

Visitor satisfaction model as a leveraging factor for the human resource performance of ecotourism service providers that can stimulate revisit intention: Basis for strengthen some sdgs' achievement strategy through tourism sector developmet policy

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ABSTRACT

Objective: This study investigates the influence of visitor satisfaction, service quality, hospitality, and physical attractiveness of tourist attractions on revisit intention, focusing on the carry-over effect of the COVID-19 pandemic on tourism infrastructure and local economic recovery.

Theoretical Framework: The research is grounded in service quality theory, customer satisfaction models, and revisit intention frameworks. It incorporates the post-pandemic tourism recovery model to understand shifts in visitor behavior and how tourism infrastructure must adapt to support sustainable economic growth.

Method: A quantitative approach using a Mediating Structural Equation Model (MSEM) was employed. Data were collected through questionnaire-based interviews conducted at terrestrial and marine tourism sites. The analysis was conducted using the Smart PLS SEM software.

Results and Discussion: Service quality, visitor satisfaction, and physical attractiveness significantly influenced revisit intention. Satisfaction mediates the effects of service quality and hospitality, whereas physical attractiveness indirectly affects revisit intention. Service quality has the strongest overall impact, highlighting its key role in boosting local economic activity and employment after the pandemic.

Research Implications: This study offers insights into how tourism development can directly contribute to SDG 8 by promoting decent work, inclusive growth, and productive employment. Enhancing service quality and infrastructure resilience is key to revitalizing tourism economies, particularly in vulnerable regions.

Originality/Value: This study advances post-pandemic tourism research by applying an MSEM approach to reveal visitor behavior dynamics and infrastructure needs. It provides valuable strategies for policymakers and tourism managers to foster sustainable high-quality tourism growth.

Keywords: SDGs, hospitality, post-pandemic, public policy, service quality, visitor satisfaction, MSEM.

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1 INTRODUCTION

Normal adult humans generally exhibit risk aversion, seeking pleasure and comfort as part of their instinctive behavior (Molins et al., 2022). Instinct is the earliest sensory tool for infants to detect and respond to situations of risk or pleasure. This instinctive response, through accumulated experience, is stored in memory from infancy onward. As individuals mature, decision-making processes are increasingly influenced by rationality, which itself is shaped by memories of both pleasant and painful experiences (Ke, 2023; Lee et al., 2020)

Human behavior fundamentally tends to avoid pain and repeat pleasure (Ekkekakis et al., 2021). This manifests consistently across various environments, including home, work, and recreational contexts. Time allocation for adult activities is generally divided into productive work (Toger et al., 2023) and leisure activities (Weng & Chiang, 2017). Work is often perceived as an obligation involving pain—stress, tension, and fatigue—that must be endured to avoid worse outcomes, such as poverty and hunger (Kobis et al., 2023; Mustofa, 2022).

In balancing pain from work, individuals utilize leisure time to recover, typically through indoor breaks during workdays and outdoor recreational activities on weekends or holidays. Recovery activities are critical to the restoration of energy, creativity, and productivity (Berry et al. 2024; Hakro et al. 2021; Surugiu et al. 2023). In this context, tourism serves as a strategic mechanism for emotional and physical revitalization, replenishing creativity and motivation for future work (Kuncoro & Safrizal, 2023)

Tourism, particularly leisure tourism, however, remains predominantly accessible to individuals with incomes exceeding their basic subsistence needs (Gil-Cordero et al., 2023). This segment requires exotic physical attractions (ATRC) and excellent service quality (SQUAL) and hospitality (HOSPT) from tourism providers to ensure overall tourist satisfaction (SATISF).

In ecotourism, the reliance on natural beauty reduces infrastructure investment costs compared to extractive industries like mining or forestry (Firman et al., 2023).

Ecotourism presents an opportunity for sustainable economic growth with minimal environmental degradation while simultaneously supporting rural development, aligning with several Sustainable Development Goals (SDGs): decent work and economic growth (Goal 8), sustainable communities (Goal 11), and life on land (Goal 15).

Given the sensitivity of tourism activities to service quality and hospitality, even slight dissatisfaction may reduce tourists' revisit intentions (REVST) (Soemarni & Huvianta, 2023; Ye et al., 2019). Nevertheless, dissatisfaction feedback, if managed properly, can contribute to service improvement and visitor retention (Nomnga and Dwesini, 2023).

Retaining existing tourists through satisfaction enhancement is more cost-effective than acquiring new visitors, making repeat visit intentions (REVST) a strategic target for tourism development (Setiyorini and Setiawan, 2022). Thus, improving attractiveness (ATRC), service quality (SQUAL), and hospitality (HOSPT) are key drivers for boosting tourist satisfaction (SATISF) and securing revisit intentions.

Research Objectives

The main objective of this study is to develop a Measurement Structural Equation Model (MSEM) to

- [1] Analyze the direct impact of the physical attractiveness of tourist objects (ATRC), service quality (SQUAL), friendliness of tourism service providers (HOSPT), and tourist satisfaction (SATISF) on revisit intention (REVST).
- [2] Determine the indirect effects of ATRC, SQUAL, and HOSPT on REVST through the mediating role of SATISF.
- [3] Calculate the total impact of ATRC, SQUAL, and HOSPT mediated by SATISF on revisit intention (REVST).

