

Behavior Analysis of Return Intention Revisit: The Role of Destination Service Quality Through End Satisfaction in Bali Yellow Waterfall Tourism

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Abstract—The degradation of tourist satisfaction behavior and low service standards has lowered the awareness of the behavioral intention of tourists to revisit certain tourist attractions. This is a benchmark for tourism object service providers to increase the behavioral intention of tourists to visit again, especially in waterfall tourism. This study analyzes the role of visitor satisfaction as an impact on the service quality and the behavioral intentions of tourists who have returned to Bali's Yellow Waterfall tourism. Adopting a quantitative research design, the selection of respondents was referred to as purposive random sampling based on criteria, with 100 respondents. The analytical method involving SEM-PLS 4, including direct and indirect hypothesis tests, the study revealed that the level of visitor satisfaction is a significant predictor as a mediator of the relationship between destination service quality and return visit intention. Furthermore, research shows that the quality of service felt by visitors does not have a significant direct influence on the intention of tourists to revisit. This finding recommends that waterfall tourism service providers improve service quality standards and meet visitor expectations to strengthen the sustainability of the intention to revisit.

Keywords: *Destination Service Quality; Visitor Satisfaction; Intention to visit again; Waterfall Tourism*

INTRODUCTION

The tourism sector is a significant leading sector that has an impact on national growth and other economic sectors (Verya & Afrizal, 2017). Indonesia has a variety of excellent tourism that is a source of economic growth, the Ministry of Tourism and Creative Economy (2024) noted that the movement of Indonesian tourists in the first semester of 2023 reached 433.57 million trips, an increase of 12.57% from 2022 and the number of foreign tourist visits as of July 2023 reached 6.31 million visits, an increase of 196.85% compared to 2022. The tourism sector relies on increasing the economy from the level of tourist visits to a region. Indonesia has many regions that rely on tourism as its economic milestone. One of them is that Indonesian tourism focuses on Bali tourism as a support for economic income. Bali tourism has a great attraction for tourists, so it is one of the main destinations to visit. This is confirmed by the Central Statistics Agency of Bali (2024), stating that the arrival of tourists, especially foreign tourists who came directly to Bali in December 2023, was recorded at 481,646 visits, with an increase of 19.47% compared to the previous month. Bali, as a vacation destination, makes it one of the preferred places for tourists, with many choices of vacation destinations. Bali tourism continues to increase and develop tourist visits. the Bali Central Statistics Agency (2024) noted that Bali's tourism sector has experienced an increase in visits in the last two years from 2022 to 2023 by 22.66%, especially in domestic tourist visits.

Table 1. Domestic and Foreign Tourist Visits in Bali 2022 – 2023.

Moon	2022		2023	
	Domestic (person)	Tourists (person)	Domestic (person)	Tourists (person)
January	527.447	3	720.164	331.785
February	389.690	1.310	629.282	323.510
March	547.726	14.620	665.751	370.695
April	500.740	58.335	900.880	411.510
May	960.692	115.611	943.713	439.475
June	753.907	181.625	883.793	478.198
July	784.205	246.504	898.260	541.353
August	659.567	276.659	712.860	522.141
September	622.068	291.162	755.293	508.350
October	718.066	305.244	813.745	461.441
November	657.949	287.398	749.268	403.154
December	930.917	377.276	1.204.902	481.646
Sum	8.052.974	2.155.747	9.877.911	5.273.258
Growth	87,21		22,66	

Source: BPS Bali Province 2024

The increase in the number of domestic and foreign tourist visits in Bali in 2022 – 2023 is spread across various districts and cities in Bali. Several districts and cities that have tourist destination areas are targeted by tourists to visit. Bangli Regency is one of the contributors to the growth of tourists visiting Bali. The Bangli Regency Tourism and Culture Office (2024) noted that in 2023, the number of tourists visiting Bangli reached 1.7 million people, an increase from the previous year. The increase in the number of visits is spread across various tourist attractions in Bangli Regency. Bangli has several excellent tourist attractions such as Penglipuran Village, Batur Global Geopark, Batur Natural Hot Spring, Penelokan, and Terunyan. Behind the flagship tourist attractions, Bangli also has various other tourist attractions as choices and places for tourists to visit on vacation in Bangli.

