

Revisit Intention through the Development of Tourism Components and Tourist Satisfaction at Hot Spring Tourism Destinations

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Abstract

Hot spring tourism destinations in West Java face challenges in maintaining visitor satisfaction and encouraging repeat visits, particularly due to inconsistencies in tourism component development. Despite the growing interest in wellness tourism, limited studies have examined the direct and indirect relationships between tourism components, tourist satisfaction, and revisit intention in this context. This study aims to analyze the influence of tourism components on tourist satisfaction and its impact on revisit intention at hot spring tourism destinations. The research employs a descriptive and verification method with a sample of 400 respondents, selected using Random Sampling techniques. Data analysis was conducted using Structural Equation Modeling (SEM). The results indicate that Tourism Components significantly influence Tourist Satisfaction, substantially impacting Revisit Intention. However, Tourism Components do not directly influence Revisit Intention. This study underscores the importance of providing adequate facilities and better management of tourist destinations to enhance satisfaction and attract repeat visits. These findings offer valuable insights for tourism managers in their efforts to develop more competitive and sustainable hot spring tourism destinations.

Keywords: Revisit Intention, Tourism Components, Tourist Satisfaction

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh komponen pariwisata terhadap kepuasan wisatawan dan dampaknya terhadap niat mengunjungi kembali di destinasi wisata pemandian air panas. Penelitian ini menggunakan metode deskriptif dan verifikasi dengan ukuran sampel 400 responden, dipilih menggunakan teknik Random Sampling. Analisis data dilakukan dengan menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa Komponen Pariwisata secara signifikan mempengaruhi Kepuasan Turis, yang secara substansial berdampak pada Niat Kunjungan Kembali. Namun, Komponen Pariwisata tidak secara langsung mempengaruhi Revisit Intent. Studi ini menggarisbawahi pentingnya penyediaan fasilitas yang memadai dan pengelolaan destinasi wisata yang lebih baik untuk meningkatkan kepuasan dan menarik kunjungan berulang. Temuan ini menawarkan wawasan berharga bagi pengelola pariwisata dalam upaya mereka untuk mengembangkan destinasi wisata pemandian air panas yang lebih kompetitif dan berkelanjutan.

Kata Kunci: Komponen Pariwisata, Kepuasan Wisatawan, Niat Berkunjung Kembali

INTRODUCTION

The main issue in the tourism industry is the low revisit intention, which may be caused by the lack of satisfactory experiences for tourists (Ferns & Walls, 2012; J. Y. Park et al., 2019; Um et al., 2006; Weisstein et al., 2017). Additionally, the decline in tourist visits may result from tourists' dissatisfaction with their experiences at the destination (Koo et al., 2014; Lee & Kim, 2017; H. Wu, 2018). The emergence of many new tourist destinations increases intense competition, which impacts tourists' Intention to revisit and recommend the destination to others (Abubakar et al., 2017; Gvili & Levy, 2018; Kudeshia Amresh Kumar, 2017). These factors lead to a decrease in tourists' Intention to revisit the same destination. Revisit Intention, or the Intention to Return was first conceptualized by Oppermann as an intention primarily influenced by the overall performance

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of the destination based on their initial visit. Contrast, the Intention to return may be more influenced by promotional efforts that remind them of positive experiences and information about new attractions (Oppermann, 1998). The decline in the number of tourists at a destination does not align with current global tourism trends (Añaña et al., 2018; Gómez et al., 2015). The low revisit intention to a tourist destination negatively impacts the profitability of companies.