2 THEORETICAL FRAMEWORK

Humans naturally exhibit risk aversion, preferring behaviors that maximize comfort and minimize pain (Molins et al., 2022). Memories of painful and pleasurable experiences are critical in shaping rational decision-making as individuals grow older (Ke, 2023; Lee et al., 2020). Consequently, people tend to avoid situations associated with pain and repeat those associated with pleasure (Ekkekakis et al., 2021).

Work is generally perceived as a necessary hardship that is essential for survival and self-actualization (Kobis et al., 2023; Mustofa, 2022). Leisure time acts as a restorative period that is essential for maintaining productivity and psychological well-being (Berry et al., 2024; Hakro et al., 2021). Tourism activities, as part of leisure, are specifically associated with creative rejuvenation and stress recovery (Kuncoro & Safrizal, 2023; Surugiu et al., 2023).

Access to tourism, especially in international or distant destinations, is predominantly available to middle-to-upper socioeconomic classes (Gil-Cordero et al., 2023). This demographic expects high standards in both tangible and intangible tourism services, including physical attractions (ATRC), service quality (SQUAL) and hospitality (HOSPT).

Investments in tourism-related facilities and infrastructure—both private (shelters, gazebos) and public (roads, telecommunications)—are vital for enhancing tourist attractions (Anggoro et al., 2022; Nanda et al., 2023). In ecotourism, the natural landscape offers a competitive advantage with minimal initial investment (Firman et al., 2023).

Ecotourism promotes minimal environmental degradation and fosters inclusive economic opportunities, supporting SDG Goals 8, 11, and 15. It creates rural employment, increases local income, supports conservation efforts, and offers a model for sustainable development.

Service quality (SQUAL) and hospitality (HOSPT) are critical determinants of tourist satisfaction (SATISF) and intention to revisit (REVST) (Soemarni & Huvianta, 2023; Ye et al., 2019). Even minor deficiencies in service delivery can negatively impact tourists' emotional experiences and subsequent behavioral intentions.

Effective feedback mechanisms can mitigate dissatisfaction and promote visitor retention (Nomnga & Dwesini, 2023). Emphasizing visitor satisfaction through service and infrastructure improvement is a cost-efficient strategy for enhancing tourist loyalty and promoting repeat visits (Setiyorini & Setiawan, 2022).

3 METHODOLOGY

This research uses the linear postulate of Mediating Structural Equation Modeling (MSEM) at a confidence level >99%. In accordance with the hypotheses being tested, the tourist satisfaction variable [SATISF] is positioned as a mediating variable, which is reflected using four indicators. The variables tourist's object attraction [ATRC], service quality [SQUAL], and service providers hospitality [HOSPT] are positioned as exogenous variables using five, four, and five indicators, respectively. Meanwhile, the variable revisit intention [REVST] is an endogenous variable that is reflected by four indicators. The MSEM algorithm tested in this study is shown in Figure 1.

Figure 1
The MSEM algorithm was tested.

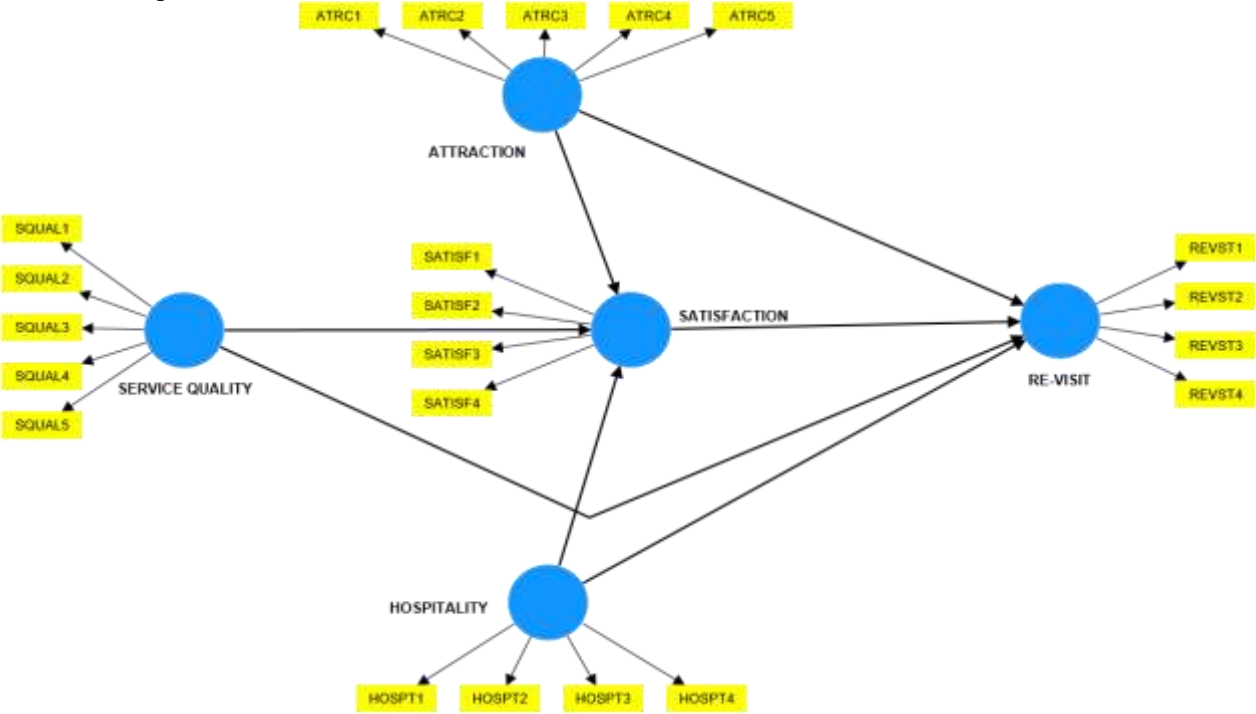


Figure 2
Research location.