Yellow Waterfall is one of the tourist destinations that is quite well known among domestic and foreign tourists. The Yellow Waterfall tourist attraction is located in Yellow Hamlet, Taman Bali Bangli Village, the location of the waterfall can be said to be quite hidden at the bottom of the valley adjacent to the place of the wound and the natural beauty with green and quiet nuances has its attraction for visitors as a natural tourism. Yellow Waterfall can indeed be categorized as a developing tourist attraction, since 2015 until the COVID pandemic hit Bali, especially, tourist visits to Yellow Waterfall can be said to have developed, and until the end of 2023, the number of visits began to fluctuate in the number of visitors which was unstable and decreased. This condition became the basis for exploring the tendency of tourist visiting behavior through the pre-survey stage of 40 respondents who were randomly selected when visiting the Yellow Waterfall. This action was carried out to measure the level of behavior of tourists' intention to revisit, the findings revealed that the behavior of intention to revisit in general is still relatively low, because 65% of respondents stated that they responded to the behavior of not revisiting and 35% stated the attitude to revisit, while the statement of the respondents 60% of respondents chose to behave with the intention not to recommend and 40% chose to declare to behave Recommend.

This condition corroborates that the statements submitted to the respondents provide an overview of the low behavioral intention of tourists to visit the Yellow Waterfall. The instability

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of the number of visits is one of the problems faced by weak-intentioned to revisit tourists. This is confirmed from the results of a pre-survey conducted on visitors, about the perception of the intention to revisit is still low, and visitors state that in the future they will consider revisiting. This situation can hurt the sustainability of tourist attractions. Revisit intention is a form of tourist loyalty by making repeated visits in the future and recommending to relatives or friends about the tourist attraction. tourist revisit intention has an impact on the number of visits and tourist attractions (Wiranti et al. 2018).

Another thing that was found to be the cause of the weak intention to visit again, that the role of the quality of destination services provided still cannot be said to be fully supportive. The quality of destination services plays a strong role in improving the tourist experience. Destination service quality attributes are a group of different elements that encourage tourists to visit a destination (Kim, 2014; Gannon et al., 2017). The role of destination service quality is a form of the ability of tourist destinations to provide services that meet or even exceed the expectations of tourists (Tosun et al. 2015). So that the destination service quality provided will be consumed in tourist destinations by visitors (Tosun et al. 2015). It is confirmed from the perception stated by visitors that there is still an inadequate quality of support, a lack of maintenance of facilities, and the quality of destination cleanliness is not optimal. Overall, the respondents' response to the quality of destination services is still low, it is confirmed that the respondents expressed their attitude towards the service that they felt that the overall cleanliness of the area received a response of 62.5% was not clean and was corroborated by the statement of the lack of availability of inadequate health services 57.5% and stated that health services were available 42.5%.

Visitor satisfaction is one of the benchmarks in building the intention to visit again. Visitor satisfaction as a benchmark for the performance of the services prepared can exceed customer expectations (Haralayya, 2021). Satisfaction is the feeling of pleasure or disappointment from the results of comparing the performance of the product received in its product with its expectations (Kotler, P., & Keller, K.L., 2012). Meanwhile, visitor satisfaction is the impact of the comparison between customer expectations before purchase and what customers get (Sumarwan, U. 2003). Another thing is also confirmed from visitors with the existence of conditions that are felt to have an impact on the perception of the desired level of expectation, and perceived by consumers not according to expectations, in other words, that cause visitor satisfaction that is not met. In addition, the concern about the fulfillment of visitor satisfaction felt by the management of the Yellow Waterfall can also be said to be unfulfilled from the respondent's side, which was confirmed from the results of the pre-survey respondents stated that 67.5% of respondents stated that they felt dissatisfied when they had visited, while in terms of comfort that supported the realization of satisfaction, it was stated that 60% of respondents felt uncomfortable. These findings corroborate that low intention to return to visit from factors such as destination service quality and visitor satisfaction play an important role in shaping the behavior of tourists returning to waterfall tourism.

