

Digital Experience, Social Media Interaction, and Service Quality in Driving Revisit Intention in Indoor Tourism

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Abstract

This study investigates the influence of digital experience, social media interaction, and service quality on repeat visit intention at indoor tourist destinations in the Jabodetabek area, with Trans Snow World Bekasi serving as the case study. Employing a quantitative approach and an explanatory research design, data were obtained from 187 respondents who had visited indoor tourist attractions at least once within the previous six months. Data collection was conducted through both online and offline questionnaires, and the analysis was performed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. The results indicate that service quality exerts a strong and significant direct effect on tourists' intention to revisit ($p < 0.001$), confirming its dominant role in shaping visitor loyalty within indoor tourism contexts. In contrast, digital experience and social media interaction were found to have no significant direct influence on repeat visit intention. These findings suggest that while digital and social media engagement are valuable for destination visibility, service quality remains the primary determinant of tourist loyalty. Theoretically, this study contributes to the refinement of tourist behavior models in the digital era, emphasizing the interaction between physical and digital service dimensions. Practically, the findings underscore the need for destination managers to prioritize service excellence while integrating digital and social media strategies that evoke emotional engagement and experiential value among visitors.

Keywords: Digital Experience; Social Media Interaction; Service Quality; Revisit Intention; Indoor Tourism.

Introduction

In recent years, the global tourism industry has undergone a marked transformation, shifting from conventional sightseeing-based activities toward experiential and technology-driven tourism. The rapid advancement of digital technologies has reshaped the tourism ecosystem, prompting destinations to integrate digital and physical interactions to deliver more immersive and memorable visitor experiences. The phenomenon of digital tourism experiences—including the use of websites, booking applications, social media, and immersive technologies such as virtual reality (VR) and augmented reality (AR)—has been shown to strengthen tourists' memories and positively influence their intention to revisit (Karen et al., 2025; Maulina et al., 2023; Pai et al., 2021).

Indoor tourism attractions, such as Trans Snow World Bekasi, represent a concrete adaptation to these shifting consumer preferences, particularly among urban travelers seeking comfort, technological accessibility, and digital interaction within a single, integrated service framework (Harisandi, 2025b). Within this context, the management of digital experience, optimization of social media interaction, and enhancement of service quality emerge as critical factors in cultivating visitor loyalty and encouraging repeat visits (Regina Dewi Hanifah et al., 2022; Torabi et al., 2023).

In the post–COVID-19 era, the exponential growth of social media engagement and electronic word-of-mouth (eWOM) has become a key determinant shaping travelers’ perception, expectations, and purchasing decisions. According to Azhar et al. (2022), eWOM integrated with the Theory of Planned Behavior (TPB) improved the accuracy of revisit intention prediction by up to 70%. Nevertheless, most existing studies examine these factors in isolation and rarely integrate digital experience, social media interaction, and service quality within a single comprehensive model—particularly in indoor tourism settings, which differ from outdoor or nature-based destinations in terms of closed spatial design, standardized management systems, and digitally mediated visitor services (Harisandi, Yahya, et al., 2025).

The Smart Tourism Technology (STT) framework highlights that digital attributes—such as accessibility, interactivity, and informativeness—enhance tourist satisfaction and revisit intention (Pai et al., 2021). Numerous studies have extended the Theory of Planned Behavior by incorporating variables such as destination image, digital rewards, and eWOM, which collectively increase the predictability of revisit intentions by up to 70% (Ajzen, 1993). However, indoor tourism presents unique experiential and managerial characteristics (Harisandi, Hurriyati, et al., 2025). Local research has confirmed that service quality and servicescape significantly influence visitor satisfaction, which subsequently mediates revisit intention (Atia et al., 2016).

For instance, Alim and Wirastomo (2025) found that trust, physical evidence, and service quality exert a positive and significant influence on visitor satisfaction in indoor attractions such as Trans Snow World Bekasi. Although this study underscores the importance of tangible and service dimensions, it does not fully capture the growing influence of digital interaction and virtual experience in shaping tourists’ behavioral intentions.

The research gap therefore lies in the absence of an integrated empirical framework that combines digital experience, social media interaction, and service quality in explaining repeat visit intention within modern indoor tourism contexts. Addressing this gap, the present study employs a quantitative, SEM-based explanatory design to test the direct and mediating relationships among these variables, using Trans Snow World Bekasi as a case study representative of urban indoor tourism in the Greater Jakarta (Jabodetabek) area.