Repurchase intention or revisit Intent has become a significant issue in research on competition in the tourism destination industry and is critical in research on behavioral Intention (Koo et al., 2014; Meng & Han, 2018; Yeo et al., 2017). Tourist behavior, including destination selection, subsequent evaluation, and future revisit intention, has become the research focus (Y. C. Chen et al., 2018; J. Y. Park et al., 2019). The evaluation involves the value received by tourists and their level of satisfaction. In contrast, revisit intention reflects revisit the same destination nation in and commend it to others. Several empirical studies have shown that many tourist destinations rely heavily on repeat visitors (Abdullah et al., 2016; Winzar et al., 2017). Previous researchers have examined the factors influencing tourists' behavior towards repeat visits (N. Chen et al., 2010; Cheng & Lu, n.d.). Research on the concept of revisit Intention or repeat visitation has been conducted in various service industries such as restaurants (Marinkovic, V., Scenic, V., Ivkov, D., Dimitrovski, D., & Bjelic, 2014) (Lee & Kim, 2017), airlines (Liu & Lee, 2016), and more recent research in the tourism industry shows that companies continue to strive to significantly increase the number of repeat tourist visits (Konuk, 2019; E. Park, 2019; Sugathan & Ranjan, 2019). Tourism is a sector that contributes significantly to the economy of many countries, including Indonesia. With its incredible cultural and natural wealth, Indonesia has great potential to develop the tourism industry (Hurriyati & Setiawan, 2016). One of the popular tourist destinations in Indonesia is hot springs, which offer relaxation and health benefits for visitors. West Java Province, Indonesia, is known for its various attractive tourist destinations, one of which is hot springs. This destination offers relaxation experiences and is known for its health benefits, making it popular among domestic and international tourists (C. Lin, 2014).

However, many hot spring destinations in West Java still face challenges in attracting and maintaining consistent visitors, directly impacting tourists' revisit intention (H.-C. Wu et al., 2015). In recent years, hot spring destination managers in West Java have faced challenges maintaining and increasing tourist visits. Although these destinations have great potential, many face problems managing tourism components, directly impacting tourist satisfaction levels and their Intention to revisit. Tourism components such as attractions, accessibility, amenities, and ancillary services are crucial in shaping the overall tourist experience. A common issue at many hot spring destinations in West Java is the inability to maintain stable visitor numbers. This is primarily due to inadequate development and maintenance of tourism components. Some destinations have experienced a decline in facility quality, limited accessibility, and unresponsive services. These issues lower tourist satisfaction and negatively impact their Intention to return (Koo et al., 2014; Loi et al., 2017; Pestana et al., 2019). Revisit Intention is one of the crucial indicators of tourist loyalty and the long-term success of a tourist destination (J. V Chen et al., 2016). Various studies have shown that revisit intention is influenced by tourists' experiences during previous visits, including satisfaction with facilities, services, and the overall experience received (Ding & Jin, 2019). At hot spring destinations in West Java, issues such as inadequate facility maintenance, limited accessibility, and inadequate services can hinder tourists' Intention to return (C. Lin, 2014). Some studies indicate that despite

their great potential, many hot spring destinations in West Java face obstacles that negatively affect tourists' experiences. For example, tourists often complain about inadequate infrastructure and poorly maintained facilities. Additionally, the lack of promotion and development of innovative tourism products makes some destinations less competitive than other tourist destinations in Indonesia.

Professional and responsive management can enhance satisfaction and, ultimately, revisit Intention. Tourist satisfaction is an important mediating variable that links the quality of tourism components with revisit intention (Foroudi et al., 2018). Research (Loureiro & Sarmento, 2019) shows that tourist satisfaction is not only influenced by physical aspects, such as facilities and attractions but also by emotional aspects, such as the overall experience and atmosphere at the destination. At hot spring destinations, tourist satisfaction highly depends on the quality of hot springs, the comfort of facilities, and the level of service provided (H. Kim & Lee, 2015). Research shows that tourist satisfaction is an important mediating factor between the quality of tourism components and the Intention to revisit. Satisfied tourists are more likely to return to the same destination. Conversely, dissatisfaction with one or more tourism components can reduce their interest in repeat visits. In West Java, some hot spring destinations still face challenges in maintaining facilities, such as cleanliness and suboptimal physical conditions. Additionally, access to some destinations is often hampered by poor infrastructure, such as damaged roads or inadequate public transportation. Furthermore, ancillary services such as tourism information and on-site assistance usually fail to meet tourists' expectations, ultimately affecting their overall experience. These issues raise concerns about the sustainability of hot spring tourist destinations in West Java if there are no significant efforts to improve the management and development of tourism components. Destination managers must realize that in the modern tourism era, tourists have high expectations for the quality of the experiences they receive. Therefore, proper and integrated development of tourism components is crucial to enhancing tourist satisfaction and encouraging revisit Intention. The development of tourism components has a significant positive impact on tourist satisfaction. This hypothesis suggests that improvements in tourism components (such as accessibility, amenities, attractions, and services) will enhance the level of tourist satisfaction at hot spring destinations in West Java. This research evaluates the impact of tourism component development on tourist satisfaction and how it influences their Intention to revisit hot spring destinations in West Java. With a deeper understanding of this relationship, it is hoped that destination managers can formulate more effective strategies to improve the competitiveness and sustainability of these tourist destinations.