This study further explores the behavioral factors of the intention to revisit the Yellow Waterfall tourists in Bali with a special focus on the quality of destination services and the role of visitor satisfaction as mediation. Previous research has shown that satisfaction plays a mediating role in the quality of destination services on the intention to revisit, although other impacts have produced mixed results between the role of mediation and the relationship between variables from several studies Silalahi et al., (2023) visitor satisfaction as the main indicator that must be achieved through service quality to increase the intention to revisit. Research (Tosun et al., 2015; Abdulla et al., 2019; Kazim et al., 2020; Nastabiq et al., 2021) destination service quality plays an important

role in increasing the intention of revisiting. Destination service quality plays a role in increasing satisfaction (Siregar, 2022; Prastiyo et al., 2022). Furthermore, satisfaction has an important role in building the intention to visit again (Pattaraktham, A. 2015; Abdulla, et al. 2019; Nastabiq, et al. 2021). The results of the study differed (NNTA Yastuti, 2023) that the quality of destination services did not play a role in tourists' intention to revisit, (Brown et al., 2017) that satisfaction did not have an impact on the intention to visit and the results of the study (Silalahi et al., 2023) that the quality of service was not able to directly play a role in the intention to revisit.

This study has two objectives: the first is to assess the impact of the relationship between service quality variables on return visit intention, service quality on visitor satisfaction, and visitor satisfaction on return visit intention. Second, assessing the role of visitor satisfaction in mediating the quality of destination services to the intention to visit again. The purpose of the study is to provide a scientific contribution to the challenges of tourism actors, especially the determination of behavioral strategies for waterfall tourists. Increasing understanding of the factors that affect the behavior of tourists returning to visit is a choice for tourism service managers, especially waterfalls, to be able to encourage tourists to determine the behavior of returning visits, especially in modern waterfall tourism, which is broader.

LITERATURE REVIEW

Expectancy-Disconfirmation Theory (EDT)

The Expectancy-Disconfirmation Theory model, developed by Richard L. Oliver (1980), is a commonly used framework to explain the process of customer satisfaction behavior. Expectancy-Disconfirmation Theory assesses the role of customer expectations and actual performance in influencing the level of customer satisfaction. Oliver, R. L. (1997) explains *Expectation* as the initial standard that customers have for a product or service before using it. Expectations are created from various sources, including previous experience, marketing communication, and service provider reputation. *Perceived Performance* is a form of perception of their experience after experiencing the performance of a product or service; the difference in perceived performance and the expectations desired by customers is the basis for satisfaction evaluation. *Disconfirmation* refers to the difference between expectations and perceived performance, consisting of three elements, namely positive, negative, and neutral. Furthermore, it establishes what is said *to be Satisfaction* (satisfaction) as the result of the customer's evaluation of their experience. if the disconfirmation is positive, the customer feels satisfied, which can encourage the behavior of intention to visit again and vice versa (Oliver, R. L. 1997). In the context of return visit intention behavior, Expectancy-Disconfirmation Theory is a strong theoretical basis for evaluating the relationship between service quality and return visit intention through satisfaction, some of the implications are that good service quality improves perceived performance can create positive disconfirmation, positive disconfirmation encourages higher customer satisfaction as the main factor in realizing return visit intention behavior, and realistically managing customer expectations can help reduce the risk of negative disconfirmations.

Service Quality (SQ)

The development of concept of service quality was developed by Parasuraman et al. (1998) from the results of the perception of service quality in the minds of consumers. Service quality becomes a benchmark for consumers, with the assumption of how far the expectations and reality of consumers on the service performance obtained. Measuring the success rate of service quality performance can be done by comparing the perception of violators based on the service performance that is received with the service that is expected. Zeithaml (2009) has found a breakthrough in the field of service that can support the achievement of company goals through

quality service standards with a service quality approach. Furthermore, the proper approach to estimating the quality of a service company is to measure the performance of the services perceived by consumers (Cronin and Taylor, 1992). In the context of the results of comparing service performance to expectations following expectations, this can meet customer perceptions that have a positive impact on the creation of satisfied behavior, so that service quality becomes a strong theoretical basis for measuring customer expectations.

