

Revisit intention development model in tourist villages in Bali province Integration of theory of planned behavior and theory of stimulus organism response

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Abstract: Bali, a popular tourist destination, is currently facing the challenge of overtourism. To address this issue, the Bali Provincial Government is promoting the development of alternative tourism that emphasizes culture, natural potential, and the environment, such as tourist villages. This initiative aims to distribute tourism more evenly and boost economic activity in Bali's tourist villages. This study aims to analyze the factors influencing tourists' intention to revisit a tourist village, focusing on Service Quality based on Tri Kaya Parisudha, Servicescape, Destination Image, and Tourist Satisfaction. The methodology employed is a mixed-method approach with an Exploratory Sequential Design, beginning with a Focus Group Discussion to identify Service Quality indicators based on Tri Kaya Parisudha, followed by a content validity test using the Content Validity Ratio, and descriptive and inferential statistical analysis using SEM-PLS. The research sample consisted of 290 respondents selected through purposive sampling. The results indicate that Service Quality based on Tri Kaya Parisudha, Servicescape, and Destination Image positively affect the intention to revisit, both directly and through the mediation of Tourist Satisfaction. These findings provide important implications for tourism village managers to enhance Service Quality based on the local wisdom of Tri Kaya Parisudha, thereby creating a unique identity, sustainability, and competitive advantage. Additionally, the study offers a reference for further research on the positive contributions of local wisdom in tourism.

Keywords: Destination image, Revisit intention, Service quality based on Tri Kaya Parisudha, Servicescape, Tourist satisfaction.

1. Introduction

Bali as one of the most popular tourist destinations in the world, has become an icon of Indonesian tourism known for its natural beauty, cultural richness, and the friendliness of its people. Tourism is the main economic sector of Bali, which contributes positively to the Balinese economy [1] therefore the level of tourist visits to Bali plays an important role in Bali's economic growth. In recent years, Bali has experienced a significant spike in the number of tourist visits which has led to Overtourism [2]. Overtourism is a phenomenon where the number of tourists visiting a tourist destination exceeds the capacity of the place to accommodate them Gowreesunkar and Vo Thanh [3] based on this, the Bali Provincial Government has begun directing tourists to visit alternative tourism destinations such as tourist villages.

Sustainable development of tourism villages is also a form of accelerating integrated village development to encourage social, cultural, and economic transformation of the village. This is in accordance with the Bali Kerthi Economic Concept launched by the Bali Provincial Government towards a New Era of Green, Resilient, and Prosperous Bali [4]. The concept of sustainability refers to the indicators of Management, Economic Impact, Socio-Cultural and Environmental Sustainability, so that if these indicators can be applied well in each tourist village, it will be easier to provide stimulus to

tourists that have an impact on the formation of ideas or intentions to revisit tourist villages in Bali Province. The Tourist Village that has implemented the concept of sustainability is Penglipuran Tourist Village, Bangli Regency, Bali Province.

Penglipuran Tourism Village is the first independently certified tourism village in Bali to implement a digitalization system to improve the quality of its services and implement a ticketing system in receiving tourist visits, this is because from 2019 to 2022 the level of tourist visits has decreased significantly [5] which was caused by the Covid pandemic and the unpreparedness of the availability of a physical environment to support services after the Covid pandemic, therefore maintaining tourist loyalty which is reflected in their intention to make a revisit is crucial because it will have an impact on economic growth and tourism in the Penglipuran Tourism Village. The intention to revisit is a form of tourist loyalty that will be useful in predicting future tourist behavior [6] and some empirical evidence states that the intention to revisit is influenced by several factors including Service Quality [7], Servicescape [8], Destination Image [9].

Service quality can be applied optimally in the management of tourist villages with an approach based on local wisdom, so that tourists are interested, safe and comfortable to return to Penglipuran Tourism Village. A sense of security and peace during tourist trips is the most important thing, especially for today's tourists [10]. With the integration of local wisdom in improving service quality, tourists not only get good service, but also feel a deep positive attitude and relationship with the local culture, traditions, and community which is reflected in the truth, loyalty, and honesty of the tourist village community in providing services that are in line with the teachings of Tri Kaya Parisudha.

Tri Kaya Parisudha is three behaviors (Think well, Say well, Behave well) that lead to better social integration, which is considered to have an important role in the development of Balinese tourism [11]. The integration of the noble values of local wisdom Tri Kaya Parisudha can be an example of harmony between culture, service and sustainability of tourist villages [4] but on the other hand the concept of Tri Kaya Parisudha is stated to have not been able to fully capture the influence of Tri Kaya Parisudha on a behavior Prayudi and Martadinata [12]. Andiani [11] states that the value of local wisdom is the main pillar for creating a harmonious relationship between the community and tourists so that a mutually beneficial and sustainable relationship can be achieved.