Data collection was carried out from December 2023 to February 2024. In Figure 2, the data collection survey locations that were carried out are presented, namely at two terrestrial tourism locations (Way Kambas National Park and Danau Lake) and at three marine tourism locations

(Pahawang Island, Tanjung Setia, and Kiluan Lake) through interviews. The questionnaire is expressed by statements for each indicator with answer choices on an ordinal scale of 1, 2, 3, 4, and 5 as a representation of the attitude in a climax manner, of which 5 is the best. In Tables 1 to 5, the questionnaire used to capture indicator data for the five latent variables are presented.

The main prerequisite for data that is suitable for use in testing any hypothesis is that the data must be representative to naturally represent reality in the field. For this reason, before conducting a hypotheses test, it must be preceded by three evaluations of the measurement model, which include an evaluation of: (1) the loading factor of each indicator used to reflect the five latent variables used in this research, (2) the data reliability, and (3)) the data validity. The critical value for evaluating loading factors is ≥ 0.7000 (Hairs, 2021), which means that indicators that provide a value of less than 0.7000 are removed before hypothesis testing continues. As for the reliability of the measurement data, Cronbach's Alpha and Composite Reliability indicators were used, both of which use a critical value of 0.700 (Hairs, 2021). Meanwhile, the evaluation of the measurement data uses the Average Variance Extracted (AVE) indicator using a critical value of 0.5000 (Hair et al., 2014). After passing data from these three types of evaluation, to test the hypotheses, parameter optimization was carried out using SMART PLS SEM Software version 4.99 Professional. The hypothesis-testing model for the algorithm model uses survey data from 182 samples. Bootstrapping was then carried out using 5,000 resamples to determine the optimization parameters for each path in the MSEM built through this research.

Table 1

Statement Items to Reflect Tourist's Object Attraction Variables [ATRC]

No.	Indicator for reflecting tourist object attraction	Score				
1.	Accessibility to be here and the facilities of this tourist attraction are good for recreation	1	2	3	4	5
2.	The accessibility to here and the facilities of this tourist attraction are pleasant for recreation	1	2	3	4	5
3.	The route to get here and the facilities in the tourism area are good for recreation	1	2	3	4	5
4.	The route to get here and the infrastructure are a pleasant object for recreation	1	2	3	4	5
5.	The route to get here and the infrastructure at the tourism objects are good and pleasant for recreation	1	2	3	4	5

Table 2

Statement Items to reflect the Service Quality Variable [SQUAL]

No.	Indicator for service quality employed by officers & service providers	Score				
1.	In general, the service provided by officers and service providers is good, starting from the airport/harbor to this tourist location.	1	2	3	4	5
2.	In general, the service provided by officers and service providers is pleasant, starting from the airport/harbor to this tourist location.	1	2	3	4	5
3.	Officers and tourism service providers from the airport/harbor as well as at this location should be given proper appreciation.	1	2	3	4	5
4.	I think the service provided by officers and service providers is OK, starting from the airport/harbor and at this tourist location.	1	2	3	4	5
5.	I think the service of the officers and service providers is great, starting from the airport/harbor as well as at this tourist location.	1	2	3	4	5

Table 3

Statement Items to reflect the Hospitality Variable [HOSPT]

No.	Indicators for officer and service providers' hospitality	Score				
1.	I was very impressed with the politeness of the officers and service providers from the airport/harbor as well as at this tourist location	1	2	3	4	5
2.	I was very impressed with the friendliness of the officers and service providers from the airport/harbor as well as at this tourist location	1	2	3	4	5
3.	I was very impressed with the actions of the officers and service providers starting from the airport/harbor and at this tourist location.	1	2	3	4	5
4.	I think it's OK with the politeness of the officers and service providers starting from the airport/harbor and at this tourist location.	1	2	3	4	5

Table 4

Statement Items to Reflect the Tourist Satisfaction Variable [SATISF]

No.	Indicators for Tourist Satisfaction	Score				
1.	In general, I am satisfied with the service of officers and service providers starting from the airport/harbor and at this tourist location.	1	2	3	4	5
2.	Over all I am satisfied traveling here.	1	2	3	4	5
3.	It feels right that I chose to travel here	1	2	3	4	5
4.	It wasn't wrong for me to choose to travel here.	1	2	3	4	5

Table 5

Statement Items to Reflect the Revisit Intention Variable [REVST]

No.	Indicator reflecting Revisit Intention Variable.	Score				
1.	I plan to travel here again.	1	2	3	4	5
2.	Someday I will travel here again.	1	2	3	4	5
3.	If there is a chance I intend to come back here.	1	2	3	4	5
4.	Someday I definitely return to travel here.	1	2	3	4	5

4 RESULTS AND DISCUSSIONS

4.1. STATISTIC DATA DESCRIPTION

To obtain a general pattern data distribution, it is necessary to depict the statistical data description resulting from this research. Table 6 shows the modus and proportion of the respondents' answers to the research questionnaire employed.