The Impact of Destination Service Quality on Intention to Revisit

Service is a series of activities and interactions between service providers and customers that aim to meet the needs and desires of customers (Parasuraman et al. 1988). The quality of the destination's service is one of the important factors that affect the intention to revisit. The quality of service includes various aspects such as facilities, staff friendliness, accessibility, cleanliness, and the uniqueness of the experience offered (Parasuraman et al., 1988). The quality of destination services plays a strong role in improving the tourist experience. Destination service quality attributes are a group of different elements that encourage tourists to visit a destination (Kim, J. H., 2014; Gannon et al., 2107). Other studies have proposed a service quality model (SERVQUAL) or developed a service quality model based on the attributes/factors of each service in a cultural context (Wen et al., 2005; Lai et al., 2011). The results of the study reinforce that service quality plays an important role in influencing the intention of returning visit behavior (Tosun et al., 2015; Abdulla et al., 2019; Kazmi et al., 2020; Rahmayanti et al., 2022; Silalahi et al., 2023). Based on the theoretical perspective and previous empirical findings, the proposed hypothesis is.

H₁: The quality of Destination Services has a positive effect on the intention to visit again in the Ari Terjun Kuning Bali tour.

The Impact of Destination Service Quality on Visitor Satisfaction

The strength of destination service quality can be said to be able to meet expectations if the service ability can meet or even exceed the expectations of tourists (Sumarwan U., 2003). The quality of destination services is the basis for tourists to assess the performance of services consumed in certain tourist destinations (Sumarwan U., 2003). With that, the quality of service must start from customer needs and lead to customer perception (Kotler, P., & Keller, K.L., 2008). The quality of destination services can create satisfaction if they can meet the expectations and needs of tourists and provide a positive experience (Bieger & Wittmer, 2006). Furthermore, it can be said that the quality of destination services plays an important role in building a positive experience, thus increasing the understanding of the need for tourists to feel satisfied with a destination, and what can drive the realization of tourist satisfaction is very important (Wu & Ko, 2013). Research by Mohamad et al. (2019), Artini (2023), and Binawa et al (2023) has shown that the quality of destination services has a significant influence on increasing the intention of returning visits. Based on the theoretical and empirical insights of the research, the proposed hypothesis is.

H₂: The Quality of Destination Services has a positive effect on the Satisfaction of Visitors to Bali Yellow Waterfall Tourism.

The Impact of Visitor Satisfaction on Return Intention

Customer satisfaction is how much a person feels after their performance or results compared to their expectations (Kotler, Philip, & Kevin Lane Keller, 2016). Furthermore, visitor satisfaction as a benchmark for the performance of the product or service prepared can exceed customer expectations (Haralayya B., 2021). Satisfaction is the feeling of pleasure or disappointment from

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the results of comparing the performance of the product received in its package with its estimate (Kotler P. & Keller K. L., 2008). Meanwhile, visitor satisfaction is the impact of the comparison between customer expectations before purchase and what customers get (Sumarwan U., 2003). So that customer satisfaction can be said to be an evaluation carried out by customers of the services provided, with their expectations. Oliver (1999) revealed that the attitude of customer intention to reuse is closely related to satisfaction with the performance of a service or product. Furthermore, it forms a *static faction* (satisfaction) as a result of the customer's evaluation of their experience. If the disconfirmation is positive, the customer feels satisfied, which can encourage the behavior of intention to visit again and vice versa (Oliver, R. L. 1997). Furthermore, reinforcement that states that visitor satisfaction plays a significant role in the behavior of intention to visit again (D. Ghorbanzadeh, 2019; Rahmayanti et al., 2022; Wijayanti et al., 2024). Based on the theoretical and empirical studies of previous research, the proposed hypothesis is.

H₃: Visitor Satisfaction has a positive effect on the Intention to revisit the Bali Yellow Waterfall Tourists.

The Impact of Destination Service Quality on Returning Visitor Intention through Visitor Satisfaction.