As an empirical contribution, this research aims to develop an explanatory model of repeat visit intention that unites physical and digital service dimensions. Theoretically, it advances the discourse on consumer behavior in digital tourism, while practically providing strategic insights for destination managers to enhance visitor loyalty through the integration of service quality, digital experience design, and social media engagement within the indoor tourism landscape.

Literature review

Digital Experience

The digital experience encompasses travelers’ perceptions, emotions, and behavioral responses to technology-based interactions that occur before, during, and after a visit to a tourism destination (Page et al., 2018). Rooted in Pine and Gilmore’s (1998) Experience Economy framework, digital experience emphasizes how technological interfaces transform passive consumption into immersive and personalized engagement. The Smart Tourism Technology (STT) model (Kim et al., 2008) further reinforces this concept, asserting that digital platforms such as websites, mobile applications, automated reservation systems, and augmented/virtual

reality (AR/VR) tools generate enhanced experiential value by providing accessibility, interactivity, and real-time information. In this regard, digital experience acts as both a functional enabler and an emotional amplifier that shapes travelers' satisfaction and intention to revisit.

Social Media Interaction

Social media interaction refers to two-way communication between users and destination platforms through interactive features such as comments, likes, shares, direct messages (DMs), and online reviews (Harisandi, 2025). Grounded in Social Presence Theory and the concept of electronic Word-of-Mouth (eWOM), social media facilitates emotional connection and trust-building between tourists and destinations (Kaplan & Haenlein, 2010). These interactions create a sense of co-creation and community, allowing users to influence and be influenced by others' experiences. In the tourism context, active engagement with destination content can enhance destination image, brand attachment, and ultimately, revisit intention.

Service Quality

Service quality represents the extent to which a service meets or exceeds customer expectations (Harisandi et al., 2024). The most widely adopted framework, SERVQUAL (Parasuraman et al., 1998), conceptualizes service quality across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In tourism management, high service quality directly affects visitor satisfaction, trust, and loyalty, serving as a critical determinant of revisit behavior. Particularly in indoor tourism, where interactions are structured and spatially confined, service quality not only influences functional performance but also contributes to the emotional comfort and perceived value of the overall visitor experience.

Revisit Intention

Revisit intention refers to an individual's likelihood or willingness to return to the same destination in the future. Anchored in Ajzen's (1991) Theory of Planned Behavior (TPB), behavioral intention is shaped by attitudes, subjective norms, and perceived behavioral control. Within the tourism context, revisit intention serves as a key indicator of visitor loyalty and the sustainability of tourism destinations (Harisandi & Purwanto, 2022). Repeat visits not only signify customer satisfaction but also enhance destination competitiveness through word-of-mouth promotion and long-term relationship building.

Research Questions

Drawing upon the theoretical framework and identified gaps in the literature, this study addresses the following research questions:

- To what extent does digital experience influence the revisit intention of indoor tourism visitors?
- What is the role of social media interaction in shaping revisit intention?
- How does service quality contribute to tourists' motivation to revisit indoor destinations?

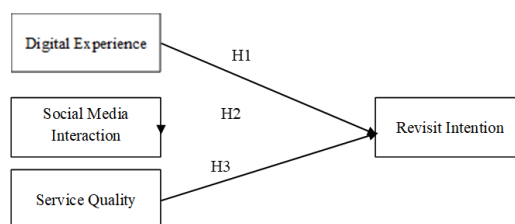


Figure 1. Research Framework

Methodology

Research Design

This study adopts a quantitative approach with an explanatory research design to examine the causal relationships among digital experience, social media interaction, service quality, and revisit intention in the context of indoor tourism in the Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) metropolitan area. The explanatory design allows for testing theoretical models through statistical analysis, thereby identifying both direct and indirect effects among constructs.

Population and Sampling

The target population comprises visitors to indoor tourist destinations in the Greater Jakarta area who had visited at least once within the previous six months. To ensure representativeness, a stratified random sampling method was employed, dividing respondents into strata based on gender, age, occupation, education level, and visitation frequency. This technique minimized selection bias and improved demographic and regional representation across various strata.