Table 6

Descriptive Statistics Distribution of Respondents' Answers for each Indicator

Indicator	The number of people who chose the answer					Amount
	1	2	3	4	5	
ATRC ₁	3	31	47	54	93	228
ATRC ₂	2	16	55	65	90	228
ATRC ₃	2	18	59	62	87	228
ATRC ₄	3	19	62	55	89	228
ATRC ₅	7	18	43	52	108	228
SQUAL ₁	8	9	38	85	88	228
SQUAL ₂	7	12	39	85	85	228
SQUAL ₃	9	14	47	65	93	228
SQUAL ₄	3	20	45	71	89	228
SQUAL ₅	4	15	59	66	84	228
HOSPT ₁	3	12	59	62	92	228

Indicator	The number of people who chose the answer					Amount
	1	2	3	4	5	
HOSPT ₂	4	18	52	53	101	228
HOSPT ₃	3	14	42	71	98	228
HOSPT ₄	9	15	46	51	107	228
SATISF ₁	2	8	29	71	118	228
SATISF ₂	4	15	35	76	98	228
SATISF ₃	1	9	40	83	95	228
SATISF ₄	7	15	42	67	97	228
REVST ₁	3	14	35	84	92	228
REVST ₂	0	10	54	66	98	228
REVST ₃	5	21	54	59	89	228
REVST ₄	0	14	49	74	91	228

Figure 3
Attraction Variable.

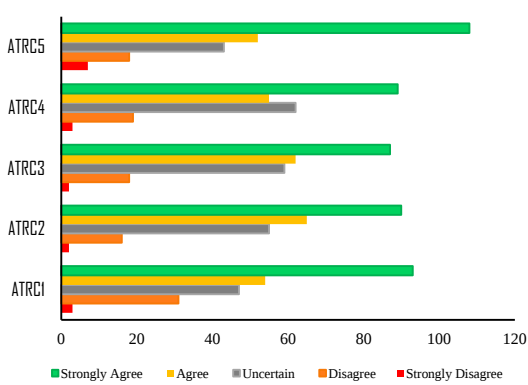


Figure 4
Service Quality Variable.

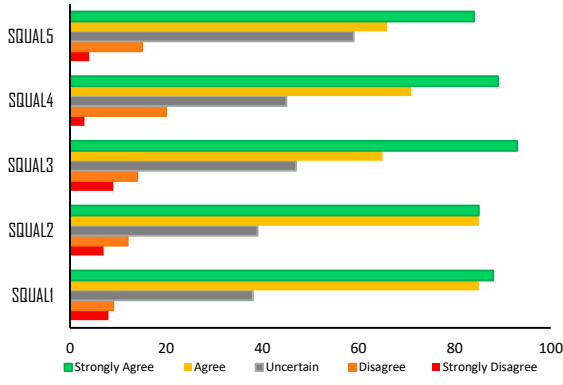


Figure 5
Hospitality Variable.

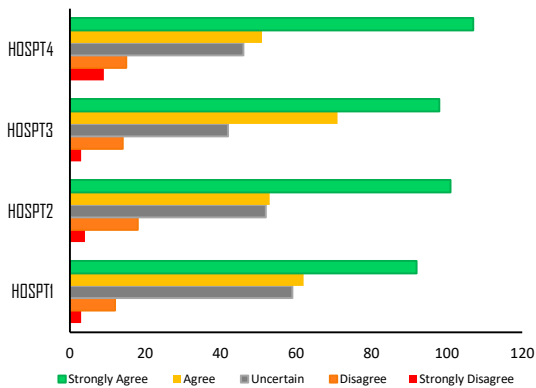


Figure 6
Satisfaction Variable.

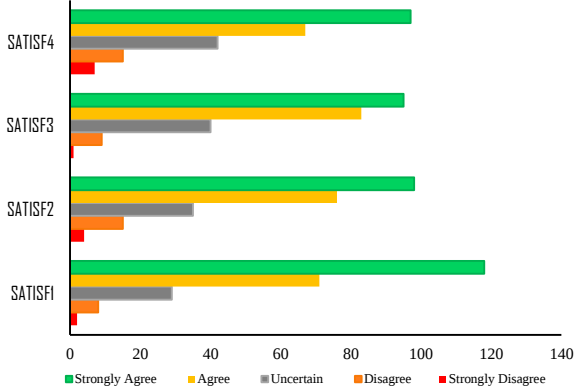
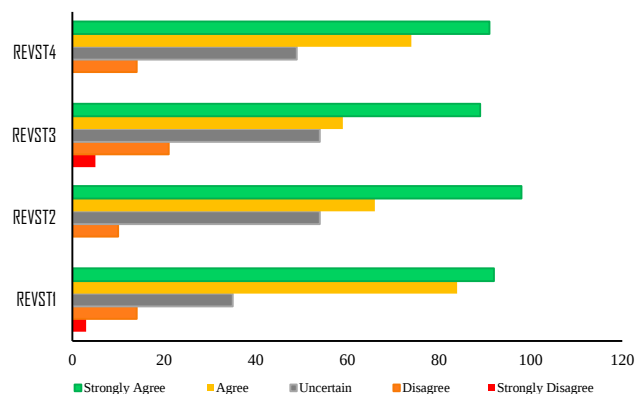


Figure 7
Revisit Intention Variable.



