by tourists and cannot be determined objectively by marketers. TRA states that attitudes towards behavior and subjective norms will influence the intention to

act, ultimately leading to real behavior. When tourists feel that the value is high beyond their expectations, they will develop a positive attitude toward the destination. This positive attitude will increase the level of satisfaction felt because it feels that the value received is worth the sacrifice. So, perceived value will be able to create positive emotions for tourists, which are indicated by a sense of satisfaction when they experience a service. This is what was concluded by several previous studies conducted by Konuk (2019)^[18], An *et al* (2019), Han & Yoon (2020)^[13], Uzir *et al* (2021)^[44], and Carvache *et al* (2022)^[6]. That perceived value has a significant positive effect on satisfaction.

H3: Perceived value has a positive and significant effect on interest in revisiting.

H4: Perceived value has a positive and significant effect on tourist satisfaction

Tourist Satisfaction

From the perspective of tourist behavior, the term satisfaction becomes something complex. The definition of tourist satisfaction, according to Kotler and Keller (2016: 150)^[19], is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought against the expected performance (or results). According to Priansa (2017: 211)^[27], tourist satisfaction is a description of the difference between expectations and performance (which is received). If expectations are high while performance is mediocre, satisfaction will not be achieved, or it may even cause disappointment for tourists. The indicators used to measure tourist satisfaction adopted from the research of Konuk (2019)^[18], Han & Yoon (2020)^[13], and Carvache *et al* (2022)^[6] are explained as follows:

Feeling satisfied is that tourists feel satisfied with their decision to visit one of the tourist destinations in Gianyar Regency.

- Exceeding expectations is that tourists feel satisfied because what they feel when visiting one of the tourist destinations in Gianyar Regency has exceeded their expectations.
- Positive feelings are tourists feel that there are positive emotions that arise in the minds of tourists when visiting one of the tourist destinations in Gianyar Regency.
- That tourists feel like special people because they have visited one of the tourist destinations in Gianyar Regency.
- Satisfied with the comparison of time and energy spent is that tourists feel that there is a match of time and energy when visiting one of the tourist destinations in Gianyar Regency.

Satisfaction is considered a reliable predictor of repurchase interest; in this case, it was found that perceived value encourages revisit intention. Based on TRA, satisfaction is the result of cognitive and evaluative processes involving attitudes towards experiences and the influence of social norms, which can ultimately determine a person's intention to act, one of which is to visit again. Satisfied tourists will be committed to the organization and all services offered so that the more satisfied tourists at a tourist destination will be able to form a desire to visit again. Several previous studies by Nafis & Sutrisno (2019)^[23], Abdulla *et al* (2019)^[1], Seetanah *et al* (2020)^[37], Nguyen *et al* (2020)^[24], and Liao *et al* (2021)^[22] concluded that satisfaction has a significant positive effect on revisit interest.

H5: Tourist satisfaction has a positive and significant effect on found that perceived value encourages revisit intention.

H6: Tourist satisfaction can mediate the effect of customer

experience on found that perceived value encourages revisit intention.

H7: Tourist satisfaction can mediate the effect of perceived

value on found that perceived value encourages revisit intention.

The research conceptual framework is described as follows.