The concept of revisit intention comes from customer behavior (H. Wu, 2014) Revisit Intention refers to the willingness of tourists or the plan of tourists to visit the same destination (N. Chen et al., 2010) The importance of revisit intention comes from the quality experience of the destination (Bulus & Samdi, 2016) Revisit Intention to the destination will be influenced by the destination image itself, as well as promotional efforts and marketing dissemination of the destination object, so the destination image is one factor that affects the revisit intention (Um et al., 2006) Further factors in evaluating revisit intention include Intention to recommend and positive word of mouth (Bigné et al., 2014) The visitor's revisit intention to the destination will be affected by the appearance of the destination. Revisit Intention is seen as an extension of satisfaction from the initiator of the decision-making process of revisit (Um et al., 2006; H. Wu, 2014) The concept of

Revisit Intention has also been referred to as a willingness to recommend, in the sense that tourists express a desire to revisit a destination and make recommendations to their friends because they have a satisfying travel experience, and this satisfying experience can influence word of mouth and loyal customers (T. (Terry) Kim et al., 2009; Konuk, 2019)

Tourist satisfaction is the overall assessment made by travelers based on their experiences during a trip, indicating how well these experiences meet or surpass their expectations. This satisfaction is an emotional reaction to the quality of services, facilities, attractions, and the overall experience provided at a tourist destination (Pestana et al., 2019). It is described as "an evaluation after consuming a product or service to determine if it meets customer needs and expectations." In tourism, tourist satisfaction is defined by how well the travel experience aligns with or exceeds the expectations set before the visit. Several common indicators used to measure traveler satisfaction include: Service Quality: The standard of service received by travelers during their trip, including the friendliness, professionalism, and efficiency of the staff. Accessibility: The ease with which travelers can reach the destination, encompassing transportation, information availability, and comfort during the journey. Tourist Attractions: The level of satisfaction with the key attractions, such as natural beauty, cultural heritage, or entertainment options. Supporting Facilities: The availability and quality of essential facilities like accommodations, restaurants, and other public amenities. Perceived Value for Money: Travelers' evaluation of the value received for the money spent during their visit, including ticket prices, accommodations, and other costs. Tourist satisfaction significantly impacts the likelihood of revisiting, often referred to as the intention to return. Satisfied travelers are more inclined to consider revisiting the same destination. This is closely tied to Destination Loyalty, where satisfied tourists tend to demonstrate loyalty to the destination, which is expressed through their intention to return and their willingness to recommend the destination to others (Parasuraman & Zeithaml, 1985; Zeithaml, 1988). High levels of satisfaction create a strong emotional connection between the traveler and the destination, encouraging repeat visits. Ultimately, tourist satisfaction is crucial in determining whether tourists will choose to return to a destination in the future. Destinations that consistently maintain high satisfaction levels are more likely to experience a higher rate of repeat visits, which is essential for the sustainability of the tourism industry (Koo et al., 2014; Korelina, 2016; Loi et al., 2017).

Tourism components, which include attractions, accessibility, amenities, and ancillary services, play an essential role in determining tourists' satisfaction and their Intention to return (H. Kim et al., 2018; Loureiro & Sarmiento, 2019). Each of these components has its influence on the tourist experience. Attractions: according to (H. Lin et al., 2019), unique and high-quality tourist attractions, such as natural beauty and recreational activities offered at hot spring destinations, are the main factors that attract tourists. Destinations with attractions that are not only visually appealing but also offer memorable experiences tend to have higher repeat visit rates (Zhang et al., 2019). Accessibility, including the ease of transportation to the destination and the condition of supporting infrastructure, is also an essential factor influencing tourists' revisiting decisions (Kwon & Kim, 2020). Many hot spring destinations in West Java face challenges related to accessibility, such as damaged roads or difficulties in accessing public transportation. Amenities, or supporting facilities such as accommodation, restaurants, and healthcare services, enhance tourist satisfaction (Rasoolimanesh et al., 2021) (Rasoolimanesh et al., 2021). Clean, comfortable, and well-functioning facilities are crucial to tourist satisfaction at hot spring destinations. Ancillary services, including

information services and support from destination managers, also influence the overall tourist experience (Chandralal & Valenzuela, 2013; Tan, 2016).