4.2. MEASUREMENT MODEL EVALUATION

As presented in Table 7, the results of the measurement model evaluation prove that the use of all measurement items, and the reliability and validity of the measurement data that have been carried out are very good. This claim is demonstrated by the outer loading, Cronbach's alpha, composite reliability, and average variance extracted (AVE) values. All outer loadings exceeded the minimum value criterion of 0.700 (Hair et al., 2021), which means that each indicator used can reflect all latent variables implemented in the algorithm model. In Figure 3, the loading factor values are presented for each latent variable applied in this study. At the same time, the data produced through the field survey is also considered very reliable, as proven by Cronbach's Alpha and Composite Reliability test values, all of which also exceed the critical value criteria, namely 0.7000 (Hair et al., 2014). Apart from being reliable, all the data produced are also valid, meaning that every question asked to respond can measure what we want to measure. This claim is also proven by the AVE values (Table 7), which all exceed the critical value of 0.600 (Hair et al., 2021).

Table 7

The Reliability and Validity of Data

Latent Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
	Critical Value >0.700		Critical Value >0.500
Attraction [ATRC]	0.924	0.943	0.769
Service Quality [SQUAL]	0.916	0.937	0.749
Hospitality [HOSPT]	0.916	0.941	0.799
Satisfaction [SATISF]	0.882	0.919	0.738
Revisit [REVST]	0.905	0.934	0.778

Another requirement is that the parameter optimization results are unbiased and have robust results. Before carrying out the hypothesis test, it must also be ensured that all the data do not show multicollinearity among them. In Table 8, it is proven that all indicators used in this research do not have a significant collinearity relationship, namely that all VIF values do not exceed the critical value of 0.050 (Hair et al., 2019).

Table 8

Multicollinearity Test Result

#: critical value (Hair et al., 2019)

Outer model – List	VIF (Critical Value >5.00 [#])
ATRC ₁	3.215
ATRC ₂	3.669
ATRC ₃	4.435
ATRC ₄	4.494
ATRC ₅	1.931
HOSPT ₁	2.130
HOSPT ₂	4.599
HOSPT ₃	4.208
HOSPT ₄	2.967
REVST ₁	2.933
REVST ₂	2.845
REVST ₃	3.308
REVST ₄	2.037
SATISF ₁	2.406
SATISF ₂	2.761
SATISF ₃	2.279
SATISF ₄	2.022
SQUAL ₁	2.757
SQUAL ₂	2.354
SQUAL ₃	3.675
SQUAL ₄	3.058
SQUAL ₅	2.405

4.3. EVALUATION OF STRUCTURAL MODEL: HYPOTHESES TESTING

In every development of a causal relationship model using linear geometric postulates, such as MSEM, it is always required that each indicator variable be independent of one another. Because these conditions have been met, as shown in Table 8, all parameters produced in this study (after bootstrapping using 5,000 resampling, Figure 8) are unbiased and robust. This means that the results of the hypothesis testing for all paths in the MSEM developed in this research are valid.

4.3.1. THE DIRECT EFFECT

The seven path hypotheses (H1-H7) tested results are presented in Table 9 with a confidence level of more than 99.0%. Each part is discussed below.

Table 9

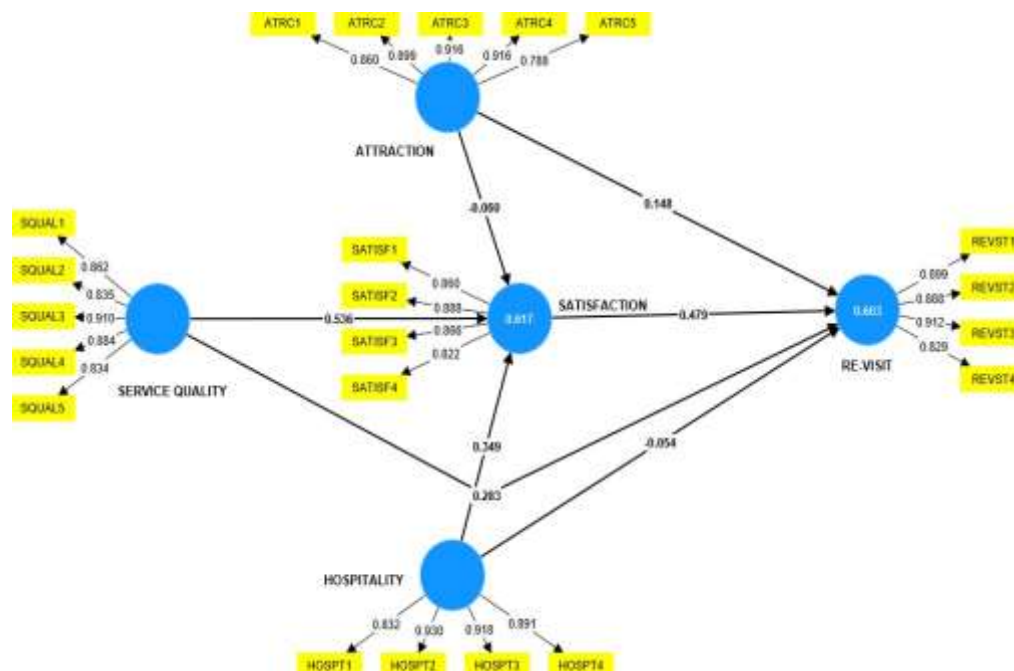
Hypotheses testing result of the direct effects