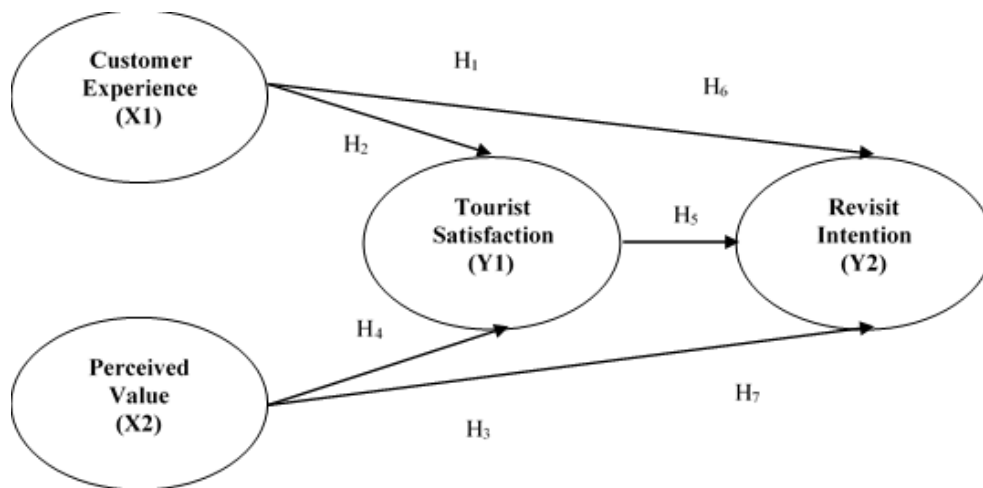


Fig 1: Research Framework

Method

This research will be conducted on Tourism Destinations in Gianyar Regency, Bali. This is based on the fact that Gianyar Regency is one of the mainstay tourist destinations in Bali, which domestic and foreign tourists know well. The criteria set so that respondents can provide accurate answers to questionnaire statements are domestic and foreign tourists who have visited one of the tourist destinations in Gianyar Regency. Determination of the minimum sample size in this study refers to the statement of Hair *et al* (2010)^[12] by using a sample of at least 5 times the number of indicators. This study uses 18 indicators with a sample size of 5 times the

number of indicators. The data collection method used was a survey using a questionnaire. Statement items are measured on a Likert scale using five numbers from 1 (strongly disagree) to 5 (strongly agree). The data analysis technique used is inferential analysis using Partial Least Square.

Result

Validity and reliability test

The validity test results are shown in Table 1, which shows that all item values generated by the construct have met the standard of convergent validity because the loading factor value is greater than 0.5.

Table 1: Validity Test Results

	Customer Experience	Touris Satisfaction	Revisit Intention	Pereceived Value
X1.1	0.821			
X1.2	0.851			
X1.3	0.755			
X1.4	0.774			
X1.5	0.842			
X2.1				0.819
X2.2				0.742
X2.3				0.878
X2.4				0.846
X2.5				0.891
Y1.1		0.910		
Y1.2		0.940		
Y1.3		0.930		
Y1.4		0.865		
Y1.5		0.845		
Y2.1			0.846	
Y2.2			0.871	
Y2.3			0.941	

The reliability test results in Table 2 show the Cronbach's Alpha value. The results show that the CR value of each

construct is equal to and above 0.6. This means that all indicators consistently reflect the same latent construct.

Table 2: Reliability Test Results

Variabel	Cronbach's Alpha
Customer Experience	0,655
Touris Satisfaction	0,807
Revisit Intention	0,787
Perceived Value	0,700

Hypothesis Test

The path results and significance tests are shown in Table 3. The first test shows that H1 is rejected where customer experience positively affects return visit intention, and the relationship is significant at the 0.05 level. H2 is accepted where customer experience positively affects tourist satisfaction, and the relationship is significant at the 0.05 level. H3 is rejected, which explains that perceived value positively affects found that perceived value encourages revisit intention, with a p-value of 0.055 greater than 0.05. H4 is accepted where perceived value positively affects tourist satisfaction, and the relationship is significant at the 0.05 level. H5 is accepted, namely tourist satisfaction, which positively affects found that perceived value encourages revisit intention., and the relationship is significant at the 0.05 level. The mediation test explains that tourist satisfaction mediates the effect of customer experience on return visit interest, with a significant direct relationship between customer experience and return visit interest. This indicates the partial mediating role of tourist satisfaction in the relationship, so H6 is accepted. Furthermore, tourist satisfaction mediates the effect of perceived value on return

visit intention. Tested separately, the effect of perceived value on return visit interest shows insignificant results. When tourist satisfaction is included in the model as a mediator, the path coefficient of the effect of perceived value on interest in visiting becomes significant. This indicates the perfect mediating role of tourist satisfaction in the relationship; thus, H7 is accepted. The R2 value of tourist satisfaction is 0.587. Based on the criteria, the model includes strong model criteria, meaning that variations in customer experience and perceived value explain tourist satisfaction by 58.7 percent; the rest is explained by variations in other variables outside the model. While purchase intention has an R2 value of 0.754 or, including a strong model, meaning that variations in customer experience, perceived value, and satisfaction can explain variations in found that perceived value encourages revisit intention by 75.4 percent, the rest is explained by variations in other constructs outside the model. The Q2 value obtained is 0.893, which means that the global model estimation results are included in the decisive criteria, where variations in exogenous constructs can predict 89.3 percent of the variation in endogenous constructs.

