

Encouraging Domestic Tourist's Intention to Revisit Bali Thru The Mediation of Customer Satisfaction and Engagement

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Abstrak

Penelitian ini menganalisis pengaruh pengalaman pelanggan terhadap niat kunjungan ulang wisatawan nusantara ke Bali, dengan kepuasan dan keterlibatan pelanggan sebagai variabel mediasi. Menggunakan pendekatan *Expectation Disconfirmation Theory*, penelitian kuantitatif ini melibatkan 400 wisatawan Indonesia yang telah berkunjung ke Bali sebelumnya. Analisis data dilakukan dengan metode *Partial Least Squares-Structural Equation Modeling (PLS-SEM)*. Hasil penelitian menunjukkan bahwa pengalaman pelanggan berpengaruh signifikan terhadap kepuasan dan keterlibatan, yang keduanya berdampak positif terhadap niat berkunjung kembali. Kepuasan dan keterlibatan terbukti menjadi mediator penting dalam memperkuat niat perilaku wisatawan. Studi ini menegaskan pentingnya koneksi emosional dan kualitas pengalaman yang mendalam dalam membangun loyalitas wisatawan terhadap destinasi Bali. Secara praktis, pengelola dan pembuat kebijakan pariwisata disarankan untuk meningkatkan kualitas layanan dan menciptakan pengalaman berkesan guna mendorong keberlanjutan pariwisata domestik di Bali.

Kata Kunci: Pengalaman Wisatawan, Kepuasan, Keterlibatan Wisatawan, Wisatawan Nusantara.

Abstract

This research examines the impact of customer experience on the intentions of domestic tourist's o revisit Bali, utilizing customer satisfaction and customer engagement as mediating. In this quantitative study, 400 Indonesian visitors with prior Bali travel experience participated using the Expectation Disconfirmation Theory methodology. The Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach was used to analyze the data. According to the study's findings, customer experience has a major impact on engagement and satisfaction, both of which have a favorable effect on the intention to return. Engagement and satisfaction have been shown to be significant mediators in enhancing travelers' behavioral intentions. This study demonstrates how crucial emotional ties and the caliber of in-depth experiences are to fostering visitor loyalty to Bali. Practically speaking, in order to support the sustainability of domestic travel in Bali, tourism managers and legislators are encouraged to enhance service quality and produce unforgettable experiences.

Keywords: *Customer Experience, Satisfaction, Customer Engagement, Domestic Tourist's.*

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INTRODUCTION

Indonesia's Tourism Industry Development

With its varied natural beauty, cultural diversity, and friendly locals, Indonesia's tourism sector has grown to be one of the major drivers of the country's economy. One of Indonesia's most well-known travel destinations, Bali continues to draw interest from both domestic and foreign travelers. The island is a worldwide tourist destination because of its beaches, breathtaking natural scenery, lively artistic traditions, and spiritual culture. There is a disparity between the development in tourist visits and hotel occupancy rates, despite the fact that the number of tourist visits is steadily rising, according to statistics from the Central Bureau of Statistics, (2025). The unpredictability of tourist satisfaction ratings is partly a result of a growing number of illegal lodgings, lax laws, and infrastructural problems like traffic and security concerns. The sustainability of local tourism may be threatened if this problem is not resolved right away because it may make visitors less inclined to visit Bali again.

Domestic Travelers as the Foundation of Sustainable Tourism

The stability of Bali's tourism environment is greatly dependent on domestic visitors. They have a greater awareness of regional cultural values and subtleties and are typically more robust to global disasters. They have a greater awareness of regional cultural values and subtleties and are typically more robust to global disasters. When it comes to recreational tourism, domestic travelers frequently turn to spas, cultural events, and environmental exploration in search of enjoyment, calm, and emotional equilibrium. But it wasn't a snap choice for them to go back to Bali. Perceptions that impact future behavioral intentions are shaped by past experiences, both positive and negative. Domestic tourists' comfort and happiness may be lowered by local problems including tourist density, environmental harm, and unsatisfactory service. As a result, policymakers and tourism professionals are very interested in determining the elements that influence the intention to return.

The Experience of Tourists as a Major Behavior Driver

A tourist's experience is a comprehensive impression created by their encounters with the place on a social, emotional, sensory, and cognitive level. The elements of sense, feel, think, act, and relate are all part of the multifaceted concept of customer experience, which, according to (Oliver, 2010), influences how visitors perceive value and satisfaction. Experiences in Balinese tourism are influenced by both intangible elements like hospitality, emotional connection, and cultural authenticity as well as tangible features like infrastructure and services. Positive perceptions of the experience increase the likelihood that visitors will develop emotional ties that fortify their loyalty and want to come again. Findings from earlier research, however, reveal conflicting outcomes. While some research demonstrate a minimal or negligible effect, others affirm the large influence of customer experience on the inclination to return. This suggests that a more thorough theoretical investigation incorporating mediating variables is required.