The quality of destination services that are attractive and able to meet or even exceed tourist expectations can be said to be a good ability or performance (Tosun *et al.*, 2015). Furthermore, Tosun et al. (2015) revealed that an assessment carried out by tourists on the performance of services consumed in tourist destinations is part of the performance of destination service quality. The quality of destination services can create satisfaction if they can meet the expectations and needs of tourists and provide a positive experience (Bieger & Wittmer, 2006). Furthermore, it can be said that the quality of destination services plays an important role in building a positive experience, thus increasing the understanding of the need for tourists to feel satisfied with a destination, and what can drive the realization of tourist satisfaction is very important (Wu & Ko, 2013). Providing a high-quality destination service is more likely to attract first-time visitors, and tourists who have already visited will have the behavior of intention to visit again, and this can create repeat visits (Vassiliadis et al., 2008). Based on the theoretical and empirical insights of the research, the proposed hypothesis is. Strengthening the research of Indriastuty et al. (2020) and Silalahi et al. (2023) found that visitor satisfaction is the main indicator that must be achieved through service quality to improve the behavior of intention to revisit. Based on the theoretical perspective and previous empirical findings, the proposed hypothesis is.

H₄: Visitor Satisfaction plays a role in mediating the influence of Destination Service Quality on Return Intention to visit.

METHODOLOGY

The research adopts a quantitative approach based on the philosophy of positivism. Furthermore, Hair et al. (2014), the quantitative approach aims to examine the population or sample using research instruments as data collection to be able to conduct quantitative or statistical data analysis with the advanced stage of testing the hypothesis that has been formulated. The population in this study involves all visitors to the Yellow Waterfall tourist attraction, which in this case cannot be identified definitively. Referring to the number of unidentified samples (*Undefined Population*), the sample in this study uses the number of research indicators of 10 indicators x 10 approaches of Hair et al. (2018). Thus, the number of samples used in this study is as many as 100 respondents. Sample selection uses the non-probability sampling technique, which is a sampling technique that does not provide the same opportunity for each element of the

population to be selected as a sample. The non-probability sampling technique used is purposive random sampling, which is a sample determination technique with certain criteria (Sugiyono, 2017). The visitor criteria set includes: 1) respondents based on the minimum age of 17 years, and 2) respondents who have visited at least 1 time. Data analysis was carried out with the help of data processing software that followed the research using *Partial Least Squares – Structural Equation Modeling* (PLS-SEM) analysis for direct and indirect hypothesis testing.

RESULT

Validity and Reliability Test

Measuring an accurate construction can be done by testing a questionnaire by involving validity and reliability testing. validity and reliability testing is carried out by involving research variables, with the test results presented in the following Table 2.

Table 2. Results of the Validity and Reliability Test of Research Instruments

Variable	Indicators	Instruments	Significant Correlation	Cronbach's Alpha
Destination Service Quality (X)	Overall cleanliness	X1.1	0,747**	0,803
	Availability of Healthcare Services	X1.2	0,798**	
	Staff Attitude	X1.3	0,776**	
	Discussion	X1.4	0,726**	
Visitor Satisfaction (M)	Comfort	M1.1	0,817**	0,830
	Belief	M1.2	0,817**	
	Feeling Satisfied	M1.3	0,798**	
Return Intention (Y)	Intention to Review	Y1.1	0,826**	0,838
	Intention to Recommend	Y1.2	0,857**	
	Intention to change	Y1.3	0,800**	

Source: Authors

The presentation of table 2 provides the results of the assessment of the construction of the research questionnaire on the variables, the reliability analysis of all instruments that measure the quality of destination services, visitor satisfaction and intention to return from the indicators can be said to have a feasible construct with a value exceeding the validity test requirements above 0.30 (Gozali, 2014), so that all research instruments are said to be valid. Furthermore, the testing on the three research variable instruments through the reliability test can be said to be qualified with a *Cronbach Alpha value* above 0.70, so that it can be said that all variables meet the test requirements (Gozali, 2014. Overall, the research instruments and variables can be said to be feasible and have met the minimum requirements for testing, so that testing can be carried out to the next stage of data analysis.

Data Analysis

All variables have met the test requirements, the next stage is to compare the *square root of average variance extracted* (AVE) value of each latent variable with the correlation between other latent variables through the *Discriminate Validity test* which presents the results in the following table 3.

