

What drives tourists to return? The mediating role of tourist satisfaction

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ABSTRACT

To measure the intensity of tourist behavior, tourist attractions, infrastructure, and local cuisine as initial stimuli influencing tourist satisfaction and the final decision to revisit. Lampung, Indonesia, located at the southern gateway of Sumatera, has strong tourism potential supported by diverse natural attractions, cultural heritage, and local wisdom. This study examines the influence of tourist attractions, infrastructure, and local cuisine on tourists' intention to revisit, with tourist satisfaction as a mediating variable. A quantitative causal-associative design was applied, involving 150 domestic tourists selected through purposive sampling. Data were analyzed using structural equation model-partial least square. The results show that tourist attractions, infrastructure, and local cuisines significantly affect revisit intention. Tourist satisfaction also has a significant positive effect and mediates the relationships between destination attributes and revisit intention. These findings indicate that positive destination experiences enhance satisfaction, which in turn strengthens the intention to revisit. The study contributes to the tourism literature by confirming the mediating role of tourist satisfaction in the relationship between destination attributes and behavioral intentions. Practically, stakeholders should improve attractions, infrastructure, and culinary experiences to enhance satisfaction and support sustainable tourism development.

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1. Introduction

The sustainability of tourism destinations increasingly depends on their ability to encourage repeat visitation, as loyal tourists contribute significantly to long-term tourism performance and destination competitiveness (Rasoolimanesh et al., 2025). In tourism behavior studies, revisit intention is considered a critical indicator of destination loyalty because tourists who have previously visited a destination tend to exhibit stronger emotional attachment, lower sensitivity to promotional efforts, and greater spending potential than first-time visitors (Alfarhan & Nusair, 2022; Rather et al., 2022). Moreover,

returning tourists frequently act as informal promoters through positive word-of-mouth communication, thereby strengthening the destination's image and influencing the travel decisions of other potential visitors (Su & Rahman, 2026). Therefore, enhancing tourists' revisit intention has become an important strategic objective in destination management to ensure sustainability, competitiveness, and long-term tourism-driven economic growth (Li, 2025).

Previous tourism studies suggest that revisit intention is shaped by various experiential and destination-related factors, including tourist attractions, infrastructure quality, local culinary experiences, and visitor satisfaction. Tourist attractions play a central role in shaping tourists' perceptions of a destination's uniqueness and experiential value, thereby creating memorable tourism experiences that influence travel decisions (Martins & Pinheiro, 2022; Guo et al., 2024). Similarly, the availability of adequate infrastructure, such as transportation systems, public facilities, and accessibility, contributes to improved travel convenience and overall destination experiences (Mohamad & Jaafar, 2016; Rodrigue, 2016). In addition, local cuisines represent an important cultural element of tourism experiences, offering authenticity and sensory value that may strengthen tourists' emotional connections with a destination (Apak & Gürbüz, 2023; Adirestuty et al., 2025; Xiong et al., 2025).

Empirical findings regarding the influence of these factors on tourists' revisit intention, however, remain inconsistent. Several studies report that attractive tourism resources, well-developed infrastructure, and unique local cuisines positively influence tourists' decisions to revisit a destination by creating memorable and satisfying tourism experiences (Dao, 2019; Chin et al., 2022; Amalia et al., 2023; Sugiama et al., 2024; Boluwaji, 2025; Hökelekli & Güneren, 2025; Hurdawaty et al., 2025). Conversely, other studies indicate that these factors do not always directly affect revisit intention, suggesting that tourists may place greater emphasis on emotional experiences and psychological evaluations rather than solely on destination attributes (Rahmawati, 2021; Ingkadijaya et al., 2022; Eviana & Yusrini, 2025; Martin et al., 2025). This inconsistency indicates that the relationship between destination attributes and revisit intention may operate indirectly through tourists' evaluative responses, particularly tourist satisfaction.

Tourist satisfaction has been widely recognized as a key mechanism that links tourism experiences with post-visit behavioral intentions (Khoshkam et al., 2022). Positive experiences derived from attractive tourism resources, accessible infrastructure, and authentic culinary offerings may first generate satisfaction, which subsequently shapes tourists' willingness to revisit the destination (Sinaga et al., 2024; Zhu et al., 2024; Nur et al., 2025). Satisfied tourists tend to develop favorable attitudes toward the destination and are more likely to return in the future while recommending the destination to others (Hurdawaty et al., 2025). Despite this theoretical proposition, limited studies have comprehensively examined the mediating role of tourist satisfaction in explaining how multiple destination attributes simultaneously influence revisit intention.