Customer Engagement and Satisfaction as a Mediating Factor

In order to explain how experience affects behavioral results, it is important to consider customer satisfaction and engagement. According to the Expectation Disconfirmation Theory (Oliver, 1980); (Serenko & Stach, 2009), tourists' expectations and their actual perceived experiences are compared to determine their level of satisfaction. Positive disconfirmation happens when an event surpasses expectations, resulting in contentment, loyalty, and a desire to return. On the other hand, disappointment can occur when an experience does not live up to expectations, which lessens the desire to return. Customer involvement, on the other hand, shows a stronger emotional bond and encourages advocacy, long-term loyalty to

the destination, and active participation. Travelers who are actively involved are more likely to post about their experiences on social media, influencing others and willingly promoting places they have strong emotional attachments to. This conduct is essential for creating favorable impressions and bolstering word-of-mouth advertising, which eventually increases the destination's competitiveness. An organization can improve its reputation, boost participation, and foster greater trust by putting strategic communication techniques into place (Kurniawan et al., 2025).

Background Context: The Bali Case

Bali's multifaceted tourist features provide a unique setting for researching the connection between experience, satisfaction, and engagement. This island provides relational value through community-based tourism, emotional depth through cultural experiences, and sensory richness through its natural beauty. But Bali also has to deal with sustainability issues like environmental stress and unequal tourism distribution across different regions. This disparate reality provides a useful framework for examining how domestic travelers assess their experiences and how these assessments influence their intentions to behave. Given that domestic tourism is currently a strategic priority in Indonesia's post-pandemic recovery and regional economic resilience, understanding this relationship is becoming more and more important.

Research Gap

There are still few studies that explicitly focus on domestic tourists in the context of recreational tourism in Bali, despite the fact that many have looked at the relationship between customer experience, satisfaction, and revisit intention, (Syahputra & Murwatiningsih, 2019); (Altarifi, 2021); (Hidayat & Idrus, 2023); (Zaid & Patwayati, 2021). Prior research has tended to ignore involvement as an emotional and behavioral concept in favor of concentrating on foreign visitors or examining satisfaction as a single mediating variable. By including customer happiness and engagement as two mediating factors between customer experience and intention to return, this study seeks to close this gap. This study attempts to give a thorough explanation of how the emotional, cognitive, and social aspects of experience affect loyalty behavior among Indonesian domestic tourists visiting Bali, using Expectation Disconfirmation Theory as a conceptual foundation.

Framework

By examining the links between the variables, this study assesses the relationship between them. Tourists or customers will experience and feel the effects of customer satisfaction, customer engagement, and customer experience, all of which might affect the likelihood of revisit intention. Customers are more inclined to return, a phenomenon known as revisit intention, if they have pleasant experiences and are satisfied and engaged. This is due to the fact that delighted customers or tourists might be very engaged if they have a favorable experience. The conceptual framework, which enables the formulation of hypotheses, is developed from a number of earlier studies that can support this research. Figure 1.1 shows the conceptual framework for this investigation.

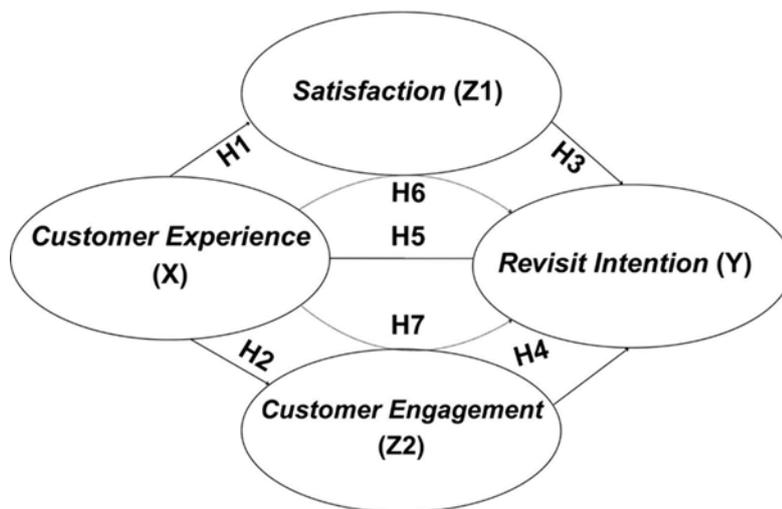


Figure 1.1 Framework

Customer Experience represents the essence of the experience economy, emphasizing the creation of personal, immersive, and memorable interactions through the integration of products, services, and consistent thematic elements that build customer value and loyalty (Joseph & Gilmore, 1998). A positive experience not only enhances satisfaction but also stimulates customer engagement. Previous studies have demonstrated a significant relationship between customer experience and these two variables. Zaid & Patwayati, (2021) found that a pleasant customer experience can simultaneously elevate satisfaction levels and foster active engagement. Consistent with the Expectation Disconfirmation Theory (Oliver, 1980), satisfaction emerges when actual experiences exceed expectations, generating positive emotions that strengthen emotional attachment to a destination. In the context of Bali tourism, experiences such as admiring natural beauty, interacting with hospitable locals, and appreciating cultural richness not only fulfill tourists' expectations but also evoke emotional satisfaction that leads to higher engagement for instance, sharing experiences or planning repeat visits. This aligns with findings by (Rasoolimanesh et al., 2022); (Roy et al., 2022), who emphasize that emotionally positive experiences play a crucial role in shaping satisfaction and tourists' attachment to destinations. Based on both theoretical and empirical foundations, this study assumes that Customer Experience has a positive and significant influence on Satisfaction and Customer Engagement among domestic tourists in Bali.