Path Hypotheses	Original sample (O)	Sample mean (M)	Standard deviation	T statistics (O/Sd)	<i>p</i> -values	Desicion
H ₁ : ATRC→REVST	0.148	0.148	0.074	2.003	0.045	Rejected
H ₂ : ATRC→SATISF	-0.060	-0.057	0.057	1.040	0.299	Rejected
H ₃ : SQUAL→SATISF	0.536	0.539	0.082	6.549	0.000	Accepted
H ₄ : SATISF→REVST	0.479	0.480	0.080	5.994	0.000	Accepted

Path Hypotheses	Original sample (O)	Sample mean (M)	Standard deviation	T statistics (O/Sd)	<i>p</i> -values	Desicion
$H_5: \text{SQUAL} \rightarrow \text{REVST}$	0.283	0.281	0.095	2.970	0.003	Accepted
$H_6: \text{HOSPT} \rightarrow \text{SATISF}$	0.349	0.345	0.092	3.806	0.000	Accepted
$H_7: \text{HOSPT} \rightarrow \text{REVST}$	-0.054	-0.050	0.098	0.553	0.581	Rejected

Figure 8

The final MSEM model after bootstrapping uses 5,000 units of resampling



Path H1

As can be seen in Table 9 Route H1, the physical resources in the form of the attractiveness of five ecotourism objects [ATRC], which are the mainstay of tourism development in Lampung Province, are not supported by the facts contained in this route. research. This means that it cannot be directly used as a scientific basis for developing public policies in the tourism sector. Strengthening public infrastructure investment coupled with improvements to each ecotourism object can directly and positively increase interest in repeat visits [REVST] by 0.148 units if the attractiveness [ATRC] is increased by one unit. However, this increase is considered significant because the accuracy level is still below 99.0%, that is, only 95.5%. In other words, this finding requires rejection of H1 ($p = 0.045$). This means that it is too risky or too speculative to increase expectations [REVST] through investments to increase the attractiveness of the physical object alone. Therefore, so that this investment does not overly boost economic profits, public policymakers need to look at the role of human resources in providing tourism services and the response to tourist satisfaction.

Path H2

As with the intention to revisit [REVST], the physical attractiveness variable [ATRC] cannot directly increase tourist satisfaction [SATISF], even giving a negative value, namely -0.060 ($p\text{-value} = 0.299$). Therefore, we must also reject H2, which states that investment in improving the physical attractiveness of five ecotourism objects in Lampung Province cannot be expected to increase tourist satisfaction [SATISF]. Because increasing service user satisfaction is a central theme

for the development of every service-based business, such as tourism services, public policy planners in the tourism sector once again cannot rely on improving physical objects alone to increase [SATISF], but must empower the human resources of service providers. According to Thanh Ha et al. (2021), to increase tourist visits, it is not only enough to have an attractive tourist destination, but it is also necessary to focus on improving the quality of service from human resources providing tourism services.

Path H3

In contrast to the impact of improving physical tourist objects [ATRC], improving the service quality of service providers [SQUAL] can directly increase visitor satisfaction [SATISF] by 0.536 units for every improvement in service quality. This increase is very real ($p\text{-value}=0.000$) or with a $>99.0\%$ confidence level. This highly impacts the service quality for visitors to tourist satisfaction [SATISF]. This suggests that good service quality can create a kind of atmosphere of pleasure and make comfort in the minds of tourists, which ultimately also leads to increased satisfaction. We, therefore, have to accept H3.

According to several studies (Prasetyo & Lukiastuti, 2022; Parwati et al., 2024), it is true that consistently improving service quality can increase tourist satisfaction. When tourists feel that the service they receive is of high quality, they tend to be more satisfied with their tourism experience. These findings provide evidence that improving the quality of human resources is very important, even more so than increasing physical resources alone. The implications of these findings need to be a reference for planning public policy in the tourism sector, so that a large public budget is allocated to empowering service providers in the sector while relaxing physical developers alone. By improving the skills of service providers, it will provide an increase in [SQUAL] both starting from services at the airport, modes of transportation to taxi locations, ticketing, parking lot intendant, lavatory services, etc. Improving skills in these services needs to be designed so that visitor satisfaction can continue to improve. Visitor satisfaction [SATISF] can increase interest in repeat visits [REVST].