The sustainability of Penglipuran Tourism Village is also determined by the availability of a supporting Servicescape, Servicescape can provide an emotional connection between visitors and service providers. Servicescape is a concept introduced by Bitner [13] and refers to the physical environment that supports services in the service industry, especially the tourism industry which can have a positive effect on the intention to revisit. Different research results were presented by Asghar, et al. [14] which stated that Servicescape has a positive but insignificant effect on the Revisit Intention.

The provision of facilities in the form of well-managed Servicescapes, in addition to business sustainability, also aims to create a positive image, especially in the tourism sector, namely tourist villages. A positive destination image will also have a positive impact on forming the revisit intention [9]. Different research results were presented by Cham, et al. [15] who stated that two dimensions of destination image, namely entertainment and events, and natural attractions, have a significant positive influence on the intention to revisit, while the environment and travel infrastructure do not have a significant effect.

Service Quality, Servicescape and Destination Image have been recognized as factors that influence the Revisit Intention, but there are several research results that state differences, thus creating a research gap. This research gap has been identified from various literatures, and Tourist Satisfaction is considered appropriate as a mediation and at the same time addressing the research gap between Service Quality based on Tri Kaya Parisudha, Servicescape and Destination Image on Revisit Intention. This is supported by Hussein [16] which states that the more authentic a tourist destination is, the higher the visitor's revisit intention, this is based on the satisfaction felt by tourists during their visit [17].

Strong Revisit Intention comes from the response that is created and gives rise to a sense of satisfaction so that positive actions are taken. This is in accordance with the Theory Plan Behavior

(TPB) which is a psychological theory that explains the psychological phenomenon of human behavioral intentions [18] therefore the Theory Plan Behavior (TPB) is used as the Grand Theory in this study supported by the Theory Stimulus Organism Response (SOR) as a supporting theory because this theory is a theory that interprets specific reactions to specific stimuli so that a person can expect and predict the suitability between the message and the communicant's reaction. The study by Mehrabian and Russell [19] shows that environmental stimuli (S) lead to emotional reactions (O) or intrinsic stages which then influence behavioral responses (R).

Positive behavior is created from positive experiences obtained by tourists during visits to tourist villages, and This research is important because Aligning local values (Tri Kaya Parisudha) with the concept of modern tourism management, Providing strategic recommendations for managers of tourist villages in Bali in improving the quality of service holistically, Encouraging sustainable, ethical, and culture-based tourism development and Increasing the intention to revisit tourists which is very important for the sustainability of the tourist village economy.

This research is a novelty, because it is the first time that Service Quality is based on Tri Kaya Parisudha as a basis for developing a revisit intention model in Bali Province Tourism Villages (Integration of the Theory of Planned Behavior and the Theory of Stimulus Organism Response). The formulation of the problem in this study is as follows: (1) How does the Quality of Service based on Tri Kaya Parisudha affect the Intention to Revisit in a Tourist Village Penglipuran-Bangli? (2) How does Servicescape affect the Intention to Revisit in a Tourist Village Penglipuran-Bangli? (3) How does Destination Image affect the Intention to Revisit in a Tourist Village Penglipuran-Bangli? (4) How does the Quality of Service based on Tri Kaya Parisudha affect Tourist Satisfaction in a Tourist Village Penglipuran-Bangli? (5) How does Servicescape affect Tourist Satisfaction in a Tourist Village Penglipuran-Bangli? (6) How does Destination Image affect Tourist Satisfaction in a Tourist Village Penglipuran-Bangli? (7) How does Tourist Satisfaction affect the Intention to Revisit in a Tourist Village Penglipuran-Bangli? (8) How does Tourist Satisfaction affect mediating the Quality of Service based on Tri Kaya Parisudha on the Intention to Revisit in a Tourist Village Penglipuran-Bangli? (9) How does Tourist Satisfaction affect mediating Servicescape on the Intention to Revisit in a Tourist Village Penglipuran-Bangli? (10) How does tourist satisfaction influence mediating destination image on the intention to revisit a tourist Village Penglipuran-Bangli?

2. Literature Review

The Grand Theory that is the reference in this study is the Theory of Planned Behavior (TPB) on tourist behavior in choosing a tourist village to visit, and in the process of choosing it is certainly based on desires that are stimulated based on the satisfaction felt by tourists when visiting, This is supported by the Theory of Stimulus Organism Response which states that environmental stimuli or Stimulus (S) according to their thoughts from the Service Quality Variables based on Tri Kaya Parisudha, Servicescape, Destination Image causes an emotional reaction of the organism (O) in the form of Satisfaction which then influences the behavioral response (R) which leads to the formation of the Intention to Revisit tourists to the tourist village.