Customer satisfaction and engagement play a crucial role in shaping tourists' intentions to revisit a destination. When travelers feel satisfied with their overall experience be it through service quality, facilities, or the atmosphere of the destination it fosters trust and comfort that strengthen their desire to return (Abbasi et al., 2021); (Mahardika & Citra, 2025). In the context of Bali tourism, satisfaction derived from excellent service, local hospitality, and natural beauty cultivates an emotional attachment to the destination. According to the Expectation Disconfirmation Theory (Oliver, 1980), this occurs when tourists' actual experiences exceed their expectations (positive disconfirmation), leading to satisfaction that translates into loyal behavior, such as the intention to revisit. Moreover, tourists' emotional engagement becomes a key factor in reinforcing their connection to the destination. Those who actively engage by sharing their travel experiences on social media or participating in cultural events demonstrate higher loyalty and a stronger tendency to revisit (Rasoolimanesh et al., 2019); (Novianti & Ernawadi, 2024). Therefore, both satisfaction and engagement act as major drivers that enhance revisit intention, reflecting an emotional attachment formed through positive destination experiences.

Memorable travel experiences are fundamental in shaping tourists' revisit intentions. In Bali, positive experiences such as enjoying scenic beauty, joining cultural activities, and feeling the warmth of local interactions leave a lasting impression that motivates tourists to return. Conversely, unpleasant experiences can diminish that intention. Several studies, including those by (Ratih & Noer, 2024) and (Anggraini et al., 2023), highlight that customer experience has a significant and positive effect on revisit intention. This finding aligns with the Expectation Disconfirmation Theory (Oliver, 1980), which explains that when tourists' actual experiences surpass their expectations, they experience satisfaction that evolves into behavioral loyalty, expressed through the intention to revisit. In this context, satisfaction functions as a bridge that strengthens the relationship between experience and behavioral intention. Tourists who have enjoyable experiences tend to feel satisfied, and this satisfaction acts as an emotional driver encouraging them to return in the future. Studies by (Situmorang et al., 2020) and (Anggraini et al., 2023) further confirm that satisfaction significantly mediates the influence of experience on revisit intention. Hence, positive experiences not only directly affect revisit intention but also indirectly through enhanced satisfaction, reinforcing tourist loyalty toward Bali as a destination.

Pleasurable tourism experiences not only generate satisfaction but also evoke emotional engagement with the destination. When tourists feel positively connected through cultural interactions, quality service, or memorable activities, they tend to exhibit active engagement behaviors such as sharing their experiences online, recommending the destination, or participating in similar events again. This engagement builds a psychological connection that strengthens their intention to revisit. In line with (Hepola et al., 2020), meaningful experiences have been proven to increase customer engagement, which in turn significantly affects revisit intention. Similarly, (So et al., 2016) and (Rasoolimanesh et al., 2019) emphasize that emotional engagement serves as a bridge between positive experiences and tourists' loyal behaviors. Within the Bali tourism context, travelers who are socially and emotionally involved with local culture and activities tend to show a stronger commitment to revisiting. Therefore, customer engagement serves as a vital mechanism mediating the relationship between travel experiences and revisit intention, illustrating how meaningful experiences can transform into behavioral attachment that sustains domestic tourists' loyalty toward Bali.

METHODS

This section outlines the overall research framework, including the data collection techniques, sampling procedures, research instruments, validity and reliability tests, and the operational stages of the study. The research employs a quantitative approach with a causal design aimed at identifying relationships among the main constructs: Customer Experience (independent variable), Satisfaction and Customer Engagement (mediating variables), and Revisit Intention (dependent variable). This method also explains how the data were obtained, processed, and analyzed to ensure reliability, validity, and replicability of the research findings.

Research Design

This study adopts an explanatory quantitative design that emphasizes hypothesis testing and the causal relationships among constructs. The model is developed based on the Expectation Disconfirmation Theory (EDT), which posits that satisfaction arises when perceived experiences meet or exceed expectations. Data were collected using structured questionnaires distributed both online and offline. The online survey was created via Google Form and shared through social media and travel communities across Indonesia, while the offline version was distributed directly to domestic tourists in major tourism areas of Bali.