RESEARCH METHOD

This study's methodology is designed to assess the influence of various tourism components on tourist satisfaction and their impact on the Intention to revisit hot spring destinations in West Java Province. A quantitative approach was adopted to achieve the research objectives, involving data collection through surveys and data analysis using Structural Equation Modeling (SEM). This research employs a descriptive and verificative design. The descriptive design is applied to depict the characteristics of the tourist population visiting hot spring destinations in West Java. In contrast, the verificative design tests the hypotheses formulated based on the theory regarding the relationship between tourism components, tourist satisfaction, and revisit Intention. The population in this study consists of domestic and international tourists who have visited hot spring destinations in West Java Province in the past year. Considering the diverse population spread across various locations, a representative sampling technique is necessary to generalize the research findings. Probability Sampling with the Random Sampling method was used to ensure that every individual in the population had an equal chance of being selected as a respondent. This random sample selection aims to minimize bias in data collection, making the research results more accurate and reliable. The sample size used in this study is 400 respondents. This number was determined based on statistical considerations, particularly regarding using structural equation modeling (SEM) as the analysis method. SEM requires an adequate sample size to produce valid and reliable results as a multivariate analysis technique.

The minimum recommended sample size for SEM is 5 to 10 times the number of independent variables used in the model. With 20 independent variables measured in this study, the minimum required sample size is between 100 and 200. The selection of 400 respondents meets these minimum requirements and enhances statistical power, allowing for more in-depth analysis and more reliable results (Hair et al., 2010). Additionally, the sample size of 400 also considers the possibility of invalid or incomplete data, ensuring that the number of respondents remains sufficient after the validity and reliability testing of the data. Data were collected through surveys by distributing questionnaires to tourists who met the sample criteria. The questionnaire measured variables related to tourism components (attractions, accessibility, amenities, and ancillary services), tourist satisfaction, and revisit Intention. Each item in the questionnaire was measured using a 5-point Likert scale, where one indicates "strongly disagree" and five indicates "strongly agree." Before the data analysis, validity and reliability tests were conducted on the collected data. The validity test aims to ensure that the research instrument measures what it is supposed to measure. In contrast, the reliability test assesses the instrument's internal consistency.

Validity:

Validity was tested using Confirmatory Factor Analysis (CFA) to ensure that the existing indicators accurately measured each variable.

Table 1 Validity Test Calculation Results

| | <i>Corrected Item-Total Correlation (r hitting)</i> | r table (0,05;398) | Decision |
|-----|---|-------------------------------|-----------------|
| CT1 | .369 | 0.098 | Valid |
| CT2 | .437 | 0.098 | Valid |
| CT3 | .336 | 0.098 | Valid |

| | <i>Corrected Item-Total Correlation (r hitting)</i> | <i>r table (0,05;398)</i> | Decision |
|------|---|-------------------------------|-----------------|
| CT4 | .298 | 0.098 | Valid |
| CT5 | .423 | 0.098 | Valid |
| CT6 | .381 | 0.098 | Valid |
| CT7 | .329 | 0.098 | Valid |
| CT8 | .239 | 0.098 | Valid |
| CT9 | .325 | 0.098 | Valid |
| CT10 | .335 | 0.098 | Valid |
| CT11 | .425 | 0.098 | Valid |
| CT12 | .418 | 0.098 | Valid |
| CT13 | .493 | 0.098 | Valid |
| CT14 | .367 | 0.098 | Valid |
| CT15 | .405 | 0.098 | Valid |
| CT16 | .446 | 0.098 | Valid |
| CT17 | .418 | 0.098 | Valid |
| CT18 | .110 | 0.098 | Valid |
| CT19 | .201 | 0.098 | Valid |
| CT20 | .406 | 0.098 | Valid |
| TS1 | .409 | 0.098 | Valid |
| TS2 | .414 | 0.098 | Valid |
| TS3 | .183 | 0.098 | Valid |
| TS4 | .424 | 0.098 | Valid |
| TS5 | .403 | 0.098 | Valid |
| TS6 | .366 | 0.098 | Valid |
| TS7 | .418 | 0.098 | Valid |
| RI1 | .325 | 0.098 | Valid |
| RI2 | .278 | 0.098 | Valid |
| RI3 | .330 | 0.098 | Valid |
| RI4 | .225 | 0.098 | Valid |
| RI5 | .305 | 0.098 | Valid |
| RI6 | .351 | 0.098 | Valid |

Source: Data Processing Results, 2024

Reliability:

Reliability was tested using Cronbach's Alpha, with a value above 0.70 considered reliable (Hair et al., 2015).