A total of 220 questionnaires were distributed both online and offline, of which 187 were valid and usable, while 33 were excluded due to incomplete responses. The minimum sample size was determined according to Hair et al. (2018), who recommend at least ten times the number of the largest construct indicators—making 187 respondents adequate for model testing using Structural Equation Modelling–Partial Least Squares (SEM–PLS).

Data Collection

Data were collected from primary and secondary sources. Primary data were obtained through a structured questionnaire using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was adapted from validated instruments in previous studies and refined through expert judgment to ensure content validity. Secondary data were sourced from official social media analytics, destination management reports, and peer-reviewed publications relevant to indoor tourism and digital behavior.

To uphold research ethics, no personal identifiers such as names, contact details, or tracking information were collected, ensuring respondent anonymity and confidentiality in accordance with ethical research protocols.

Instrument Reliability and Validity

Instrument validity was confirmed through expert review and pilot testing, ensuring that each construct effectively represented its theoretical dimension. Reliability was evaluated using Cronbach's Alpha, with all constructs exceeding the minimum threshold of 0.70, confirming satisfactory internal consistency among items. Convergent and discriminant validity were later verified through Average Variance Extracted (AVE) and Composite Reliability (CR) values during SEM analysis.

Data Analysis

Data analysis was conducted using SmartPLS 3.0 software, applying the SEM–PLS method to assess both measurement and structural models. This technique is suitable for exploratory and confirmatory analysis with complex models and non-normal data distribution. Both direct and

indirect effect tests were performed to assess the magnitude and significance of relationships among the constructs. Hypotheses were evaluated using bootstrapping procedures with a significance level of $p < 0.05$.

Respondent Profile

Table 1 presents the demographic characteristics of the respondents. Of the 187 participants, 90 (48%) were male and 97 (52%) were female, indicating balanced gender representation. The majority belonged to the 31–40 age group (69 respondents, 37%), followed by 20–30 years (66, 35%), 41–50 years (32, 17%), 51–60 years (19, 10%), and over 60 years (3, 2%).

In terms of occupation, private-sector employees formed the largest group (69 respondents, 37%), followed by freelancers (41, 22%), students (31, 17%), civil servants (25, 13%), and entrepreneurs (21, 11%). Regarding education, the majority held a bachelor’s degree (95 respondents, 51%), followed by high school graduates (73, 39%), master’s degree holders (15, 8%), and doctorate degree holders (4, 2%). This demographic composition reflects a diverse and representative sample of active indoor tourism consumers in the metropolitan area.

Table 1. Demographic Sample

Demographic Characteristic	Frequency	Percentage
Gender		
-Male	90	48%
-Female	97	52%
Age		
- 20 - 30 years	66	35%
- 31 - 40 years	69	37%
- 41 - 50 years	32	17%
- 51- 60 years	19	10%
- 60 years above	3	2%
Job		
- Student	31	17%
- Entrepreneur	41	22%
- Government employees	25	13%
- Private employees	69	37%
- Freelancer	21	11%
Education		
- Senior High School	73	39%
-S1	95	51%
-S2	15	8%
-S3	4	2%
Visit Experience		
- 1 times	69	37%
- 2 times	76	41%
- 3 times above	42	22%

Source. Results Processing Data by Authors (2025)

In terms of visit experience, 76 respondents (41%) had visited indoor tourism destinations twice, 69 respondents (37%) had visited once, and 42 respondents (22%) had visited three times or more.

Table 2. Research Questions

Variable	Dimension	Statement	Outer Loading
Digital Experience (Karen et al., 2025; Torabi et al., 2023)	DEX1: Accessibility	I find it easy to access destination information through digital platforms.	0.761
	DEX2: Aesthetic Design	I find the destination's digital interface (website/app) attractive and easy to use.	0.841
	DEX3: Interactivity	I enjoyed the digital interactive features provided during the experience.	0.757
	DEX4: Enjoyment	The digital technology used made my experience more enjoyable.	0.757
	DEX5: Usefulness	I find digital services (online ticketing, route info, schedules, etc.) helpful.	0.721
Social Media Interaction (Kaplan & Haenlein, 2010)	ISM1: Exposure	I often see posts or content about this destination on social media.	0.730
	ISM2: Engagement	I have interacted (like, comment, share) with this destination's social media accounts.	0.824
	ISM3: Informational Influence	Information from social media helped me make the decision to visit.	0.802
	ISM4: Interaction Quality	I feel that the two-way communication with the managers on social media is very responsive.	0.751
	ISM5: User-generated Influence	Reviews and testimonials from other users influence my interest in returning.	0.808
Service Quality (Parasuraman et al., 1998)	SQ1: Tangibles	The facilities available at this destination are clean and well-maintained.	0.833
	SQ2: Responsiveness	Destination staff provide fast and responsive service.	0.818
	SQ3: Assurance	Destination staff are courteous, friendly and professional.	0.856
	SQ4: Empathy	I felt safe and comfortable while in the tourist area.	0.779
	SQ5: Reliability	Service information and on-site instructions are clear and easy to understand.	0.720
Revisit Intension (Ajzen, 1991b)	RI1: Advocacy Intention	I would recommend this destination to others.	0.705
	RI2: Affective Commitment	I was satisfied and would like to repeat the experience at this destination.	0.895
	RI3: Willingness to Return	If I have the time and opportunity, I will definitely visit again.	0.795
	RI4: Preference	I would choose this destination over other indoor attractions.	0.890