The intention to revisit is influenced by several factors including Service Quality Based on Tri Kaya Parisudha [11], Servicescape [20], Another factor that influences the intention to revisit is the destination image. The destination image consists of subjective interpretations of reality created by tourists, including cognitive image, which is a physical and tangible attribute of the destination; and affective image which refers to the feelings or emotional experiences that tourists have at a destination, the overall image is a unique combination of cognitive and affective images that refer to the uniqueness of each tourist village. The image of a tourist destination that is considered good by tourists has a positive effect on the revisit intention [21]. A good destination image is the reason for the creation of satisfaction and is the most important factor in tourists' decisions to revisit the tourist village. This is supported by the opinion of Ćulić, et al. [22] who stated that the destination image has a positive effect

on the intention to revisit through Tourist Satisfaction as a mediator. Based on this explanation, the synthesis of research theory is described as follows:

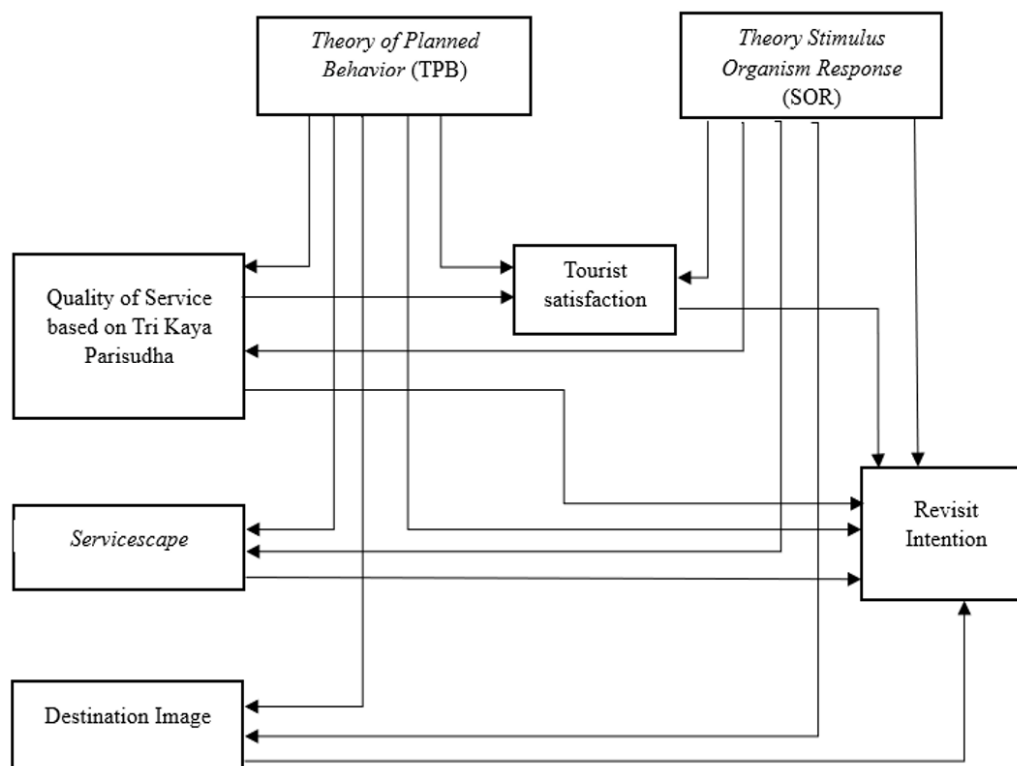


Figure 1.
The Process of Synthesis of Concepts and Theories in Research.

3. Methods

This study uses a Mixed Method approach with an Exploratory Sequential Design Creswell and Creswell [23] which is a mixed approach that begins with the collection and analysis of qualitative data, then followed by the collection and analysis of quantitative data. This strategy is used to build and develop measurement instruments based on local wisdom, in this case indicators of service quality based on Tri Kaya Parisudha, which previously had not been measured in a structured manner in quantitative research.

In the qualitative stage, a literature study was conducted, Focus Group Discussion (FGD) with experts to explore and compile service quality indicators based on Tri Kaya Parisudha, namely Manacika Parisudha (Think well), Wacika Parisudha (Speak well), and Kayika Parisudha (Behave well) in the context of tourism services. The indicators obtained were then tested for validity through the Content Validity Ratio (CVR). After the indicators were substantially tested, the quantitative stage was carried out by distributing questionnaires to tourists as the main respondents. This quantitative research is based on the philosophy of positivism, with the aim of testing the relationship between the variables of Service Quality based on Tri Kaya Parisudha, Servicescape, Destination Image, Tourist Satisfaction, and Revisit Intention. Quantitative analysis uses the Multivariate Analysis approach with the Structural Equation Modeling (SEM) method based on variance or Partial Least Square (PLS). This approach was chosen because it is able to test the causal relationship between constructs simultaneously, including measuring the direct and indirect influences between the research variables.