Table 2 Reliability Test Results

| Cronbach's Alpha | α | Decision |
|-------------------------|-----------|-----------------|
| .850 | 0.05 (5%) | Reliable |

Source: Data Processing Results, 2024

After conducting the reliability test on the statement items, a Cronbach's Alpha value of 0.850 was obtained. This means that Cronbach's Alpha value is more significant than α , indicating that the measurement tool is reliable.

RESULTS AND DISCUSSION

Data Analysis

After the data was declared valid and reliable, analysis was conducted using Structural Equation Modeling (SEM). SEM was chosen due to its ability to analyze complex relationships between various variables simultaneously. SEM allows researchers to test structural models that include direct and indirect effects among tourism components, tourist satisfaction, and revisit Intention.

Table 3 Assessment of Normality

| Variable | min | max | skew | c.r. | kurtosis | c.r. |
|--------------|-------|-------|--------|---------|----------|--------|
| CT1 | 1.000 | 5.000 | -.272 | -2.220 | -.182 | -.742 |
| CT3 | 1.000 | 5.000 | -.647 | -5.285 | .522 | 2.130 |
| CT4 | 1.000 | 5.000 | -.763 | -6.233 | .297 | 1.212 |
| CT5 | 1.000 | 5.000 | -.535 | -4.371 | -.114 | -.464 |
| CT7 | 1.000 | 5.000 | -.355 | -2.895 | -.273 | -1.115 |
| CT9 | 1.000 | 5.000 | -.689 | -5.624 | .083 | .338 |
| CT10 | 1.000 | 5.000 | -2.244 | -18.324 | 4.448 | 18.157 |
| CT11 | 1.000 | 5.000 | -.455 | -3.717 | -.304 | -1.243 |
| CT16 | 1.000 | 5.000 | -.479 | -3.915 | .001 | .004 |
| CT20 | 1.000 | 5.000 | -.636 | -5.191 | .063 | .255 |
| CT12 | 1.000 | 5.000 | -.393 | -3.206 | -.283 | -1.157 |
| RI6 | 1.000 | 5.000 | -.798 | -6.514 | .886 | 3.619 |
| RI5 | 1.000 | 5.000 | -.636 | -5.190 | .181 | .739 |
| RI4 | 1.000 | 5.000 | -.687 | -5.609 | .456 | 1.861 |
| RI3 | 1.000 | 5.000 | -.709 | -5.791 | .450 | 1.836 |
| RI2 | 1.000 | 5.000 | -.617 | -5.041 | -.121 | -.492 |
| RI1 | 1.000 | 5.000 | -.694 | -5.665 | .226 | .921 |
| TS7 | 1.000 | 5.000 | -.193 | -1.576 | -.292 | -1.191 |
| TS6 | 1.000 | 5.000 | -.623 | -5.087 | .461 | 1.883 |
| TS5 | 1.000 | 5.000 | -.728 | -5.946 | .486 | 1.983 |
| TS4 | 1.000 | 5.000 | -.733 | -5.982 | .176 | .720 |
| TS3 | 1.000 | 5.000 | -.775 | -6.325 | .413 | 1.686 |
| TS1 | 1.000 | 5.000 | -.337 | -2.755 | -.058 | -.238 |
| Multivariate | | | | | 73.430 | 21.653 |

Source: Data Processing Results, 2024

Based on the calculation results, it is known that all critical ratio skewness values are below +2.58, which means that the data from the indicators are normally distributed and suitable for use. The hypothesized structural model will be tested to assess model fit. Several fit indices that will be used include Chi-square, Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), and Tucker-Lewis Index (TLI). These index values will be used to determine whether the proposed model fits the collected data. To enrich the data analysis and provide a broader context, it is essential to compare the results of this study with similar studies at other tourist destinations, both in Indonesia and internationally. This comparison helps confirm the research findings and provides insights into how factors influencing tourist satisfaction and revisit Intention may vary across different contexts. To test the hypotheses in this research model. The research model was tested using Structural Equation Modeling (SEM) analysis tools to visualize the

structural relationships between the hypotheses. The results of the structural model test are as follows:

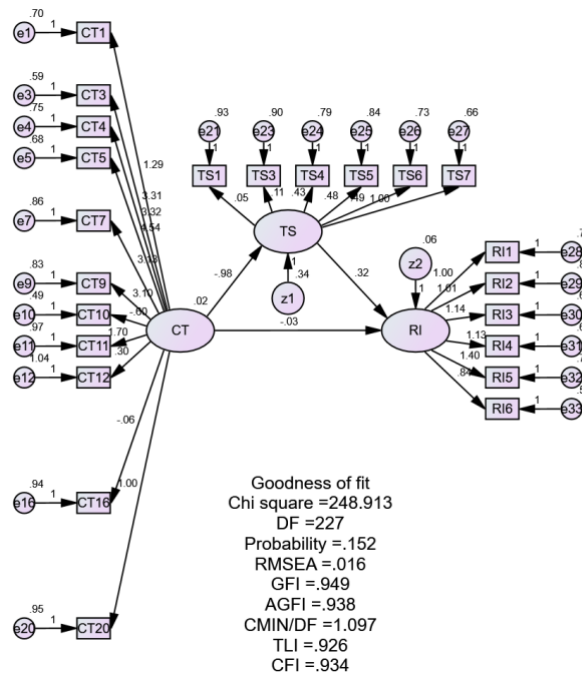


Figure 1 Structural Model Test (Source: Data Processing Results, 2024)

Based on the structural model test, a chi-square value of 248.913 and a degree of freedom of 227 were obtained. The results also show that the CMIN/DF, RMSEA, GFI, and AGFI values follow the criteria. Although the CFI and TLI values are within marginal criteria, according to (Hair, 2013), since the TLI value is close to the recommended value, the model is still considered suitable for further analysis. This means that the model is fit and appropriate for use. For more details, please refer to the following table:

Table 4 Goodness of Fit Model Test Results

| Goodness-of-Fit | Control of Value | Result | Explanation |
|---|---|---------|-------------|
| Chi-Square | X ² hitung diharapkan lebih kecil dari X ² tabel (X ² tabel = 263,147) | 248,913 | Good |
| Significance Probability | ≥ 0,05 | 0,152 | Good |
| Root Mean Square Error of Approximation (RMSEA) | ≤ 0,08 | 0,016 | Good |
| Goodness of Fit Index (GFI) | ≥ 0,90 | 0,949 | Good |
| Adjusted Goodness of Fit Index (AGFI) | ≥ 0,90 | 0,938 | Good |
| Relative X2 (CMIN/DF) | ≤ 2,00 | 1,097 | Good |
| Tucker-Lewis Index (TLI) | ≥ 0,95 | 0,926 | Marginal |
| Comparative Fit Index (CFI) | ≥ 0,95 | 0,934 | Marginal |

Source: Data Processing Results, 2024

Next, the regression weight values show the relationship between constructs in the hypothesis. The calculation results can be seen in the following table:

Table 5 Regression Weights

| | | | Estimate | S.E. | C.R. | P |
|------|------|------|----------|------|-------|------|
| T.S. | <--- | CT | .484 | .113 | 4.297 | *** |
| RI | <--- | T.S. | .667 | .150 | 4.443 | *** |
| RI | <--- | CT | .178 | .116 | 1.530 | .126 |

Source: Data Processing Results, 2024

The Influence of Tourism Components on Tourist Satisfaction

The results of this study indicate that tourism components such as attractions, accessibility, and amenities significantly influence tourist satisfaction at hot spring destinations in West Java. These findings are consistent with studies by (Loi et al., 2017; Pestana et al., 2019), which found that the quality of attractions and accessibility plays a crucial role in enhancing tourist satisfaction. Tourists who feel comfortable accessing the destination and enjoying the available attractions tend to be more satisfied and have a stronger intention to return. However, they also noted that in the context of beach tourism, weather, and natural environment factors have a more significant influence than hot spring tourism, where facility comfort and service quality are more dominant. At other international tourist destinations, such as in the study by (Hung et al., 2019) at mountain destinations in Taiwan, natural attractions and good accessibility are key factors influencing tourist satisfaction. However, they also noted that the quality of interactions between tourists and residents can enhance the overall tourist experience, which becomes an additional factor in determining satisfaction.