Path H4

Because every increase in [SATISF] of one unit can have a direct impact on the increase in [REVST] of 0.479 units with a confidence level of $>99.0\%$ ($p\text{-value}=0.000$), there is no reason to reject H4. Satisfaction with the service can also create an atmosphere of joy in the hearts of every visitor. In this context, the intention to revisit [REVST] is a form of repeating a pleasant experience, which in this case is the experience of obtaining a satisfactory service. The inner atmosphere of a person who feels satisfied can then raise the hope of receiving treatment in the form of repeated services, which means that it can encourage interest in returning to visit [REVST]. With these findings, it can be proven that public policies to increase [REVST] through the skills of service provider workers to increase service satisfaction [SATISF] will have valid scientific justification. This research is in line with several studies that reveal that tourist satisfaction has a significant direct impact on increasing interest in repeat visits (Nguyen Viet et al., 2020; Fitriya, 2023; Widiyasa & Tuti, 2023)

Path H5

Directly, service quality [SQUAL] can increase interest in repeat visits [REVST] by approximately 0.283 units when the variable that reflects the quality of HR skills is at the one-unit level. This means that a parameter sensitivity of approximately 0.283 is very significant ($p\text{-value}=0.003$) in influencing [REVST] or with a confidence level of $>99.0\%$. According to Boro (2022), good service quality can directly increase tourists' interest in repeat visits. When tourists are satisfied with their experience and receive friendly, efficient, and satisfying services, they are more likely to return to the same destination in the future. Public policy designers in the tourism sector at least continue to strive to upgrade their skills in providing services, including through various

kinds of training for service officers at airports, transportation services to locations, parking attendance officers, ticketing officers, coaching souvenir sellers, food street vendors, and lavatory attendants. etc. In this research, it can be proven valid and can guarantee that this public investment can provide future economic benefits through increasing interest in return visits [REVST]. Thus, there is no reason to reject H5.

Path H6

Apart from skills in providing services, another manifestation of the quality of human resources is hospitality for tourism service providers [HOSPT]. In this study, it was proven that tourist satisfaction [SATISF] can significantly increase ($p\text{-value}=0.000$) by 0.349 every time there is an effort to increase [HOSPT] by one unit. This finding leads us to accept H6: Like skills in providing services [SQUAL], the friendliness of service providers is a very important element in forming human resources for every type of service, especially those related to soft skills. This variable is related to inner beauty. This behavior involves dealing with tourists looking for comfort. To improve these soft skills, public policy designers can also propose budget allocations for public funds for outreach to street vendors, souvenir sellers, parking attendants, ticket officers, toilet attendants, and others.

Part H7

Although hospitality [HOSPT] can increase [SATISF], it cannot directly increase interest in repeat visits [REVST]. This means that these soft skills are not yet able to provide a pleasant experience for tourists. It seems that this soft skill is only effective as a lever for interest in repeat visits [REVST] when tourists also experience increased service satisfaction [SATIS] from service providers. Therefore, we must reject H7. Thus, it is not realistic for public policies to increase tourist visits by directly improving hospitality soft skills [HOSPT].

4.3.2. THE INDIRECT EFFECT

The evaluation of indirect effects in MSEM examines the magnitude of the mediating variable's role. This variable can strengthen or lessen the effect of exogenous variables on endogenous variables in the algorithm being applied. Table 10 presents the results of the hypothesis test for the three paths in the applied algorithm.

Table 10

Hypotheses Testing Result of the Indirect Effects

Hypotheses	Original sample (O)	Sample mean (M)	Standard deviation (Std)	T statistics (O/Sd)	$P\text{-values}$	Decision
H_8 : ATRC→SATISF→REVST	-0.029	-0.028	0.029	0.976	0.329	Rejected
H_9 : SQUAL→SATISF→REVST	0.257	0.259	0.060	4.262	0.000	Accepted
H_{10} : HOSPT→SATISF→REVST	0.167	0.165	0.052	3.226	0.001	Accepted

Path H8

We must reject H8 that the variable satisfaction [SATISF] has no significant impact ($p\text{-value}=0.329$) in providing mediation between the attractiveness of physical objects [ATRC] and increasing interest in revisiting [REVST]. These findings also confirm how difficult it is to promote tourism development when relying on the attractiveness of physical objects [ATRC], as in H1 and H2, which were discussed previously. With these findings, public policy planners in the tourism sector must increasingly believe that the allocation of public funds for tourism development, especially in Lampung Province, cannot rely on improving physical objects alone, but should focus

more on increasing the role of human resources, at least for improving skills, so that the quality of service becomes more [SQUAL] or soft skills [HOSPT] improved.

Path H9

On this path, the influence of the skills of service providers [SQUAL] can be strengthened by the role of the variable visitor satisfaction with the services provided by service providers [SATISF] in leveraging [REVST]. Any increase of one unit of [SQUAL] is made, and the variable [SATISF] can significantly enhance the impact of [SQUAL] on [REVST] by 0.257. This strengthening is very real ($p\text{-value}=0.000$), which means it gives a confidence level of $>99.0\%$. Thus, we must accept H8. Apart from that, it should be noted here that the magnitude of the role of strengthening the variable [SATISF] for [SQUAL] in This increase is almost close to the magnitude of the direct influence of [SQUAL] on [REVST], which is 0.283. This finding proves the importance of service satisfaction felt by visitors [SATISF] because it must be central to every service activity in the tourism sector.

Path H10

As in strengthening the service quality variable [SQUAL], the role of [SATISF] in strengthening [HOSPT] is too large to increase [REVST], even greater than the direct influence of [HOSPT] on [REVST]. Directly, the variable [HOSPT] does not have a significant influence on [REVST], as was stated in path H7, but the role of the mediator [SATISF] has a significant effect. In this case, if the variable [HOST] is increased by one unit owing to the role of [SATISF], then [REVST] will increase by 0.167 units with a confidence level of $>99.0\%$. These findings reiterate the importance of empowering human resources in every service business, including tourism.