The population of this study was domestic tourists who had visited Penglipuran tourist village,

Bangli district, Bali province. The number of samples as many as 300 in the research location, the researcher managed to obtain data from the sample sought as many as 290 respondents who had filled out the questionnaire. The response rate from the survey results of this study is: 96,6%. The response rate of 96.6 percent has a very good category. The survey in this study which produced a response rate of 96.6 percent has succeeded in reaching most of the target respondents determined, thus providing a higher level of confidence in the representation of the survey results against the population studied.

In this study, the relationship between variables can be arranged into a research conceptual framework as shown in the following image:

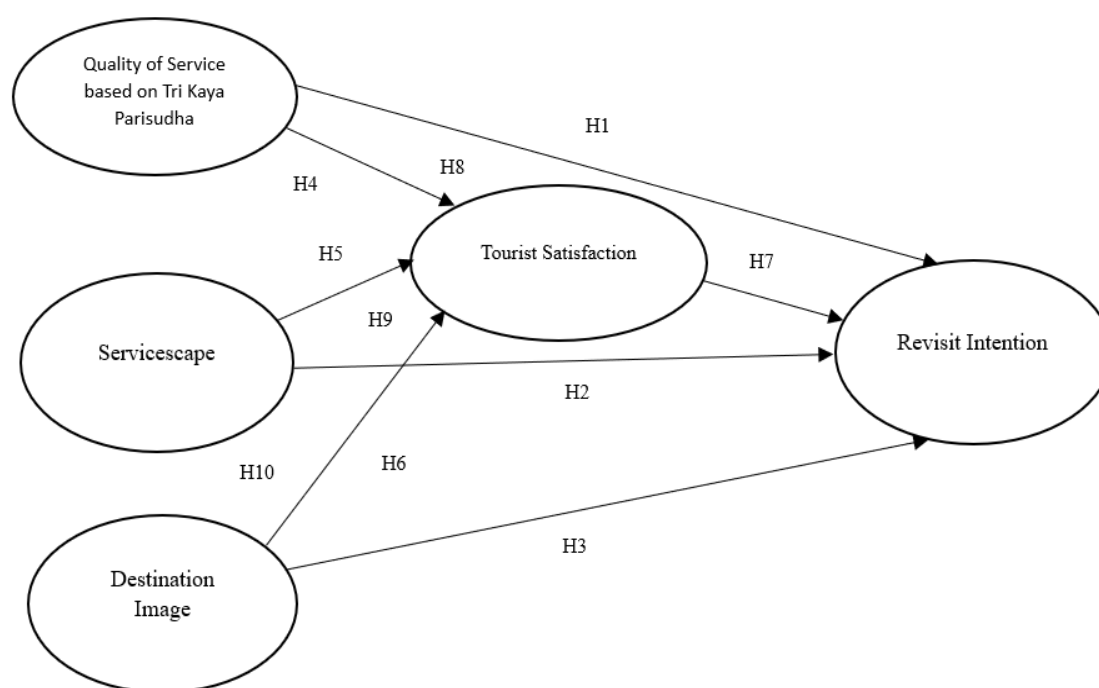


Figure 2.
Conceptual Framework.

The Hypothesis proposed in this study according to the research concept framework is as follows:

- H₁. Service Quality based on Tri Kaya Parisudha has a positive and significant effect on Revisit Intention*
- H₂. Servicescape has a positive and significant effect on Revisit Intention*
- H₃. Destination Image has a positive and significant influence on Revisit Intention*
- H₄. Service Quality based on Tri Kaya Parisudha has a positive and significant influence on Tourist Satisfaction*
- H₅. Servicescape has a positive and significant effect on tourist satisfaction*
- H₆. Destination Image has a positive and significant influence on Tourist Satisfaction*
- H₇. Tourist Satisfaction has a positive and significant effect on Revisit Intention*
- H₈. Tourist Satisfaction has a positive and significant influence in mediating Tri Kaya Parisudha-based Service Quality on Revisit Intention*
- H₉. Tourist Satisfaction has a positive and significant influence in mediating Servicescape on Revisit Intention*
- H₁₀. Tourist Satisfaction has a positive and significant influence in mediating Destination Image on Revisit Intention*

4. Process and Results

4.1. Outer Model Test Results (Conceptual Model)

4.1.1. Convergen Validity

Convergent validity aims to determine the validity of each relationship between indicators and their constructs or latent variables. Validity evaluation is done by looking at the outer loading coefficient on each indicator. An indicator is said to be convergently valid if the outer loading coefficient is greater than 0.50 and significant (p-Value <0.05). Based on the results of research data processing, all indicators have values greater than 0.50 and are significant. Based on this, all indicators are convergently valid.

Table 1.
Loading Factor Measurement Model.