The Influence of Tourist Satisfaction on Revisit Intention

This study found that tourist satisfaction has a significant impact on revisit intention. These findings are consistent with many previous studies in Indonesia and abroad. For instance, (H. Kim & Lee, 2015; Lee & Kim, 2017), in their research in South Korea, found that tourist satisfaction strongly predicts revisit intention. They noted that tourists who are satisfied with their experience, primarily related to the quality of service and facilities, are more likely to plan a return visit. The study (Bulus & Samdi, 2016) at Plateau tourist destinations also supports these findings, where tourist satisfaction related to the quality of facilities and overall experience at the destination is directly associated to return. They also noted that tourists who feel their expectations were met or exceeded tend to have higher loyalty to the destination. This indicates that tourist satisfaction related to facilities and unique cultural interactions at the destination significantly influences their intention to return. However, local cultural factors and authentic experiences are more prominent in this research compared to hot spring destinations, which focus more on comfort and physical facilities (Cheng & Lu, n.d.; Hussein, 2016; Quintal & Polczynski, 2010; Wang & Wu, 2011; H.-C. Wu et al., 2015).

Contextual Differences Between Destinations

Comparing the results of this study with other studies shows that the context of the destination plays an essential role in determining the most influential factors on tourist satisfaction and revisit intention.

1. **Natural Tourist Destinations:** Studies of natural tourist destinations such as mountains or beaches often emphasize the importance of natural attractions and the environment as the main factors influencing tourist satisfaction (Koo et al., 2014; Loi et al., 2017; Pestana et al., 2019). In contrast, at hot spring destinations, factors that focus more on physical

comfort and facilities, such as cleanliness, accessibility, and service quality, become more dominant.

2. **Cultural Tourist Destinations:** In the context of cultural tourist destinations, such as in Yogyakarta or Bali, cultural experiences and social interactions have a significant impact on satisfaction and revisit intention (W. H. Kim et al., 2019; E. Park, 2019; Toyama & Yamada, 2012; H.-C. Wu et al., 2015). This contrasts with hot spring destinations in West Java, where cultural aspects may be less prominent, and physical factors and services become more critical.
3. **International Tourist Destinations:** The factors influencing satisfaction and revisit intention can vary greatly depending on the type of tourism offered at international tourist destinations. In Sweden, for example, unique experiences and interactions with nature are the main factors, while at destinations like Mauritius, attractions and accessibility become more critical (Al-ansi & Han, 2020; Konuk, 2019; Mohd Taher et al., 2015; Su et al., 2020).

This comparison shows that while there are some similarities in the factors influencing tourist satisfaction and revisit intention across various destinations, essential differences must be considered in the context of destination management. For hot spring destination managers in West Java, it is crucial to focus on improving facilities and accessibility and ensuring that the services provided meet or exceed tourist expectations. Additionally, although physical factors dominate hot springs, integrating more unique or personalized experience elements, such as interactions with locals or customized experiences, can add value and increase tourist loyalty.

Discussion

This research provides important insights into the role of tourism components such as attractions, accessibility, amenities, and ancillary services in shaping tourist satisfaction and revisiting intention at hot spring destinations in West Java Province, Indonesia. The results of this study are consistent with the existing literature while also highlighting specific aspects relevant to the context of health and wellness tourism in the region. This study aims to analyze the influence of various tourism components on tourist satisfaction and their impact on revisiting intention to hot spring destinations in West Java Province. Data were analyzed using Structural Equation Modeling (SEM), which allows researchers to test a theoretical model involving causal relationships between multiple variables simultaneously. The findings of this study are presented in detail and supported by relevant previous research.

This study extends the Expectancy-Disconfirmation Theory by demonstrating that the perceived quality of tourism components significantly affects satisfaction levels. When visitors' expectations are met or exceeded by well-managed attractions, accessibility, and amenities, they are more likely to have a positive experience. Additionally, the findings align with the Theory of Planned Behavior, emphasizing that satisfaction acts as a mediator between tourism components and revisit intention. Unlike previous studies that focus on destination image or emotional attachment, this research refines these theories by highlighting the structural and service-based factors as key determinants of repeat visits in health tourism.