Table 3: Hypothesis Test Results

Konstruk	Path Coefficient	P value	Keterangan
Customer experience -> Tourits satisfaction	0,390	0,026	Significant
Customer experience -> Revisit Intention	0,339	0,001	Significant
Kepuasan wisatawan -> Revisit Intention	0,429	0,000	Significant
Perceived value -> Tourist satisfaction	0,408	0,039	Significant
Perceived value -> Revisit Intention	0,175	0,055	Not Significant
Customer experience -> Tourits' Satisfaction -> Revisit Intention	0,167	0,046	Perfect Mediation
Perceived value -> Tourist Satisfaction -> Revisit Intention	0,175	0,031	Partial Mediation
R ² Tourist Satisfaction : 0,587			
R ² Revisit Intention: 0,754			
Q ² : 0,893			

Discussions

The effect of customer experience on interest in revisiting tourism destinations in Gianyar regency

Based on the results of the study, it is found that customer experience has a positive and significant effect on perceived value encourages revisit intention, which means that the first hypothesis in this study is accepted. This explains that the better the experience tourists feel, the more interest they will have in finding that perceived value encourages revisit intention. At DTW in Gianyar, respondents have an average perception of having a good customer experience with a high interest in revisiting. Emotions, entertainment, escapism, relationships, and relaxation are important factors that must be considered to achieve the expected results. The experience aims to provide added value after feeling a pleasant impression and experience so that the experience will always be remembered in the life of the tourist after the tourist uses the service. Tourist destinations that provide a memorable experience will attract visitors to return. The increase in positive experiences for tourists will encourage tourists' interest in intending to visit again.

Based on descriptive analysis, it is known that the average tourist assesses the experience when visiting one of the tourist destinations in Gianyar Bali as in a good category, which shows that, in general, tourists have a positive experience when visiting tourist destinations (DTW) in Gianyar. Meanwhile, the average score of interest in visiting is also high, indicating that tourists are interested in returning to visit the same destination in the future. A good customer experience is proven to create a memorable experience for tourists, thus encouraging them to return to the same

destination. At DTWs in Gianyar, the most positive experience felt by tourists is enthusiasm and fun when visiting, which obtained the highest score in customer experience. This is the main driving factor for tourists' interest in returning.

This proves that the experience that tourists remember in the long term has the strongest impact on return visits. The better the experience that is formed when tourists visit tourist destinations, the more they desire to visit again. These results are in line with research by Park (2019)^[26], Sugathan & Ranjan (2019)^[42], Khasanah *et al* (2020)^[16], Lee *et al* (2020)^[21], and Shoukat & Ramkissoo (2022)^[40], which concluded that customer experience can increase revisit intention.

The effect of customer experience on tourist satisfaction at tourism destinations in Gianyar regency

Based on the research results, it is found that customer experience has a positive and significant effect on tourist satisfaction, which means that the second hypothesis in this study is accepted. This explains that the better the experience tourists feel, the more satisfaction they will have. At DTW in Gianyar, respondents have a positive perception of experience because the average value of customer experience is good and has a high average satisfaction. This means that the manager has been able to shape tourist satisfaction when visiting one of the DTWs in Gianyar Regency through customer experience, which means that the better the experience felt by tourists has created a sense of satisfaction in tourists. So, the emotional, entertainment, escapism, relation, and relaxing factors are important factors that must be considered to achieve the expected results.

This study proves that a pleasant experience at DTW in Gianyar will increase tourist satisfaction with a destination. This good tourist experience includes various aspects, ranging from interaction with local culture, service quality, and natural beauty to ease of access and supporting facilities. Based on the data obtained, it is known that aspects of high tourist enthusiasm positively impact tourist satisfaction, especially if tourist destinations can meet or even exceed tourist expectations.

These results explain that a good tourist destination is one that is able to provide good experiences and feelings for tourists, which in turn can create a sense of satisfaction in tourists. This is in line with the research of Cetin (2020)^[7], Atmari & Putri (2021)^[5], Ramesh & Jaunky (2021)^[28], Zaid & Patwayati (2021)^[45], and Kim & Kim (2022)^[17] concluded that customer experience is an important factor in creating tourist satisfaction.

The effect of perceived value on interest in revisiting tourism destinations in Gianyar regency

Based on the study's results, it was found that perceived value has a positive but insignificant effect on return visit interest, which means that the third hypothesis in this study is rejected. However, when tested separately in the mediation test, it was found that there was an indirect relationship through tourist satisfaction. This explains that perceived value also has an important role in increasing revisit intention, along with the satisfaction felt for the value provided when visiting one of the DTWs in Gianyar Regency.