Variable	Code	Indicator	Outer Loading
Quality of Service based on Tri Kaya Parisudha	X1.1.1	I feel that tourism service providers have sincere intentions in providing services	0.995
	X1.1.2	I feel that the service providers try to maintain good relations with tourists	0.990
	X1.1.3	I feel that the rules of order at tourist attractions reflect the good intentions of the management	0.993
	X1.2.1	I was greeted with polite greetings when visiting a tourist destination	0.988
	X1.2.2	Information is provided in a gentle and non-pushy manner	0.990
	X1.2.3	The way the service provider communicates feels friendly and pleasant	0.989
	X1.3.1	I feel personally cared for when I am at a tourist spot	0.988
	X1.3.2	I was helped without asking when I had difficulties during the trip	0.990
	X1.3.3	The actions taken by the service provider made me feel comfortable all the time	0.994
Servicescape	X2.1.1	The atmosphere of the tourist village is visually appealing	0.949
	X2.1.2	Overall clean environment	0.939
	X2.2.1	Complete facilities are available in the tourist village	0.964
	X2.2.2	The architecture of buildings in the unique tourist village	0.939
	X2.3.1	Friendly service	0.962
Destination Image	X3.1.1	The tourist village has beautiful natural scenery	0.969
	X3.1.2	The tourist village has a cool climate	0.969
	X3.1.3	Tourism Village has interesting cultural attractions	0.967
	X3.2.1	Comfortable in a tourist village	0.967
	X3.2.2	Pleased with the climate conditions of the tourist village	0.970
	X3.3.1	Willing to provide positive reviews regarding the unique traditions of the tourist village community	0.968
	X3.3.2	Willing to recommend interesting places in the tourist village to visit	0.965
Tourist Satisfaction	M1	Satisfied with the experience gained in the tourist village	0.945
	M2	Satisfied with the facilities available	0.933
	M3	Satisfied with the overall environment	0.952
	M4	Satisfied with the service information offered on the website	0.937
	M5	Satisfied with the service received during the visit	0.934
Revisit Intention	Y1	Always want to Revisit the same tourist village in the future	0.947
	Y2	Always want this tourist village to be the main choice to visit compared to other tourist villages	0.965
	Y3	Always wanted this tourist village to be on my list to visit again soon	0.965
	Y4	Always want to visit the same tourist village more often	0.974

4.1.2. Discriminant Validity

Discriminant validity is a measurement of validity carried out by comparing the AVE root coefficient of each variable with the correlation coefficient between variables in the research model. Discriminant validity is said to be valid if the AVE root > correlation between other variables. The AVE value must show > 0.50. based on the results of data processing in this study, discriminant validity is met based on the AVE root value.

Table 2.
Discriminant Validity.

Variable	Y	X1	X2	X3	M
Revisit Intention	0.962				
Quality of Service based on Tri Kaya Parisudha	0.881	0.991			
Servicescape	0.937	0.807	0.951		
Destination Image	0.898	0.890	0.830	0.969	
Tourist Satisfaction	0.890	0.871	0.898	0.830	0.940

4.1.3. Composite Reliability

Composite reliability and Cronbach's alpha are measurements of reliability between blocks of indicator variables forming the research model. Composite reliability and Cronbach's alpha meet good criteria if their values are above 0.70. Based on the results of data processing, the composite reliability and Cronbach's alpha values have met the criteria.

Table 3.
Composite Reliability.

Variable	Cronbach's Alpha	Composite Reliability (rho_a)
Quality of Service based on Tri Kaya Parisudha	0.998	0.998
Servicescape	0.973	0.974
Destination Image	0.989	0.989
Tourist Satisfaction	0.967	0.967
Revisit Intention	0.973	0.974

4.2. Inner Model Test Results (Structural Model)

4.2.1. Direct Effect Hypothesis Testing

The structural model is evaluated using four indicators of evidence, namely; path coefficient, t-test results, R-square and Q-square. The results of data processing are displayed as follows:

Table 4.
Path Coefficients: Mean, STDEV, T-Values, P-Values (Direct Effect).

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	Note
Quality of Service based on Tri Kaya Parisudha -> Revisit Intention	0.124	2.232	0.026	H1 supported
Servicescape -> Revisit Intention	0.438	7.634	0.000	H2 supported
Destination Image -> Revisit Intention	0.123	2.311	0.021	H3 supported
Quality of Service based on Tri Kaya Parisudha -> Tourist Satisfaction	0.176	2.888	0.004	H4 supported
Servicescape -> Tourist Satisfaction	0.499	7.683	0.000	H5 supported
Tourist Satisfaction -> Revisit Intention	0.330	5.421	0.000	H7 supported

4.2.2. Path Coefficient

Path coefficient that describes the strength of the relationship between constructs. The estimated value of the path coefficient between constructs must have a significant value and can be obtained by the

bootstrapping procedure. The resulting value is a significance value compared with $\alpha = 0.05$ and if the sig value < 0.05 then the estimated value of the path coefficient is declared significant (Hair, et al., 2019)

4.2.3. R-Squared Value

R-squared is the coefficient of determination on endogenous constructs, namely destination image, tourist satisfaction and revisit intention. This parameter is intended to assess the variability of destination image variables, tourist satisfaction and revisit intention.