The questionnaire used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) with items adapted from validated prior studies, covering:

- a. Customer Experience: sense, feel, think, act, relate
- b. Satisfaction: fulfillment, pleasure, ambivalence
- c. Customer Engagement: enthusiasm, attention, absorption, interaction, identification
- d. Revisit Intention: willingness to visit, willingness to invite, willingness to recommend, and willingness to prioritize the destination.

A pilot test involving 30 respondents was conducted to ensure clarity and relevance of the questionnaire items. Feedback was used to refine the wording without altering the conceptual consistency. Within this framework, the research aims to evaluate how tourists' experiences influence their satisfaction and engagement, and how both variables mediate their intention to revisit. Data analysis employed the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, suitable for predictive and exploratory models with multiple mediating variables. PLS-SEM allows simultaneous estimation of complex causal relationships among latent variables measured by reflective indicators.

Research Location and Duration

The research was conducted in Bali, Indonesia, as the island represents the country's major tourism hub and a symbolic destination for recreational travel among Indonesian tourists. Data collection lasted for one month, during which both online and offline surveys were distributed concurrently. This relatively short period was feasible due to the high accessibility of domestic tourists during peak travel seasons. Respondents came from various provinces, including those currently visiting Bali and those who had visited within the past two years. This broad coverage provides a more comprehensive understanding of domestic tourist behavior and experiences.

Population, Sampling Technique, and Respondent Criteria

The study population consists of all Indonesian domestic tourists who have visited Bali for leisure purposes. Since the total population size is unknown and geographically dispersed, the research uses a non-probability purposive sampling technique.

Inclusion criteria:

1. Indonesian citizens aged 17 years and above.
2. Have visited Bali at least once in the past two years for recreation or vacation.
3. Have experienced tourism-related services or interactions (e.g., accommodation, travel agency services, tourist attractions).

Exclusion criteria:

1. Individuals who have never visited Bali.
2. Foreign nationals.
3. Respondents with incomplete questionnaire answers.

Following Hair et al. (2017), at least ten observations per indicator are recommended to ensure sufficient statistical power in PLS-SEM analysis. With 40 indicators, a minimum of 400 samples was required. Accordingly, 400 valid questionnaires were collected and used for further analysis to guarantee data reliability and representativeness.

Validity and Reliability Testing

Instrument reliability and validity were tested before hypothesis analysis:

1. Reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). Values above 0.60 are considered acceptable, while values exceeding 0.70 indicate strong reliability (Hair Jr et al., 2019).
2. Convergent validity was evaluated through the Average Variance Extracted (AVE), with a minimum acceptable value of 0.50.

3. Discriminant validity was examined using the Heterotrait-Monotrait Ratio (HTMT), where values below 0.90 indicate sufficient construct distinctiveness.

All indicators met these criteria, confirming that the constructs were both valid and reliable.

Research Variables

1. Independent Variable: Customer Experience
2. Mediating Variables: Satisfaction and Customer Engagement
3. Dependent Variable: Revisit Intention

Research Procedures

The study followed a structured and sequential process to ensure methodological rigor and transparency. The entire procedure took place between July and December 2025, consisting of six main stages:

1. Preparation Stage (Early July 2025): Developing the research background, identifying research gaps, reviewing relevant literature, and constructing the conceptual framework linking customer experience, satisfaction, customer engagement, and revisit intention.
2. Instrument Design (Mid-July 2025): Drafting questionnaire items and consulting academic experts to ensure content and construct validity. The instrument was tailored to the conceptual model and the characteristics of domestic tourists.
3. Instrument Testing (Late July 2025): Conducting a preliminary survey with 30 respondents to assess item clarity, readability, and relevance. Based on feedback, minor wording adjustments were made to improve understanding.
4. Main Data Collection (August 2025): Conducting both online and offline surveys over one month, targeting domestic tourists who have visited Bali. Respondents were drawn from diverse regions across Indonesia to ensure diversity and representativeness.
5. Data Analysis (September–October 2025): Filtering, processing, and analyzing data using SmartPLS 4.0, including measurement and structural model evaluations, hypothesis testing, and interpretation of mediation effects.
6. Dissemination Stage (November–December 2025): Preparing research results for academic presentations, proposal seminars, thesis defenses, and manuscript preparation for journal publication under the Faculty of Economics and Business, Universitas Pendidikan Nasional (Undiknas).

All research activities were conducted in accordance with ethical research standards, ensuring voluntary participation, informed consent, and full confidentiality of respondents' data.