According to the stimulus-organism-response (SOR) theory by Mehrabian and Russell (1974), behavioral responses are shaped by internal psychological states that are influenced by environmental stimuli (Dashti et al., 2019). In tourism, destination attributes such as tourist attractions, infrastructure, and local cuisine serve as key stimuli shaping tourists' cognitive and affective evaluations of their experiences (Wang et al., 2026). These evaluations are reflected in tourist satisfaction as the organism component (Badu-Baiden et al., 2022; Nian et al., 2023; Jalali et al., 2026), which subsequently drives behavioral intentions, particularly revisit intention (Chin et al., 2022). Thus, the SOR framework provides a suitable explanation of how destination attributes influence revisit intention through satisfaction, supporting its relevance in enhancing tourist loyalty and destination sustainability (Boro, 2022; Çetin et al., 2024).

Lampung, Indonesia, is an important tourism region, strategically positioned as the main gateway between the islands of Sumatera and Java. This geographical position, combined with diverse natural attractions, cultural heritage, and local wisdom across its districts and municipalities, provides significant potential for tourism development. Recent tourism data statistics from the Central Bureau of Statistics of Lampung show that tourist arrivals to Lampung continue to increase annually. By the end of 2024, total tourist visits reached 19.234 million, exceeding the target set for Lampung. This growth highlights Lampung's growing attractiveness as a tourist destination while underscoring the importance of identifying the factors that encourage tourists to return.

Although previous studies have examined the relationships among destination attributes, tourist satisfaction, and revisit intention, empirical findings remain inconsistent across different tourism contexts. Some studies report that destination attributes directly influence revisit intention (Dao, 2019; Rahmawati, 2021; Chin et al., 2022; Ingkadijaya et al., 2022; Amalia et al., 2023; Sugiyama et al., 2024; Boluwaji, 2025; Eviana & Yusrini, 2025; Hökeleki & Güneren, 2025; Hurdawaty et al., 2025; Martin et al., 2025). Others suggest that tourist satisfaction plays a significant mediating role in explaining tourists' future behavioral intentions (Sinaga et al., 2024; Zhu et al., 2024; Hurdawaty et al., 2025; Nur et al., 2025). Moreover, limited studies have simultaneously investigated tourist attractions, infrastructure, and local cuisines within a comprehensive framework, particularly in emerging tourism destinations such as Lampung, Indonesia.

2. Literature Review and Hypothesis Development

2.1. Literature Review

2.1.1. Stimulus Organism Response Theory

This study adopts the stimulus-organism-response (SOR) theory as the grand theory underpinning the research framework. Originally proposed by Mehrabian and Russell (1974), the SOR theory explains how environmental stimuli influence individuals' internal evaluations and subsequently shape their behavioral responses (Dashti et al., 2019). The theory consists of three key components: stimulus, which refers to external environmental factors; organism, which represents individuals' cognitive and affective evaluations; and response, which reflects the resulting behavioral intentions or actions (Bai & Lai, 2025). The SOR framework has been widely applied in tourism and hospitality research to explain how destination attributes affect tourists' psychological states and subsequent behavioral outcomes (Şahin & Kılıçlar, 2023).

In the tourism context, tourists are exposed to various destination attributes that serve as environmental stimuli, including tourist attractions, infrastructure quality, and local culinary experiences (Badu-Baiden et al., 2022; Nian et al., 2023; Jalali et al., 2026). Tourist satisfaction represents the organism component because it captures tourists' cognitive and emotional assessments after experiencing destination attributes (Hao et al., 2024). Subsequently, these evaluations affect tourists' behavioral responses, particularly their intention to revisit the destination in the future (Qiu et al., 2023). Therefore, the SOR theory provides a suitable theoretical foundation for explaining how tourist attractions,

2.1.2. Tourist Attractions

Tourist attractions are features that possess uniqueness, beauty, and particular value, capable of attracting individuals to visit a destination, whether derived from natural resources, cultural heritage, or human-made creations (Trisoko et al., 2024). Tourist attractions are a key factor influencing visitation decisions and

destination success (Mihai et al., 2023). The presence of attractive tourism resources is the main reason tourists travel and choose one destination over others.

Without strong and relevant attractions that align with tourists' needs and expectations, a destination may struggle to attract visitors and sustain its tourism development (Yacoub et al., 2025). Tourist attractions are a core element of the tourism system and a key travel motivator due to their ability to create meaningful and memorable experiences, with tourists' perceptions shaped by how they are managed and supported within the destination (Lo et al., 2019; Suhartanto et al., 2020).