Table 5.
Quality Criteria: R Square (R²).

Variable	R Square
<i>Ambient Factor</i>	0.986
Affective image	0.984
Conatif image	0.989
Cognitif image	0.978
<i>Design Factor</i>	0.972
Kayika Parisudha	0.996
Tourist Satisfaction	0.876
Manacika Parisudha	0.996
Revisit Intention	0.941
<i>Social Factor</i>	0.925
Wacika Parisudha	0.996

4.2.4. Effect Size (f^2)

Effect size (f^2) according to Creswell and Creswell [23] is a measure to assess the relative impact of a variable that affects exogenous variables on endogenous variables. According to Creswell and Creswell [23] the Effect size (f^2) value is categorized into three, namely 0.02 with a small category, 0.15 with a medium category and 0.35 with a high category.

Table 6.
f-Square (f^2).

Variable	F square	Note
Destination Image	0.023	Small
Tourist Satisfaction	0.229	Medium
Quality of Service based on Tri Kaya Parisudha	0.027	Small
<i>Servicescape</i>	0.618	High

4.2.5. Q-Square Predictive Relevance (Q^2 -Test)

This measurement is to assess how good the observation values produced by the model are and also the estimates of its parameters. The Q^2 value has a range of $0 < Q^2 < 1$, if the value approaches the number one (1), it can be interpreted that the model is getting better. The results of the Q^2 calculation show a number of 0.992, meaning that the structural model (inner model) produced in the research analysis can be categorized as very good.

4.3. Indirect Effect Hypothesis Testing

A variable is said to mediate the relationship between an exogenous variable and an endogenous variable if the influence of the exogenous variable is significant on the mediating variable and the influence of the mediating variable is also significant on the endogenous variable [24]. Based on the results of the analysis in Table 7, the mediating role of the Tourist Satisfaction variable can be explained as follows:

Table 7.
Indirect Effect

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	Note
Quality of Service based on Tri Kaya Parisudha -> Tourist Satisfaction -> Revisit Intention	0.058	2.328	0.020	H8 Supported
Servicescape -> Tourist Satisfaction -> Revisit Intention	0.165	5.150	0.000	H9 Supported
Destination Image -> Tourist Satisfaction -> Revisit Intention	0.102	3.814	0.000	H10 Supported

4.4. Discussions

The findings of this study provide valuable insights into service quality based on tri kaya parisudha, servicescape, destination image, tourist satisfaction towards revisit intention to penglipuran tourism village, bangli district, bali province. The discussion combines empirical results with existing literature and highlights theoretical and practical implications.

4.4.1. The Influence of Service Quality Based on Tri Kaya Parisudha on Revisit Intention

The results of the study indicate that the quality of service based on Tri Kaya Parisudha has a positive and significant influence on the intention to revisit. This finding strengthens that the quality of service that reflects the harmony between thoughts, words, and actions can form a strong perception of the destination, and increase the desire of tourists to return. When tourists feel that the service received not only meets functional expectations, but is also in line with the local cultural values that they respect, the experience formed becomes more meaningful and memorable.

Service quality based on Tri Kaya Parisudha not only increases physical comfort, but also forms the emotional and spiritual experience of tourists. These findings are supported by the TPB Theory (Theory of Planned Behavior), namely that service quality based on Tri Kaya Parisudha can form positive attitudes and norms towards the intention to revisit. Meanwhile, through the SOR Theory (Theory Stimulus Organism Response), service quality based on Tri Kaya Parisudha becomes a stimulus that triggers inner satisfaction and a response to the intention to revisit. This integration shows that service quality based on Tri Kaya Parisudha has the power to create the intention to revisit tourists holistically: logically, emotionally, socially, and spiritually. The results of this study are also supported by Andiani [11] which states that Tri Kaya Parisudha is believed to have a positive contribution in forming tourist loyalty which is reflected in the intention to revisit tourists.

4.4.2. The Influence of Servicescape on Revisit Intention

Servicescape has a positive and significant effect on revisit intention. This finding shows that physical elements, aesthetics, and atmosphere in a tourist destination play an important role in creating a pleasant and memorable experience in the memory of tourists. When visitors feel the comfort, beauty, and ease of facilities that support their needs, the chances of revisiting the destination will be higher. Servicescape as a physical element and atmosphere of a tourist village plays an important role in creating a pleasant emotional experience, ultimately in accordance with the TPB Theory that servicescape forms positive attitudes, social norms, and perceptions of ease. Servicescape is also a stimulus that influences the internal organism of tourists and produces a response in the form of a return visit intention. So the better the servicescape, the greater the possibility of tourists to have the intention to return to the Penglipuran tourist village, Bangli district, Bali province.