RESULT AND DISCUSSION

Respondent Profile

This research involved 400 Indonesian domestic tourists who had visited Bali for leisure purposes. The survey results showed that most participants were women, accounting for about two-thirds of the total respondents, while the remainder were men. This finding suggests that female tourists tend to play a more active role in travel activities, particularly in planning trips, documenting their journeys, and sharing travel experiences through social media platforms. In terms of age, the majority of respondents were between 21 and 30 years old. This age group is generally known for being digitally literate, eager to explore, and more emotionally responsive to travel experiences. Meanwhile, participants under 20 years old and over 40 years old made up a smaller proportion of the sample. Viewed from their place of residence, most respondents were from Bali, with the rest coming from other provinces in Indonesia. This indicates that Bali remains attractive not only to interprovincial visitors but also to local residents who continue to choose it as a preferred destination for leisure. A

significant number of respondents had visited Bali more than three times, showing a strong sense of loyalty and a high tendency to return. Many of them had also traveled to Bali within the last six months, reflecting that the island still maintains its strong appeal in the post-pandemic period. Regarding travel preferences, natural attractions, culinary experiences, and cultural tourism were the most popular activities among respondents. The southern and central areas of Bali, particularly regions such as Kuta, Nusa Dua, and Ubud, were mentioned as the most frequently visited due to their well-developed tourism facilities and iconic destinations. Overall, the respondent profile illustrates that domestic tourists who dominate the Bali market are mostly young, digitally engaged, and highly interested in cultural and authentic travel experiences that connect them emotionally to the destination.

Measurement Model Assessment

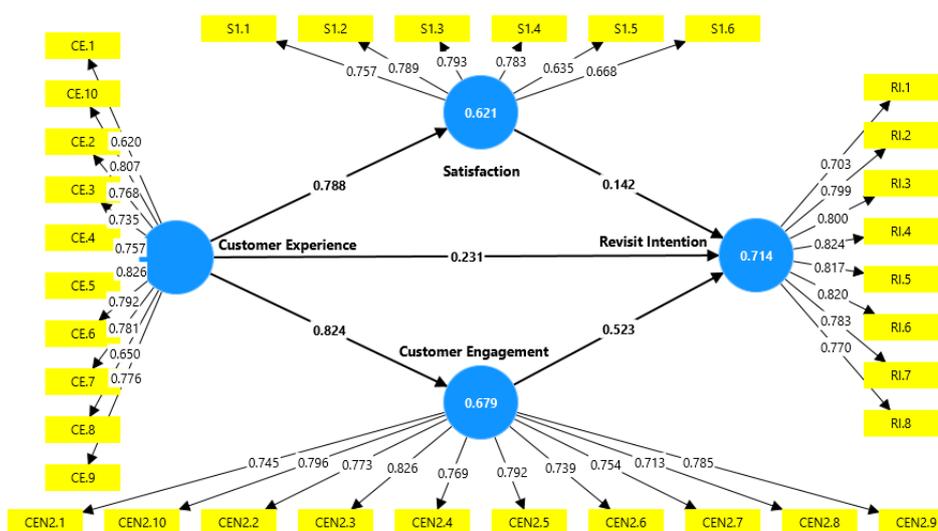


Figure 2.1 Measurement Model Assessment

The results of the measurement model analysis indicate that all indicators for each variable have outer loading values above the recommended limit, showing that every item successfully reflects the construct it was designed to measure. The reliability tests also met the accepted standards, with Cronbach's Alpha and Composite Reliability values exceeding 0.70, which demonstrates a high level of internal consistency among the indicators. The Average Variance Extracted (AVE) values were also found to be greater than 0.50, meaning that each construct achieved adequate convergent validity. The Heterotrait-Monotrait Ratio (HTMT) test results were all below 0.90, confirming that the constructs customer experience, satisfaction, engagement, and revisit intention are distinct from one another. Based on these findings, the measurement model used in this study can be considered valid and reliable, allowing it to be continued to the next stage of analysis involving the structural model and hypothesis testing.

Table 1.1 R Square and Q Square Analysis

Variabel	R-Square	Kategori	Q-Square	Kategori
Satisfaction	0,678	Currently	0,334	Currently
Customer Engagement	0,712	Currently	0,395	Currently
Revisit Intention	0,620	Currently	0,438	Currently

Table 1.2 F Square Analysis

Variabel	Customer Engagement	Customer Experience	Revisit Intention	Satisfaction
Customer Engagement			0,266	
Customer Experience	2,114		0,050	1,641
Revisit Intention				
Satisfaction			0,023	

Table 1.3 Direct Effect and Indirect Effect

Variabel	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistic	P Value	Assest
Customer Experience → Satisfaction	0,778	0,788	0,029	26,771	0,000	Accepted
Customer Experience → Customer Engagement	0,824	0,823	0,030	27.344	0,000	Accepted
Satisfaction → Revisit Intention	0,142	0,145	0,063	2,245	0,012	Accepted
Customer Engagement → Revisit Intention	0,523	0,521	0,076	6,862	0,000	Accepted
Customer Experience → Revisit Intention	0,774	0,772	0,036	21.513	0,000	Accepted
Customer Experience → Satisfaction → Revisit Intention	0,112	0,115	0,051	2,208	0,014	Accepted
Customer Experience → Customer Engagement → Revisit Intention	0,431	0,429	0,064	6,744	0,000	Accepted

This study provides an in-depth understanding of the relationship between customer experience, satisfaction, and engagement toward revisit intention among domestic tourists in Bali. The comprehensive analysis reveals the behavioral dynamics of travelers within an experience-based tourism framework. The findings indicate that memorable and emotionally engaging experiences not only enhance satisfaction but also foster deeper engagement and long-term loyalty. Using Structural Equation Modeling (SEM) with the SmartPLS application, this study offers sharper insights into how experiential value can transform into sustainable behavioral commitment within the context of domestic tourism.