Source. Results Processing Data by Authors (2025)

Measurement Model (Outer Model) Evaluation

The results of the outer loading analysis (Table 2) indicate that all observed indicators for the constructs of Digital Experience (DEX), Social Media Interaction (SMI), Service Quality (SQ), and Revisit Intention (RI) exhibit satisfactory levels of reliability and validity. Most factor loading values exceed the recommended threshold of 0.70 (Hair et al., 2018), confirming strong item reliability and convergent validity for the measurement model.

For the Social Media Interaction and Service Quality constructs, all indicators demonstrate robust outer loadings ranging from 0.730 to 0.856, indicating that these items effectively

capture the intended latent variables. Similarly, indicators of Digital Experience recorded loadings between 0.721 and 0.841, with item DEX5 obtaining the lowest value yet remaining above the acceptable threshold, thereby affirming the construct's measurement adequacy.

The Revisit Intention construct also fulfills the validity criteria, with loading values ranging from 0.705 to 0.895. Items RI2 and RI4 showed particularly strong loadings above 0.89, suggesting excellent alignment with the underlying construct. Although DEX5 and RI1 recorded relatively lower loadings (0.721 and 0.705, respectively), both remained within the acceptable range, and thus no indicators were excluded from further analysis.

Overall, the results confirm that all reflective indicators in the model meet the convergent validity requirement, as each factor loading exceeded the threshold of 0.70 and contributed meaningfully to its respective latent construct. However, items with relatively lower loading values should be interpreted with caution when analyzing their structural relationships in the inner model. These outcomes collectively affirm the measurement robustness and construct reliability of the research model prior to structural testing.

Research Results and Discussion

Descriptive Statistics

The descriptive statistical results are presented in Table 3, illustrating that the mean values of the four primary constructs—Digital Experience (DEX), Social Media Interaction (SMI), Service Quality (SQ), and Revisit Intention (RI)—ranged from 2.91 to 3.61. Overall, this reflects a moderately positive perception among respondents toward the indoor tourism experience in the Jabodetabek region.

Among the four constructs, Service Quality recorded the highest mean score ($M = 3.61$, $SD = 1.44$), indicating that visitors held a consistently favorable perception of service delivery at indoor tourism destinations. The relatively low standard deviation further suggests that respondents' views were stable and homogeneous across the sample, emphasizing the strong influence of reliable service performance in shaping visitor satisfaction and loyalty.

Conversely, Digital Experience exhibited the lowest mean score ($M = 2.91$, $SD = 1.81$), implying that perceptions of digital elements—such as online engagement, virtual features, or app usability—were generally less favorable and more varied among participants. This variation highlights that digital integration within indoor tourism may still lack consistency or user familiarity, resulting in uneven experiences across visitor segments.

The Social Media Interaction construct showed a moderate mean score ($M = 3.30$, $SD = 1.74$), reflecting diverse patterns of engagement and exposure to destination-related social media content. This dispersion indicates that while some visitors actively interacted with social media platforms through likes, comments, or reviews, others had minimal engagement, possibly due to differing digital habits or levels of interest in online interaction.

Finally, Revisit Intention yielded a mean score of $M = 3.21$ ($SD = 1.59$), representing a moderate level of repeat visit motivation. The variability in responses suggests that although many visitors expressed willingness to return, their intention was influenced by varying degrees of satisfaction and emotional attachment to the destination.