The results of this study are supported by Alhothali, et al. [25] who stated that the physical and atmospheric aspects of the environment have a significant influence on the service experience and revisit intentions of tourists.

4.4.3. *The Influence of Destination Image on Revisit Intention*

Destination image has a positive and significant influence on revisit intention. This finding means that the more positive tourists' perceptions of a destination, the greater their desire to revisit. Destination image is a collective representation of various elements that form the identity of a destination, including cultural uniqueness, physical beauty, community friendliness, and comfort during a trip to Penglipuran tourist village. When these elements are perceived positively, a comprehensive experience will be formed that strengthens tourists' revisit intention. In the Theory of Planned Behavior (TPB) framework, destination image is closely related to the three components that form intention. First, a good image will form a positive attitude towards the tourist village, which encourages tourists to revisit because they believe they will have a pleasant experience in the Penglipuran tourist village. Second, subjective norms are strengthened by social influences, such as recommendations from other tourists who have had similar positive experiences when visiting the Penglipuran tourist village. Third, perceived behavioral control can be formed from tourists' perceptions that the destination is easily accessible, affordable, and in accordance with their preferences. Therefore, strategically managing destination image can be an effective approach to encourage tourists' revisit intention. This is supported by the stimulus organism response (SOR) theory, where image as a stimulus influences the organism (emotion) that encourages tourists' response to revisit the Penglipuran tourist village. A strong, consistent, and positive destination image is the key to creating tourist loyalty through revisit intention.

The results of this study are also supported by Abbasi, et al. [9] and Seetanah, et al. [26] who stated that tourists who are satisfied with the elements of the destination image, such as the friendliness of the local people and environmental sustainability, tend to have a stronger revisit intention. Support from various literatures confirms that building a good destination image is not just a promotional activity, but a long-term strategy in building the intention to revisit tourists and the sustainability of tourist villages.

4.4.4. *The Influence of Service Quality Based on Tri Kaya Parisudha on Tourist Satisfaction*

The quality of service based on Tri Kaya Parisudha has a positive and significant influence on tourist satisfaction in Penglipuran Bangli Tourism Village. The findings state that the application of the Tri Kaya Parisudha principle in service provides a spiritual and moral dimension that enriches the tourist experience. This principle not only emphasizes the quality of physical service, but also touches on the emotional and ethical aspects, which are the differentiators of services in cultural based destinations such as tourist villages. It is also emphasized that services based on noble values such as sincerity, honesty, and real actions oriented towards goodness, significantly increase tourist trust and satisfaction. The quality of service based on Tri Kaya Parisudha not only fulfills the technical aspects of service, but also touches on deep spiritual, emotional, and cultural values. When services like this are provided, tourists visiting the Penglipuran tourist village feel served humanely and spiritually (Stimulus), have a positive emotional reaction (Organism), and feel satisfied (Response).

In the SOR framework, the Quality of Service based on Tri Kaya Parisudha is a stimulus that influences emotions and produces satisfaction. In the TPB framework, Satisfaction forms a positive attitude, which is the foundation for subsequent intentions or behavior. Therefore, the quality of service based on Tri Kaya Parisudha has a positive effect on tourist satisfaction, both functionally and spiritually. Andiani [11] added that the Tri Kaya Parisudha concept can strengthen tourists' intention to revisit, because it creates a service experience that is not only technically professional, but also emotionally warm. This is reinforced by Amrita, et al. [27] who stated that services based on Tri Kaya Parisudha not only have an impact on attitudes towards the services received, but also form positive perceptions that lead to deep satisfaction.

4.4.5. *The Influence of Servicescape on Tourist Satisfaction*

Based on the results of hypothesis testing, it has been proven that Servicescape has a positive and significant effect on Tourist Satisfaction. This finding shows that the availability and quality of facilities

are the main factors that influence the perception of Tourist Satisfaction in the Penglipuran tourist village. This reflects that tourists who visit the Penglipuran tourist village really appreciate the facilities that support their comfort and convenience while in the tourist village.

A good servicescape includes an aesthetic, clean, organized, and culturally appropriate atmosphere that functions as a stimulus and can influence the emotions and perceptions of tourists (organisms), which ultimately give rise to satisfaction (response). In the TPB Framework, satisfaction is the result of a positive experience that forms a positive attitude towards the Penglipuran tourist village, and becomes a strong foundation for the intention and behavior of subsequent visits. Therefore, Servicescape has a positive effect on the Satisfaction of Tourists visiting the Penglipuran tourist village, both emotionally and behaviorally, and can be explained theoretically through TPB and SOR. This is supported by the research results [28, 29] which state that Servicescape has a positive and significant effect on Tourist Satisfaction.