Value can be seen from two perspectives. One is from the marketer's perspective, and the second is from the tourist's perspective. From the tourist's perspective, perceived value is defined as the value generated by a product or service as perceived by the tourists. Perceived value is one of the most important drivers in traveler evaluation and future retry decisions. In this study, perceived value does not directly influence return visit interest. Even though tourists rate perceived value as a good category, this does not necessarily increase their revisit intention.

One of the main causes is the nature of tourism experiences, such as in Gunung Kawi and Tirta Empul, destinations with strong historical and spiritual values but still have not conveyed this meaning to tourists, so tourists feel that one visit is enough. The absence of new elements or experiences that evolve means that tourists do not see a strong reason to repeat visits to these locations. This is one example that causes tourists not to have a reason that encourages them to return to one of the tourist destinations in Gianyar.

This is in line with Faudah's (2020) and Asidiqhi's (2021)^[4] research, which concluded that perceived value does not directly affect return visit interest. However, it does not support the research of Ahn & Kwon (2020)^[2], Damanik & Yusuf *et al* (2022), Damanik & Yusuf (2022)^[8], Oktavianti & Wulandari (2023)^[25], and Hasan *et al* (2020)^[14], who obtained the same result that perceived value encourages revisit intention. Meanwhile, research by Nafis & Sutrisno (2019)^[23], Abdulla *et al* (2019)^[1], Seetanah *et al* (2020)^[37], Nguyen *et al* (2020)^[24], and Liao *et al* (2021)^[22] concluded the importance of perceived value in increasing satisfaction to be able to create individual willingness to repurchase, in this case revisit intention.

The effect of perceived value on tourist satisfaction at tourism destinations in Gianyar regency

Based on the research results, perceived value has a positive and significant effect on tourist satisfaction, which means that the fourth hypothesis in this study is accepted. This explains

that the better the value perceived by tourists is, the greater the satisfaction of tourists. At DTW in Gianyar, tourists have a good average perception of perceived value. This means that perceived value can be shown through service, social value, hedonic value, functional value, and epistemic value, which can provide a sense of satisfaction to tourists visiting one of the DTWs in Gianyar Regency.

Perceived value has become one of the fundamental outcomes of marketing activities. This value is inherent in every tourist destination that tourists perceive and cannot be determined objectively by marketers. Based on the results of the descriptive analysis, the average perceived value felt by tourists when visiting tourist destinations (DTW) in Gianyar Regency is in a good category. Meanwhile, the average value of tourist satisfaction also shows a high level of satisfaction. This shows that perceived value is proven to influence tourist satisfaction, where the higher the value perceived by tourists to the destination, the higher their level of satisfaction. The perceived value indicator that has the highest score is pleasuring while visiting, which shows that the majority of tourists feel happy and enjoy their experience at DTW Gianyar. This indicates that the hedonic value aspect, or the value of pleasure derived from the tourist experience, is an important factor in shaping tourist satisfaction.

Perceived value will be able to create positive emotions for tourists, which are indicated by a sense of satisfaction when experiencing a service. This is by what was concluded by several previous studies conducted by Konuk (2019)^[18], An *et al* (2019), Han & Yoon (2020)^[13], Uzir *et al* (2021)^[44], and Carvache *et al* (2022)^[6] that perceived value has a positive and significant effect on revisit intention.

The effect of tourist satisfaction on interest in revisiting tourism destinations in Gianyar regency

The study's results found that tourist satisfaction has a significant positive effect on revisit intention, which means that the fifth hypothesis is accepted. This explains that more satisfied tourists will increase their interest in visiting one of the DTWs in Gianyar Regency. Satisfaction is proven to be a reliable factor for repurchase, in this case, revisit intention.

Based on the results of descriptive analysis, it is known that the level of satisfaction of tourists who are respondents in the study is in a good category in line with the revisit intention, which has a good category. The indicator of tourist satisfaction that gets the highest score is that tourist visits exceed their expectations. This shows that tourists who experience more than expected tend to be more satisfied and have the potential to visit again. Meanwhile, the indicator of interest in revisiting that has the highest score is the possibility of returning, which means that tourists have an interest in visiting the same destination in the future but are still unable to encourage the desire to visit soon, which indicates that even though tourists want to return, they do not yet have certainty or a strong intention to do so shortly.

These results explain that loyal or more experienced tourists can become a stable and satisfied tourist base. Higher tourist satisfaction with a tourist destination will lead to a desire to visit again.

The results obtained are in line with the research of Nafis & Sutrisno (2019)^[23], Abdulla *et al* (2019)^[1], Seetanah *et al* (2020)^[37], Nguyen *et al* (2020)^[24], and Liao *et al* (2021)^[22], who concluded that satisfaction has a significant positive effect on revisit interest.