In summary, the descriptive findings reveal that while service quality remains the strongest and most consistent determinant of visitor satisfaction, digital experience is the weakest link—showing the need for enhanced digital strategies and technological engagement. This gap underscores an opportunity for destination managers to strengthen the integration of digital and service elements to foster a more seamless and satisfying indoor tourism experience.

Table 3. Descriptive Statistics

Variable	Mean	Standard Deviation
Digital Experience	2.91	1.81
Social Media Interaction	3.30	1,74
Service Quality	3.61	1.44
Revisit Intension	3,21	1,59

Source. Results Processing Data by Authors (2025)

Validity and Reliability Analysis

The reliability and validity assessments for each construct—evaluated using Cronbach’s Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE)—are summarized in Table 4. The results confirm that all measurement constructs demonstrate satisfactory internal consistency and convergent validity, as described below.

- *Digital Experience (DEX):*

This construct exhibited high internal consistency, with a Cronbach’s Alpha of 0.828 and Composite Reliability (CR) of 0.878, both exceeding the recommended threshold of 0.70 (Hair et al., 2018). The AVE value of 0.591 surpasses the minimum benchmark of 0.50, confirming adequate convergent validity and indicating that the measurement indicators reliably represent the underlying construct.

- *Social Media Interaction (SMI):*

The results demonstrate strong reliability, with Cronbach’s Alpha = 0.845 and CR = 0.888. The AVE value of 0.614 also exceeds the recommended minimum, signifying that the construct’s indicators are cohesive and capture a substantial proportion of the variance, thereby validating the measurement adequacy of SMI.

- *Service Quality (SQ):*

Service Quality recorded the highest internal reliability among the four constructs, with Cronbach’s Alpha = 0.861 and CR = 0.894. The AVE value of 0.644 further confirms robust convergent validity, supporting the conclusion that the SERVQUAL-based indicators effectively reflect the latent variable and contribute meaningfully to the overall model.

- *Revisit Intention (RI):*

This construct achieved excellent reliability and validity, with Cronbach’s Alpha = 0.839 and CR = 0.900. The AVE value of 0.680 exceeds the standard threshold of 0.50, providing strong evidence of convergent validity and ensuring the precision of the measurement instrument in capturing visitors’ behavioral intentions.

Overall, all constructs surpass the accepted thresholds for reliability (α , $CR \geq 0.70$) and convergent validity ($AVE \geq 0.50$), indicating that the measurement model is statistically robust and suitable for further structural equation modeling (SEM) analysis in the subsequent stage.

Table 4. Validity and Reliability

Construct	Cronbach’s Alpha	Composite Reliability	AVE
Digital Experience	0.828	0.878	0.591
Integrasi Media Social	0.845	0.888	0.614
Service Quality	0.861	0.894	0.644

Revisit Intension	0.839	0.900	0.680
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Source. Results Processing Data by Authors (2025)

Direct Effect Analysis

The results of the Partial Least Squares (PLS) analysis for direct relationships among constructs are summarized in Table 5. The analysis identifies one statistically significant relationship and two non-significant paths, providing a nuanced understanding of how each variable influences visitors’ intentions to revisit indoor tourism destinations.

Significant Relationship

Service Quality → Revisit Intention

The path coefficient between Service Quality and Revisit Intention was found to be positive and significant (O = 0.591; t = 10.364; p < 0.001). This finding confirms that visitors’ perceptions of service-related aspects—such as cleanliness, staff responsiveness, and overall comfort—play a crucial role in shaping their intention to return. It reinforces the theoretical foundation established by Parasuraman et al. (1998), emphasizing that superior service quality is a key determinant of customer satisfaction and loyalty, particularly within the tourism and hospitality industries. These results highlight that even in technology-driven environments, human-centered service remains a primary factor influencing visitor retention.

Non-Significant Relationships

Digital Experience → Revisit Intention

The relationship between Digital Experience and Revisit Intention was found to be statistically non-significant (O = 0.066; t = 0.647; p = 0.518). This suggests that while digital touchpoints—such as online booking systems, virtual previews, and interactive applications—enhance user convenience, they may not directly translate into repeat visitation behavior. The result implies that digital experiences must be more holistically integrated with emotionally engaging and personalized service strategies to effectively strengthen revisit intentions.