Table 3. Results of Validity Discrimination

Variable	AVE	$\sqrt{\text{AVE}}$	Correlation		
			X	M	Y
<i>Destination Service Quality (X)</i>	0,578	0,760	1,000	0,694	0,557
<i>Visitor Satisfaction (M)</i>	0,651	0,806	0,694	1,000	0,738
<i>Return Intention (Y)</i>	0,683	0,826	0,557	0,738	1,000

Source: Authors

The presentation in Table 3 provides the results of testing *the square root of average variance extracted* (AVE) value of the latent variable has a value above 0.50, and when viewed from the results of *the square root of average variance extracted* ($\sqrt{\text{AVE}}$) value, each variable is mostly above the correlation coefficient value. So that if you look at the results obtained, all variables are declared feasible for further test analysis. The next stage is to test the variable structure model that is evaluated by paying attention to the value of the *Q2 predictive relevance model* presented in the following Table 4.

Table 4. Goodness of Fit Evaluation Results

Structural Model	Dependent Variables	R-square
1	Consumer Satisfaction (M)	0.481
2	Return Intention (Y)	0.549
Q^2 Calculation = $1 - (1 - R^2_1)(1 - R^2_2)$ = $1 - (1 - 0,481)(1 - 0,549)$ = $1 - (0,481)(0,451)$ = 0,783		

Source: Authors

The presentation of the results in Table 3 provides the results of the evaluation of the model structure (*inner model*) with the *Q2 predictive relevance model* approach obtained at 0.783, close to the value of 1. The results of this evaluation provide an overview that the model has a good fit (*goodness of fit model*), the research model can be interpreted by 78.3 percent explained by the research model, and the remaining 21.7 percent is explained by other variables outside the research model.

Hypothesis Test

The test was carried out by a t-test of each partial direct influence pathway and indirect influence through mediating variables. Direct testing of each variable based on the conceptual framework and hypotheses that have been tested are presented in the following Table 5.

Table 5. Direct Effect Test Results

It	Relationship Between Variables	Path Coefficient (<i>Bootstrapping</i>)	T-Statistic	Information
1	Destination Service Quality (X) - <i>> Return Intention (Y)</i>	0.086	0.662	Insignificant
2	Destination Service Quality (X) - <i>> Visitor Satisfaction (M)</i>	0.694	14.729	Significant
3	Visitor Satisfaction (M) - <i>> Intention to Return (Y)</i>	0.678	7.912	Significant

Source: Authors

As presented in Table 5, it can be seen that the test results directly from each variable, compared to the t-statistic value above 1.96, can be said to have a positive and significant

influence. The direct influence of the quality of destination services on the intention to visit again, when viewed from the t-statistical value obtained, is 0.662, and when compared to the standard limit of 1.96 value, it can be said that it has no positive influence, so the H1 hypothesis can be said to be unproven. Furthermore, the testing of the H2 hypothesis and the H3 hypothesis can be said to have a positive and significant influence from the results of the t-statistical value of the relationship between destination service quality and visitor satisfaction of 14.729 and the value of the relationship between visitor satisfaction and return intention of 7.912, this value has exceeded the standard limit of the t-statistical value of 1.96. So it can be said that the testing of the H2 and H3 hypotheses can be proven to be true. These results give confidence that the quality of destination services can directly provide a strong impression on the relationship between variables and other variables in building visitor satisfaction.

The Role of Mediation

The examination of the mediating role of the variable was carried out by looking at the results of indirect testing of the hypothesis and adopting the approach of Hair et al., (2018). The results of the influence test through visitor satisfaction variables in mediating the relationship between destination service quality and revisit intention are presented in table 6 below.

Table 6. Results of Indirect Effect Testing and Mediation Role Testing

It	Variable Mediation	(a)	(b)	(c)	(d)	Information
<i>Visitor Satisfaction (M)</i>						
1	<i>Destination Service Quality (X) -> Return Intention (Y)</i>	0,086 N. Sig.	0,471 Sig.	0,694 Sig.	0,678 Sig.	<i>Fully mediated</i>
Ket: Sig. (significant); N. Sig (Non-Significant)						

Source: Authors

Referring to the presentation of table 5, the results of the H4 hypothesis test: visitor satisfaction plays a mediating role in mediating the influence of destination service quality on the intention to revisit adopting the Hair et al. approach, (2018) is included in the criteria for examining the values of c (0.694) and d (0.678) with significant values and the value of a (0.086) with insignificant values, then it can be categorized as fully mediated mediated This means that the H4 hypothesis is accepted with the meaning that visitor satisfaction can play an important role in mediating the relationship between the quality of destination services and the behavior of intention to visit again, the higher the expectations of visitors can be met from service performance based on good destination service quality, the intention to come to visit again will increase. Furthermore, the test results are presented in the Hypothesis Test Results Path Diagram Model as follows.