4.4.6. The Influence of Destination Image on Tourist Satisfaction

Destination image has a positive and significant effect on tourist satisfaction in Penglipuran Tourism Village, Bangli Regency, Bali Province. These findings show destination image creates a positive attitude toward the destination, and satisfaction is part of the attitude forming process that supports future tourist behavior. A positive destination image whether in terms of environment, culture, security, or friendliness functions as a stimulus that forms positive emotions and perceptions of tourists (organisms), resulting in satisfaction (response).

Destination image positively influences tourist satisfaction with a strong relationship and will be beneficial for tourism destination marketing which aims to improve destination image and contribute to greater levels of satisfaction [30, 31].

4.4.7. The Influence of Tourist Satisfaction on Revisit Intention

Tourist satisfaction has a positive effect on the intention to revisit, this finding shows that the higher the tourist satisfaction, the higher the intention to revisit Penglipuran tourist village. Tourist satisfaction is a key factor in forming revisit intention, because in TPB, satisfaction strengthens positive attitudes and behavioral control, which directly affect revisit intention. In SOR Theory, tourist satisfaction is an internal result of experience (stimulus) that drives intention (response). Therefore, the higher the tourist satisfaction, the stronger their intention to revisit the same destination [32, 33].

4.4.8. The Influence of Tourist Satisfaction in Mediating Service Quality Based on Tri Kaya Parisudha on Revisit Intention

The results of this study indicate that Tourist Satisfaction can mediate the influence of service quality based on Tri Kaya Parisudha on Revisit Intention. This finding is in line with the Theory of Planned Behavior (TPB), which states that the intention to perform an action (in this case, the intention to revisit) is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of this study, good Tri Kaya Parisudha-based Service Quality can form a positive attitude towards Penglipuran tourist village, which in turn increases Tourist Satisfaction. This satisfaction affects the intention to revisit, which is reflected in this study. Therefore, the TPB theory can explain how good service quality in accordance with the Tri Kaya Parisudha principle can change visitors' attitudes and perceptions (Stimulus), influence their satisfaction (Organism), and encourage the intention to return (Response).

This is supported by the results of Andiani [11] research which states that the local wisdom of Tri Kaya Parisudha is believed to provide a positive contribution in increasing tourist loyalty which is reflected in their intention to return. This is obtained from tourist satisfaction when visiting tourist villages.

4.4.9. *The Influence Tourist Satisfaction in Mediating Servicescape on Revisit Intention*

The results of the study stated that Tourist Satisfaction can mediate the influence of Servicescape on the revisit intention. This finding is in line with TPB and SOR, In the context of this study, Servicescape that creates a positive atmosphere can form a supportive attitude, while Tourist Satisfaction acts as an emotional assessment that strengthens this relationship. Thus, Servicescape not only affects intentions directly but also through Tourist Satisfaction as a mediator, reflecting how a pleasant environmental experience can encourage visitors to revisit intention [4].

4.4.10. *The Influence Tourist Satisfaction in Mediating Destination Image on Revisit Intention*

The results of the study stated that tourist satisfaction can mediate the influence of destination image on the intention to revisit. These findings reinforce the TPB and SOR concept that destination image is one of the main determinants of visitor attitudes affecting their intention to return. A positive destination image creates favorable attitudes, strengthens subjective norms, and increases visitors' perceived behavioral control over their experiences. Tourist Satisfaction serves as an emotional mechanism that strengthens these relationships, providing an additional influence that makes the intention to return stronger. Therefore, Tourist Satisfaction acts as a catalyst that emphasizes the importance of destination image in building visitor loyalty [30, 34].

5. Conclusion

The results of the study indicate that Service Quality based on Tri Kaya Parisudha, Servicescape, and Destination Image have a positive effect on the intention to return, both directly and through the mediation of Tourist Satisfaction. This finding provides the importance for tourism village managers to improve the local wisdom of Tri Kaya Parisudha in service, in order to create a unique identity, concept of desire, and competitive advantage, as well as being a reference for further research on the positive contribution of local wisdom in tourism.

5.1. *Research Limitation*

This study has limitations in several ways that can be considered by further researchers in order to provide better research results. The limitation is that the research location is centered on only one independent certified tourist village, and for further research it can be conducted in developing, advanced and pioneering certified tourist villages in order to obtain maximum results and the Quality of Service based on Tri Kaya Parisudha can have a positive impact on the tourist village. Research related to Quality of Service based on Tri Kaya Parisudha is limited to the tourism sector, further research can be developed in other sectors.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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