Social Media Interaction → Revisit Intention

Similarly, the effect of Social Media Interaction on Revisit Intention was not statistically significant (O = 0.131; t = 1.249; p = 0.212). Although social media presence and engagement are essential components of digital marketing, their direct impact on visitor loyalty appears limited. This finding supports prior research indicating that social media interactions tend to exert stronger influence when mediated through constructs such as brand trust, destination image, or perceived authenticity (e.g., Kaplan & Haenlein, 2010; Torres et al., 2023).

Summary of Findings

In summary, Service Quality emerged as the sole variable with a significant direct effect on revisit intention, underscoring its central role in fostering visitor loyalty in indoor tourism destinations. Digital Experience and Social Media Interaction, while valuable as supporting mechanisms, do not independently drive revisit intentions. Instead, these digital and social elements may function more effectively when integrated within broader service quality and brand experience frameworks.

Table 5. Direct Effect

Path	Original Sample	Sample Mean	Standart Deviation	T-Statistic	p-value	Result
DE => RI	0.066	0.067	0.101	0.647	0.518	Not Significant

ISM => RI	0.131	0.132	0.105	1.249	0.212	Not Significant
SQ => Ri	0.591	0.590	0.057	10.364	0.000	Significant

Source. Results Processing Data by Authors (2025)

Conclusions and Recommendations

The findings of this study confirm that service quality exerts a significant and direct influence on revisit intentions within indoor tourism destinations in Greater Jakarta. This result underscores the centrality of service-related dimensions—such as staff responsiveness, facility cleanliness, and environmental comfort—in fostering visitor loyalty and encouraging return behavior. In contrast, the constructs of digital experience and social media interaction did not demonstrate statistically significant direct effects on revisit intention. While these digital and social media components remain critical in shaping initial perceptions and pre-visit engagement, they appear insufficient to independently generate sustainable behavioral outcomes such as repeat visitation.

These findings highlight that memorable, reliable, and human-centered service experiences remain the most decisive drivers of repeat visits in indoor tourism contexts. Digital and social media strategies, though relevant, must be integrated synergistically with personalized, emotionally resonant, and on-site service experiences to achieve optimal impact. The observed variation in predictive power among constructs also indicates heterogeneity in visitor expectations, particularly concerning technology-mediated interactions and digital satisfaction.

From a strategic perspective, the results suggest that destination managers should prioritize service excellence as the foundation for loyalty-building while aligning digital transformation initiatives with the core service experience. Practically, this alignment ensures that technology enhances rather than replaces the human dimension of hospitality.

The study is not without limitations. The geographic scope was confined to the Greater Jakarta region, and the use of purposive sampling may limit representativeness across demographic and regional groups. Future research should expand the sample to include multiple regions and cultural contexts, allowing for broader generalization. Moreover, incorporating mediating or moderating variables—such as customer satisfaction, trust, and destination image—could provide a more comprehensive understanding of revisit behavior in digitally augmented tourism environments.

Recommendations

In light of the findings, managers and stakeholders of indoor tourism destinations—particularly within Greater Jakarta—are encouraged to adopt the following strategic measures:

1. **Enhance Service Quality as the Core Differentiator:**
Maintain rigorous standards of hygiene, operational efficiency, and staff professionalism to ensure a consistently positive visitor experience. Service reliability and attentiveness should remain the cornerstone of visitor retention strategies.
 2. **Integrate Digital and Physical Experiences:**
Digital and social media tools should not function as isolated marketing instruments. Instead, they must be seamlessly embedded within the broader visitor journey. For instance, digital platforms can highlight the sensory and emotional qualities of on-site experiences, while social media content should showcase authentic visitor testimonials and staff engagement stories to reinforce credibility and trust.
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3. Foster Emotionally Resonant Digital Engagement:
Social media strategies should focus on narrative authenticity—emphasizing real visitor experiences, personalized interactions, and community storytelling—to cultivate long-term attachment and brand loyalty.
4. Develop Continuous Feedback Mechanisms:
Implement regular post-visit surveys and sentiment analysis across digital platforms to capture evolving visitor preferences. These insights can inform adaptive strategies to improve both digital touchpoints and service performance.
5. Expand Research and Policy Scope:
Future research should incorporate diverse demographic and psychographic profiles to explore cultural, lifestyle, and emotional determinants of revisit behavior. This would enhance external validity and contribute to a more inclusive model of digital-era tourism behavior.

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