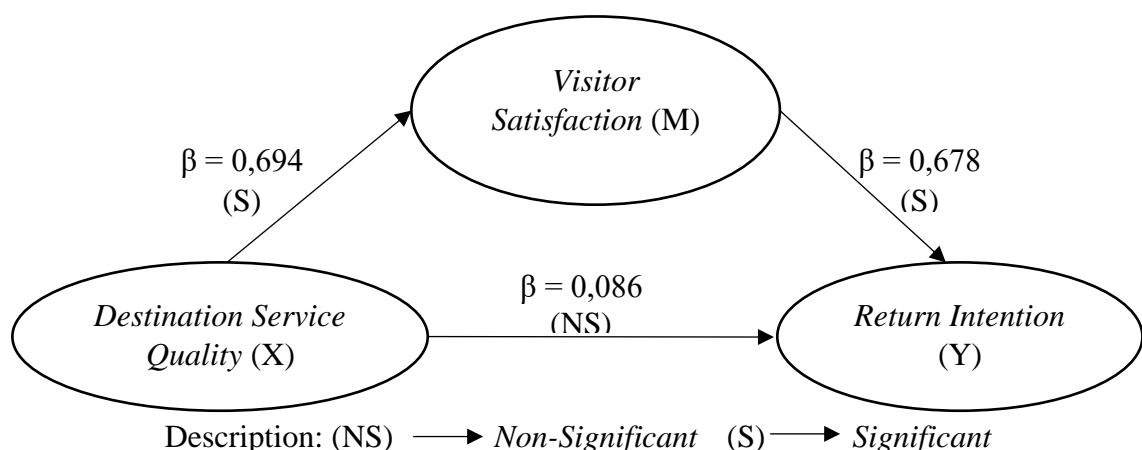


Figure 1. Diagram Model of Indirect Hypothesis Test Results

DISCUSSION

The findings of this study can contribute to understanding the behavior patterns of visitors on the behavior of intention to revisit, especially in waterfall tourism services in Bali. The quality of destination services cannot have a strong impact on the behavior of intention to visit again; in this case, it is necessary to play a role in fulfilling visitor expectations for service performance. Satisfaction is the main key in creating an increase in behavioral patterns of intention to visit again as a result of confirming expectations with service performance. This research can be said to be in harmony and can add to the expansion of the existing theory of the *Expectancy-Disconfirmation Theory* model developed by Richard L. Oliver (1980). The results of this study assess the role of customer expectations and actual performance in influencing satisfaction, which plays a mediating role. Visitor satisfaction can be strongly formed if the initial standards owned by visitors can be met by the perceived performance of the service, so that this can confirm the comparison between expectations and perceived performance, which forms a positive confirmation of visitor satisfaction which can encourage the behavior of intention to visit again. This is confirmed by the proven hypothesis that is strongly accepted that visitor satisfaction plays a role in mediating the formation of behavior of intention to revisit the impact of service quality through strong visitor satisfaction. Silalahi et al. (2023) reinforce that visitor satisfaction is the main benchmark that managers must achieve through service quality to increase the intention of tourists to visit again.

High quality quality can contribute to the realization of visitor satisfaction, this is evident from the results of the research hypothesis test that the hypothesis of destination service quality has a positive and significant effect on visitor satisfaction, so this can be a reference material to increase the positive attitude of visitors towards the conformity of expectations with service performance, especially in waterfall tourism in Bali. Referring to the indicators that improving the quality of destination services can be done by meeting the quality of destination services provided, one of which can be done by forming a staff attitude that can understand and empathize with the wishes and needs of visitors. Quality human resources will be able to provide quality services, so that awareness of the fulfillment of expectations and satisfaction from visitors can be realized. In addition, the improvement of the quality of destination services can be strengthened by the availability of supportive health services, especially in waterfall tourism. Service quality plays an important role in increasing visitor satisfaction strengthened from the statement of Nastabiq et al., (2021) revealing that the fulfillment of high visitor satisfaction can realize the fulfillment of visitor satisfaction, further Formica & Uysal (2006) said that the level of destination service capability can provide satisfaction with the behavior of meeting special holiday needs, as well as Meryawan et al., (2022) reinforce that the achievement of satisfaction is not Apart from the role of service quality that has been prepared by service providers who can meet the confirmation of service performance against the expectations formed by them.