The role of tourist satisfaction on the effect of customer experience on interest in revisiting tourism destinations in Gianyar regency

Based on the results of direct research, it is found that customer experience has a significant positive effect on return visit interest, and the results of the mediation test found that there is a significant relationship, which means that the sixth hypothesis in this study is accepted. This explains that tourist satisfaction is a partial mediating variable that allows other variables to have a role in the relationship between customer experience and revisit intention.

Experience is the core product of a tourism organization. Although tourist satisfaction has a mediating role in the effect of customer experience on return visit interest, there is still a possibility that other factors also contribute to the relationship. However, it is evident that tourist experiences that are pleasant, unique, and exceed expectations will create higher satisfaction, which in turn will increase return visits. Therefore, tourist destination managers not only need to focus on improving the tourist experience but also consider other factors that can influence the decision of tourists to return to visit the destination.

In this study, experience is believed to be followed by tourist satisfaction because a memorable experience will lead to a high level of satisfaction for visitors, which leads to a desire to visit again. This confirms that DTW managers not only need to improve the overall tourism experience but also ensure that the experience provides satisfaction for tourists. With the right strategy, tourist satisfaction can be strengthened, thus not only increasing repeat visits but also creating tourist loyalty to DTWs in Gianyar Regency.

This result is in line with the conclusions expressed by Nafis & Sutrisno (2019)^[23], Abdulla *et al* (2019)^[1], Seetanah *et al* (2020)^[37], Nguyen *et al* (2020)^[24], and Liao *et al* (2021)^[22] discussing the importance of customer experience in increasing satisfaction to be able to create individual willingness to repurchase in this case revisit intention.

The role of tourist satisfaction on the effect of perceived value on interest in revisiting tourism destinations in Gianyar regency

Based on the results of direct research, perceived value has a significant positive effect on return visit interest. Meanwhile, the mediation test results found a significant relationship, meaning that the seventh hypothesis in this study was accepted. This explains that tourist satisfaction is a partial or partial mediating variable in this relationship, where tourist satisfaction is important to taking advantage of perceived value strategies to increase revisit intention.

The value received by each individual has a different understanding; some individuals consider that the value is felt when the price is low, but for others, the value is when there is a balance between the quality of the services offered. Tourists will be more sensitive to losses than gains, so perceived value or the value that tourists feel when and after visiting and increasing tourist satisfaction needs to be considered when tourists visit each tourist spot. Based on the data obtained, it is known that tourists who feel that their trip provides more benefits than just entertainment in social, functional, and emotional aspects tend to be more satisfied with their visit, which ultimately has an impact on revisit intention. This fact is an opportunity for tourism to increase perceived value and build and maintain long-term relationships.

This shows that DTW managers need to increase the value perceived by tourists and ensure that this value creates satisfaction. This result is in line with previous research conducted by Nafis & Sutrisno (2019)^[23], Abdulla *et al* (2019)^[1], Seetanah *et al* (2020)^[37], Nguyen *et al* (2020)^[24], and Liao *et al* (2021)^[22], which discussed the importance of

perceived value in increasing satisfaction to create individual willingness to repurchase, in this case, revisit intention.

Conclusions

This study concluded that customer experience has a positive and significant effect on revisit interest and tourist satisfaction, while perceived value does not have a significant effect on revisit interest but can increase tourist satisfaction. Meanwhile, tourist satisfaction significantly positively affects revisit intention. In addition, job satisfaction acts as a partial mediation on the effect of customer experience on return visit interest and acts as a perfect mediation on the effect of perceived value on return visit interest.

This provides an understanding that the Theory Reasoned of Action (TRA) can be used in marketing theory, especially to measure tourist behavior intention. In this case, customer experience and perceived value can be related to tourist attitudes towards tourist destinations, which then affect tourist intention to visit again. Customer experience is in line with TRA, where a positive attitude towards an object or experience will increase the likelihood of individuals taking specific actions, in this case, revisit intention. Meanwhile, perceived value in TRA proves that tourists who feel a high value from a destination will develop a positive attitude and feel more satisfied, which in turn strengthens tourists' intention to return.

Furthermore, this research can be used as input for relevant agencies responsible for managing Tourism Destinations (DTW) in Gianyar Regency through customer experience and perceived value strategies in the hope that it can increase revisit intention. DTW managers can apply the indicators of customer experience and perceived value that have been analyzed in this study.

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