Measurement Model Evaluation

The results of the measurement model evaluation show that all indicators demonstrated acceptable levels of reliability and validity. Most outer loading values exceeded 0.70, and a few slightly above 0.60 were retained due to strong theoretical relevance. Both Cronbach's Alpha and Composite Reliability values were above 0.70 for all constructs, confirming a high level of internal consistency among indicators. The Average Variance Extracted (AVE) values

were also higher than 0.50, indicating sufficient convergent validity for each construct. Discriminant validity testing through the Heterotrait-Monotrait (HTMT) ratio produced values ranging from 0.831 to 0.898, which are well below the 0.90 threshold. This result verifies that each construct customer experience, satisfaction, engagement, and revisit intention is empirically distinct from the others. Consequently, all indicators used in this research can be regarded as both valid and reliable.

Structural Model Analysis and Hypothesis Testing

The evaluation of the structural model demonstrates that all dependent variables possess moderate to high explanatory power. The R^2 value for satisfaction is 0.678, meaning that approximately 67.8% of its variance is explained by customer experience, while the remaining portion is influenced by external factors such as destination cleanliness, local hospitality, or weather conditions. The R^2 for engagement is 0.712, indicating that 71.2% of its variance is accounted for by variables within the model. This suggests that engagement is shaped not only by the quality of the destination but also by meaningful emotional memories formed during the visit. For revisit intention, an R^2 of 0.620 shows that 62% of its variance is explained by satisfaction and engagement, whereas 38% is influenced by situational factors such as cost, time availability, or alternative destination appeal. The effect size (f^2) analysis reveals that customer experience has a strong impact on satisfaction ($f^2 = 1.641$) and engagement ($f^2 = 2.114$), but a smaller direct influence on revisit intention ($f^2 = 0.050$). Engagement has a moderate effect on revisit intention ($f^2 = 0.266$), while satisfaction's effect is relatively weak ($f^2 = 0.023$). This implies that satisfaction alone does not guarantee a return visit unless accompanied by strong emotional attachment. The Q^2 predictive relevance values, ranging from 0.334 to 0.438, indicate a high level of predictive capability for the model in explaining tourist loyalty behavior. The path coefficient analysis confirms that all relationships among variables are statistically significant. Customer experience significantly affects satisfaction ($\beta = 0.778$; $p < 0.001$) and engagement ($\beta = 0.824$; $p < 0.001$). Both satisfaction and engagement have positive effects on revisit intention ($\beta = 0.142$ and $\beta = 0.523$; $p < 0.05$), while customer experience also shows a strong direct effect on revisit intention ($\beta = 0.774$; $p < 0.001$). Mediation analysis identifies two significant indirect effects: customer experience \rightarrow satisfaction \rightarrow revisit intention ($\beta = 0.112$; $p < 0.05$) and customer experience \rightarrow engagement \rightarrow revisit intention ($\beta = 0.431$; $p < 0.001$). These results indicate that satisfaction and engagement function as psychological bridges that transform positive experiences into long-term behavioral loyalty.

Discussion of Research Findings

This study validates all proposed hypotheses, revealing significant and positive relationships among the examined variables. Based on data collected from 400 domestic tourists visiting Bali, the analysis highlights that customer experience serves as the most influential factor shaping tourist satisfaction, engagement, and ultimately, revisit intention.

1. The Effect of Customer Experience on Satisfaction

The findings demonstrate that customer experience exerts a positive and significant influence on tourist satisfaction. The more memorable the emotional, sensory, and social aspects of the trip, the higher the satisfaction level perceived by tourists. This indicates that satisfaction is not only determined by service quality but also by the holistic experience that shapes favorable perceptions toward a destination. The results are in line with the Expectation Disconfirmation Theory (Oliver, 1980), which posits that satisfaction arises when actual experiences exceed expectations.

Questionnaire results reveal that domestic tourists perceive their travel experiences in Bali very positively, especially regarding emotional and cultural dimensions. They feel safe, welcomed, and emotionally connected with the local atmosphere seeing Bali as more than

just a holiday destination. A particularly interesting insight is that emotional experiences emerged as the strongest predictor of satisfaction, suggesting that emotional resonance leads not only to happiness but also to the desire for future visits. This supports prior studies by (Anggraini et al., 2023); (Rasoolimanesh et al., 2022); (Cempena et al., 2020), who emphasized the importance of social and cultural interaction in shaping tourist satisfaction. Practically, destination managers can enhance satisfaction and long-term loyalty by fostering holistic experiences that blend cultural narratives, friendly services, and emotionally rich atmospheres, maintaining Bali's image as a meaningful and soulful destination.