Visitor satisfaction can be realized if the service provider can meet expectations through confirmation that the service performance felt by the visitor is met (Oliver, R. L. 1997). Furthermore, visitor satisfaction can have an impact on follow-up behavior for visitors to reuse services. This study provides reinforcement that the hypothesis proposed is proven to be true, visitor satisfaction has a strong role in building the behavior of intention to visit again at Yellow Waterfall tourism in Bali. Visitors who have met their expectations for the performance that they felt from the experience will be more likely to have a strong desire to return to the destination. As a result of the research that increasing visitor satisfaction can be built through the adoption of research instruments, namely comfort and strengthening of confidence, tourist destinations need to emphasize the importance of a comfortable environment including quality facilities, a pleasant atmosphere and a touch of friendly service in improving the visitor experience (Lee & Jeong,

2019). Furthermore, in addition to the strong comfort felt by visitors, this will directly strengthen the level of confidence of visitors will enabling stronger to realize satisfied behavior. Consistent and expected service reflects the confidence of visitors (Wang et al., 2021). Visitors' comfort and strong confidence will form satisfied behavior towards a service; a feeling of satisfaction describes the overall evaluation of the visitor to the perceived experience (Kim et al., 2020). The findings of this study reflect that the behavior of intention to return is emphatically the satisfaction of visitors as the main determinant, in line with the findings obtained by Han & Hyun (2018) and Chen et al. (2020)

CONCLUSION

The results of this study provide insight into the formation of behavioral patterns of intention to revisit, especially in waterfall tourist destinations in Bali. Focusing on the quality of destination services and the role of visitor satisfaction, it provides the view that the quality of tourist destination services has not been able to fully and strongly impact the realization of direct revisiting intention behavior. This implies that achieving the realization of the behavior of intention to visit again at waterfall tourist destinations cannot only be built with attention focused on the quality of destination services. Furthermore, on the other hand, the quality of destination services can have an impact on the realization of destination satisfaction behavior directly, and similar results occur in visitor satisfaction, which has a strong impact on the formation of behavior of intention to revisit. It needs to be underlined that the proof of destination service quality to satisfaction and satisfaction to revisit is directly considered by tourism service managers to create an impact from the formation of destination service quality in building the behavior of revisiting intentions, a stronger role is needed from other factors. Furthermore, this is reinforced by the finding that visitor satisfaction plays a strong role in building the impact of the formation of destination service quality indirectly on the behavior of intention to revisit. Overall, this finding emphasizes that the ability of destination service quality is not directly able to have a strong impact on the intention to revisit, but on the contrary, it is necessary to have an intermediary in another role to realize this through the formation of visitor satisfaction. This result can provide an offer for service practitioners, especially waterfall tourist destination managers, to be able to enrich the discourse on the adoption of strategies to increase the intention of return visit behavior.

LIMITATION AND IMPLEMENTATIONS

The limitations that arise in this study from the perspective of the scope of the research geographically, the focus of the research lies in one district area in Bali, namely Bangli Regency, so that this is not able to represent the same object in Bali as a whole. In addition, there are limitations in the number of objects raised, considering that Bali has many waterfall tourist destinations, so uniqueness and diversity have not appeared in the research. Future research can expand from the perspective of the diversity of objects involved through a variety of qualitative method approaches to gain more diverse insights from consumer behavior patterns, in particular. However, if in the next research stage a quantitative approach is adopted, then the next research needs to explore other variables, and the determination of more specific factors can be explored to add insight into visitor behavior, especially the factors that form the intention to visit again. Considering the development and changes to the pattern of shaping consumer behavior continue to experience development and change, the findings can provide the right benefits and contributions following current and future consumer behavior trends.

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