4.3.3. THE TOTAL EFFECT

The total influence is the combined influence of direct and indirect influences. Table 11 presents the results of the total effect hypothesis test.

Table 11

The Total Effects

Hypotheses	Original sample (O)	Sample mean (M)	Standard deviation (Sd)	T statistics (O/Sd)	$p\text{-values}$	Decision
$H_{11}: \text{ATRC} \rightarrow \text{REVST}$	0.120	0.120	0.078	1.526	0.127	Rejected
$H_{12}: \text{ATRC} \rightarrow \text{SATISF}$	-0.060	-0.057	0.057	1.040	0.299	Rejected
$H_{13}: \text{SQUAL} \rightarrow \text{SATISF}$	0.536	0.539	0.082	6.549	0.000	Accepted
$H_{14}: \text{SATISF} \rightarrow \text{REVST}$	0.479	0.480	0.080	5.994	0.000	Accepted
$H_{15}: \text{SQUAL} \rightarrow \text{REVST}$	0.540	0.541	0.084	6.441	0.000	Accepted
$H_{16}: \text{HOSPT} \rightarrow \text{SATISF}$	0.349	0.345	0.092	3.806	0.000	Accepted
$H_{17}: \text{HOSPT} \rightarrow \text{REVST}$	0.113	0.115	0.092	1.233	0.218	Rejected

If we look closely at Table 11, it is clear that only three paths experienced changes between the direct effect and total effect, namely paths H11, H15, and H17. This difference occurs because the three paths have two kinds of effects, namely, the direct effect of exogenous variables [REVST] and the effect of the mediator variable tourist satisfaction [SATISF]. Meanwhile, the other four pathways (H12, H13, H14, and H16) are only the effect of each variable itself on [REVST], so the direct effect is no different from the total effect because they are four pathways that have no indirect effect.

In path H11, the total effect is 0.120 (p-value=0.127), which is the joint influence between the direct effect [ATRC] and the mediating effect of the variable [SATISF]. In terms of its influence on intention to revisit [REVST], the total effect is lower than the direct effect, namely 0.148 (p-value = 0.045), as depicted in Table 9. This finding also proves that the influence of physical object attractiveness [ATRC] still has no real influence on intention to revisit [REVST] although it has been helped by increasing the role of the mediator variable of tourist satisfaction [SATISF]. These findings reinforce the difficulty of developing the tourism sector by relying solely on improving physical tourism attraction objects [ATRC].

In contrast to path H11, in path H15, the total effect was obtained, which was higher than the direct effect, namely 0.540 (p-value=0.000), an increase from 0.283 (p-value=0.003). If the variable quality or skills of service providers [SQUAL] is increased by one unit, the total effect on increasing intention to revisit [REVST] increases by 0.540. The increase in value is the largest value of all the paths built in the SEM of this study. This means that if you are faced with a choice of tourism development strategy in Lampung Province, Route H15 will provide achievements in the program because it will be accompanied by an increase in repeat visit intentions as a guarantee of increased visits in the future.

However, in contrast to path H15, path H17 does not provide a significant total effect (p-value=0.218), even though the role of the mediator [SATISF] can strengthen the variable [HOSPT]. Every one-unit increase in hospitality performance [HOSPT] will have a total effect of 0.113 units, although this effect is not significant in increasing the intention to revisit [REVST]. This finding should be used as a basis for tourism sector development policies whose performance has not fully recovered due to the carry-over effect of the COVID19 Pandemic [29]. The culmination of this policy is believed to be a lever for achieving the SDGs, especially for Goals 8th including in Lampung Province

5 CONCLUSION

The conclusion of this study indicate that revisit intention [REVST],

- [1] Directly and significantly influenced by (1a) visitor satisfaction [SATISF], (1b) by service quality [SQUAL], but not significantly by (1c) increasing the physical attractiveness of tourist attractions [ATRC] or by (1d) increase in hospitality [HOSPT] with p-value = 0.000, 0.003, 0.045, and 0.581 respectively; and
- [2] Indirectly, through the role of mediator [SATISF], it can be increased by (2a) increasing soft skills [HOSPT], or by (2b) skills or service quality [SQUAL], (2c) but not significantly by physical attractiveness tourist attraction [ATRC] with a p-value = 0.000, 0.001, and 0.329 respectively and,
- [3] Obtained a total effect that increased significantly compared to the effect provided directly by the variable [SQUAL] alone but not significantly by [ATRC] or [HOSPT] with p-values =0.000, 0.127, and 0.281, respectively.

SUGGESTION

Based on these research results, it is considered worthy to conduct research on:

- [1] Designing a similar SEM model by integrating the social capital variables of tourism service providers along with further impacts in the form of willingness to recommend other parties to visit tourist locations in Lampung Province, and
- [2] Expanding tourist attractions used as research scope areas include TNBBS, Clara Beach, Tegal Mas Island, Sari Ringgung, and Pisang Island.

RECOMMENDATION

To strengthen the target of achieving SDGs, especially for Goals 8th, it is recommended that public policy planners in the tourism sector utilize the results of this research, especially to emphasize human resource development through the skills of tourism service providers so that they are able to provide high service quality [SQUAL] and have an impact on visitor satisfaction [SATISF] and subsequently increase the intention to return visits.

DISCLAMER

We do not have any conflict of interest with this research result

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