2. The Effect of Customer Experience on Customer Engagement

The results further show that customer experience significantly influences tourist engagement. The more immersive and memorable the travel experience, the stronger the emotional, cognitive, and social engagement tourists develop toward the destination. Such experiences go beyond short-term pleasure, creating lasting emotional bonds that motivate continued interaction with the destination. This aligns with Customer Engagement Theory (Brodie et al., 2011), which suggests that engagement grows from experiences that carry cultural and emotional value. Questionnaire findings indicate that the relate and feel experience dimensions play the most critical roles in shaping engagement. Social interactions with locals, hospitality of service providers, and authentic cultural encounters made tourists feel connected to Balinese life. Many participants shared their experiences online, acting as voluntary ambassadors who enhanced Bali's digital reputation.

This confirms that engagement stems not only from satisfaction but also from emotional closeness and shared cultural values. In effect, an "organic loyalty" emerges, where tourists voluntarily promote Bali through both offline and online channels. These results support previous studies by (Roy et al., 2022) and (Zhang et al., 2025) on participatory tourism behavior, showing that digital post-visit engagement has become a new form of loyalty. From a managerial perspective, destination managers should design experiences that appeal to tourists' emotions through local festivals, community events, and interactive storytelling to deepen engagement and sustain Bali's tourism growth.

3. The Effect of Satisfaction on Revisit Intention

The study reveals that satisfaction positively and significantly affects revisit intention. Tourists who feel content with their experience are more inclined to return. This connection highlights how pleasant experiences that meet or surpass expectations foster trust and emotional commitment toward Bali. Consistent with Expectation Disconfirmation Theory (Oliver, 1980), the findings reaffirm that satisfaction serves as the foundation for repeat visitation, as positive experiences naturally inspire repetition.

Survey results show that domestic tourists expressed high satisfaction with Bali's hospitality, natural beauty, and cleanliness. They valued the balance of recreation, spirituality, and cultural authenticity leading to a strong desire to revisit and recommend Bali to others. A key insight is that emotional, cultural, and social satisfaction exert a greater effect on revisit intention than factors such as promotions or price. Tourists seek not just amenities but emotional fulfillment and inner peace, viewing Bali as personally and spiritually meaningful. This outcome strengthens prior evidence from (Abbasi et al., 2021) and (Mahardika & Citra, 2025), confirming that satisfaction plays a central role in building perceived value and trust toward destinations. For practitioners, maintaining service quality, safety, cleanliness, and cultural integrity is vital. Continuous satisfaction becomes not merely an outcome but a strategic foundation for cultivating long-term tourist loyalty.

4. The Effect of Customer Engagement on Revisit Intention

The research indicates that customer engagement has a positive and significant influence on revisit intention. Emotional and psychological attachment between tourists and the

destination fosters the intention to return. The higher the engagement through cultural participation, local interaction, and pride in the destination the greater the desire to revisit. This supports Customer Engagement Theory (Brodie et al., 2011), which highlights emotional, cognitive, and behavioral involvement as key determinants of loyalty. Survey responses show that most domestic tourists demonstrated high engagement, particularly in enthusiasm and interaction. They frequently participated in cultural events, attended performances, and engaged with local communities. Many also shared their experiences on social media, reflecting deep emotional ties and social pride. These results reveal that engagement is not just a product of satisfaction but a vital determinant of revisit intention rooted in emotional and social connection. Echoing (Novianti & Ernawadi, 2024), the study confirms that active participation and emotional attachment strongly predict return visits. Practically, Bali's tourism stakeholders should promote participatory opportunities through community-based tourism, interactive cultural programs, and digital storytelling. These initiatives strengthen the sense of belonging and deepen tourists' emotional connection, ensuring sustained loyalty and destination resilience.

5. The Effect of Customer Experience on Revisit Intention

Findings show that customer experience directly and significantly affects revisit intention. A pleasant and immersive experience motivates tourists to revisit Bali in the future. The stronger the emotional, social, and sensory engagement, the greater the intention to return. This aligns with Customer Experience Theory, which suggests that positive experiences generate emotional and psychological value that underpins loyalty. Survey results indicate high scores in feel and relate dimensions, showing emotional satisfaction and social connection during travel. Tourists perceive Bali as a place that blends natural beauty, cultural richness, and genuine hospitality. Such experiences inspire a direct and powerful effect on revisit intention, even without mediation from satisfaction or engagement. Modern travelers increasingly seek authentic, spiritual, and meaningful experiences, leading to emotional loyalty that is difficult to replace. This outcome supports Expectation Disconfirmation Theory (Oliver, 1980) and is consistent with findings by (Rasoolimanesh et al., 2022), showing that memorable experiences strengthen revisit intention through emotional connection and positive memories. Practically, destination managers should focus on enhancing authentic experiences through local integration, interpersonal interaction, and participatory activities that create enduring emotional bonds and inspire repeat visitation.