To enhance visitor satisfaction and promote revisit intention, destination managers and policymakers should focus on several strategic areas. Improving accessibility through better road infrastructure, public transportation, and digital navigation tools can make hot spring destinations more convenient to reach. Upgrading amenities, including well-maintained hot spring pools, clean changing rooms, and high-quality wellness facilities, is essential to ensuring a pleasant visitor experience. Additionally, developing wellness-focused services, such as guided relaxation programs, therapeutic treatments, and health-oriented dining options, can enhance the appeal of these destinations. Implementing eco-friendly tourism practices, such as responsible water usage and sustainable waste management, is also necessary to balance visitor satisfaction with

environmental conservation. Moreover, increasing community involvement in destination management can strengthen cultural integration and provide economic benefits to local residents.

Rather than relying heavily on comparisons with previous research, this study makes a unique contribution by identifying physical and service-related tourism components as the primary drivers of satisfaction in wellness tourism. By shifting the focus from traditional factors such as destination branding and emotional loyalty to tangible aspects that directly enhance visitor experience and retention, this research offers valuable insights for tourism stakeholders. This perspective is particularly useful for destination managers seeking structured and data-driven approaches to improving health tourism offerings.

The long-term sustainability of hot spring tourism in West Java depends on environmentally responsible management and infrastructure development. If tourism components are neglected, challenges such as resource depletion, pollution, and overcrowding could diminish the appeal of these destinations. This study underscores the need for integrating eco-conscious practices, including sustainable construction materials, responsible water usage, and effective waste management systems. Furthermore, fostering community engagement in tourism operations can ensure that economic benefits are equitably distributed while preserving the cultural and environmental integrity of these locations.

Although the findings of this study are broadly consistent with the global tourism literature, there are some contextual differences when compared to other studies. For instance, in a survey conducted in cultural tourism destinations such as Yogyakarta, Indonesia, Setiawan (2017) highlighted that cultural interactions and the uniqueness of local traditions play a more prominent role in driving satisfaction and revisit intention than health-focused destinations like hot springs. Similarly, in an international context, (Al-ansi & Han, 2020; Konuk, 2019; Mohd Taher et al., 2015) found that destination image and emotional attachment are significant predictors of satisfaction and loyalty. These findings suggest that while physical attributes such as amenities and accessibility are crucial in health tourism, psychological factors may play a more significant role in other types of tourism.

CONCLUSION

This study reaffirms the critical role of tourism components—especially amenities and attractions—in driving tourist satisfaction and revisit intention at health tourism destinations. The findings offer practical insights for destination managers in West Java and similar contexts, highlighting the importance of continuous investment in infrastructure and service quality to enhance the tourist experience and encourage repeat visits. The study reveals that tourism components such as attractions, accessibility, amenities, and ancillary services significantly influence tourist satisfaction at hot spring destinations in West Java. Tourist satisfaction significantly impacts their intention to revisit. These results are essential to the tourism literature, emphasizing the importance of effectively managing tourism components to enhance tourist satisfaction and loyalty.

The findings of this study have important practical implications for managing hot spring destinations in West Java. First, the significant influence of amenities on tourist satisfaction indicates that investment in maintaining and enhancing facilities should be a top priority. Ensuring that tourists can access clean, comfortable, and well-managed amenities will likely increase their satisfaction, encouraging higher revisit rates. Second, improving accessibility is also crucial. Destination managers must collaborate with local governments to improve infrastructure, ensuring that roads and transportation services to these relatively remote areas are reliable and convenient. This step will not only enhance the experience of current visitors but also make the destination more attractive to potential future tourists. Lastly, although ancillary services may not be the primary factor driving satisfaction, their role should not be overlooked. Providing high-quality

customer service, offering clear and easily accessible tourist information, and ensuring visitors have access to the support services they need can complement the core experience and contribute to overall satisfaction.

While this study provides valuable insights, there are several limitations. This research focuses solely on hot spring destinations in West Java, which may limit the generalizability of these findings to other types of health tourism or different geographical areas. Future research could expand the scope by conducting comparative analyses across various types of health tourism destinations or other regions to validate these findings further. Additionally, although this study highlights the importance of amenities and accessibility, future studies could explore the role of intangible factors such as destination image and emotional satisfaction, which were not the primary focus here but were significant in other contexts. Understanding these dimensions could provide a more comprehensive view of the factors influencing tourist satisfaction and loyalty.

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