6. The Mediating Role of Satisfaction between Customer Experience and Revisit Intention

The mediation analysis reveals that customer experience influences revisit intention through satisfaction. This means enjoyable experiences not only directly impact revisit intention but also indirectly strengthen it by fostering satisfaction. Satisfaction functions as a psychological bridge that transforms experience into behavioral loyalty consistent with Expectation Disconfirmation Theory, which posits that experiences exceeding expectations generate satisfaction and repeat behavior. Survey data show that tourists who rate their experience highly also express strong satisfaction and intention to return. Emotional and social dimensions especially feel and relate emerge as the dominant predictors. These findings emphasize satisfaction as an amplifier in the experience intention relationship: customer experience drives long-term effects when internalized as deep emotional satisfaction. This supports prior works by (Oliver, 1980); (Rasoolimanesh et al., 2022); (Mahardika & Citra, 2025); (Yudhistira et al., 2024), which confirm satisfaction as a key mediator between experience and post-visit behavior. Practically, Bali's tourism managers should ensure that tourist experiences evoke profound satisfaction through personalized service, comfortable

facilities, and authentic cultural narratives. This approach transforms customer experience into loyal behavior, reinforcing Bali's position as a meaningful experience-based destination.

7. The Mediating Role of Customer Engagement between Customer Experience and Revisit Intention

Finally, the mediation results confirm that customer experience affects revisit intention through customer engagement. Positive experiences not only influence revisit intention directly but also foster emotional and participatory engagement that strengthens this relationship. Engagement thus acts as a psychological mechanism transforming experience into behavioral attachment.

When tourists feel emotionally and socially involved, their experiences evolve into a commitment to maintain the relationship with Bali through repeat visits. This aligns with Customer Engagement Theory (Brodie et al., 2011), emphasizing that engagement derived from meaningful, repeated experiences leads to long-term affective and relational loyalty.

Survey findings show that tourists with high experiential scores also exhibit strong engagement levels. Indicators such as enthusiasm and interaction rank the highest, suggesting that tourists who enjoy positive experiences tend to participate in cultural activities, share experiences online, and recommend Bali to others. These results affirm engagement as a driving force converting experience into loyalty.

In the context of domestic tourism, this effect is further amplified by shared cultural values and social harmony between tourists and locals, which foster emotional closeness. Supporting studies by (Roy et al., 2022) and (Fitriaty et al., 2024) also confirm the mediating power of engagement in linking experience and revisit intention. Practically, Bali's tourism managers should expand interactive and participatory programs such as community-based tourism and digital campaigns centered on real visitor experiences to encourage tourists to feel part of local life.

In conclusion, this study demonstrates that customer engagement serves as a crucial psychological bridge transforming positive experiences into sustainable loyalty, reinforcing Bali's identity as a destination rich in emotional and cultural depth.

CONCLUSION

This study reveals that within the context of leisure tourism, customer experience plays a dominant role in shaping satisfaction, customer engagement, and revisit intention among domestic tourists traveling to Bali. Enjoyable and meaningful experiences particularly those involving emotional, social, and sensory dimensions serve as the key foundation for building tourist loyalty. Visitors evaluate a destination not merely based on the quality of services, but on the depth of meaning they derive from their stay in Bali, encompassing the warmth of the local community, cultural uniqueness, and the island's spiritual atmosphere that offers inner peace and a sense of balance between relaxation and personal fulfillment. A notable finding of this study is that the emotional dimension of the tourist experience emerges as the strongest factor in generating satisfaction and encouraging revisit intention. Tourists who feel emotionally connected exhibit deeper attachment to Bali than those who assess the destination only through functional or material aspects. Moreover, customer engagement acts as a crucial mediating factor that transforms positive experiences into loyal behaviors. Tourists who actively share their stories, interact with local residents, and recommend Bali to others tend to show a stronger inclination to revisit. This phenomenon illustrates that modern tourist loyalty is more strongly influenced by emotional and participatory involvement rather than by rational satisfaction alone. From a theoretical standpoint, the findings reinforce and extend the Expectation Disconfirmation Theory (EDT) by emphasizing the pivotal role of customer engagement as the connecting mechanism between experience and post-visit behavior. Engagement is not merely a consequence of satisfaction it also serves as a psychological pathway that converts positive experiences into lasting

commitment toward a destination. Thus, tourist loyalty can be understood as the outcome of both emotional satisfaction and social involvement that emerge through authentic and meaningful experiences. From a practical perspective, this research highlights that successful destination management relies not only on improving tangible services but also on the ability to design memorable and emotionally engaging experiences. Tourism managers in Bali should adopt experience-based strategies that emphasize cultural interaction, local storytelling, and participatory spaces for visitors. Strengthening these elements will enable Bali to sustain its position not only as a leading tourism destination but also as an emotionally resonant space embedded in the memories and hearts of domestic travelers.

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