2.1.3. Infrastructure

Infrastructure is a fundamental element in supporting the sustainability of social, economic, and regional development activities (Toshov, 2025). The World Bank defines infrastructure as physical assets such as transportation, energy, water supply, sanitation, and telecommunications that enhance economic efficiency and quality of life. Infrastructure comprises essential physical systems and supporting institutions that facilitate social and economic activities, connect regions and individuals, and enhance regional integration and long-term competitiveness (Yang et al., 2025; Wang et al., 2026). In the tourism sector, infrastructure plays a crucial role in supporting accessibility, comfort, and safety for tourists (Munir et al., 2025).

The success of tourism destination development is highly influenced by the availability of adequate supporting infrastructure, such as road networks, transportation systems, utilities, and public facilities (Iamtrakul et al., 2025). High-quality infrastructure facilitates tourists' access to destinations and enhances the overall quality of the tourism experience (Mamirkulova et al., 2025). Tourism infrastructure significantly shapes destination image, as reliable and well-maintained facilities enhance tourist perceptions and strengthen destination competitiveness (Munir et al., 2025). Conversely, inadequate infrastructure may reduce tourist satisfaction and hinder the growth of tourism visits (Hoque et al., 2026).

2.1.4. Local Cuisines

Local cuisines represent one of the essential elements in tourism development, serving as both cultural identity and an additional attraction for a tourism destination (Hoque et al., 2026). Local cuisine refers to food and beverages prepared using local ingredients and traditional recipes that reflect a destination's identity and characteristics (Liu et al., 2025). In the tourism context, local food serves not only as a means of consumption but also as a representation of the destination's cultural heritage, traditions, and local wisdom (Apak & Gürbüz, 2023). The experience of consuming local cuisine often becomes an inseparable part of the overall tourism experience perceived by tourists (Ibrahim et al., 2025).

Local cuisine reflects local culture, strengthens authentic tourist experiences, and enhances emotional attachment, making it a key element in creating memorable tourism experiences (Espiritu, 2026). Tourists who seek new and distinctive experiences tend to be more inclined to try regional specialty foods that they have not previously encountered (Gómez-Rico et al., 2022).

2.1.5. Tourist Satisfaction

Tourist satisfaction is a central construct in tourism research and plays a critical role in explaining tourists' post-visit behavior (Mahboob et al., 2022). Satisfaction is a psychological state resulting from the confirmation or

disconfirmation of expectations and reflects tourists' overall evaluation of travel experiences based on the comparison between expectations and actual experiences (Schiebler et al., 2025). High satisfaction indicates that a destination meets or exceeds tourist expectations, while dissatisfaction occurs when perceived performance falls short of expectations (Yasa et al., 2026). In the tourism context, satisfaction refers to tourists' affective and cognitive assessments of various destination attributes, including tourist attractions, infrastructure, services, environmental conditions, and cultural elements such as local cuisine.

Tourist satisfaction is shaped by the cumulative evaluation of multiple factors in the tourism experience and serves as a key antecedent of behavioral intentions, including revisit intention, positive attitudes, and word-of-mouth recommendation (Kamata, 2022; Rasoolimanesh et al., 2025). Therefore, tourist satisfaction plays a strategic mediating role in strengthening the relationship between destination attributes and tourists' intention to revisit (Zulfiqar et al., 2024).

2.1.6. Revisit Intention

Revisit intention is one of the key indicators in assessing the success and sustainability of a tourism destination (Morrison et al., 2025). A destination that can encourage tourists to return indicates that it not only possesses strong attractions but also delivers positive and satisfying tourism experiences (Butler, 2017). Revisit intention refers to tourists' desire, intention, or tendency to revisit a tourism destination in the future based on their previous visitation experiences (Lyu et al., 2022). Revisit intention is part of behavioral intentions, which encompass the willingness to reuse services, make repeat purchases, and recommend the destination to others (Sades, 2024). Revisit intention does not emerge spontaneously but is formed through a complex evaluation process of tourism experiences (Tang et al., 2025).

These experiences include tourists' interactions with tourist attractions, tourism facilities, services, the destination environment, and cultural elements such as local cuisines (Nanggong & Mohammad, 2024). When the perceived tourism experience meets or exceeds tourists' expectations, a positive perception is formed, which in turn encourages the intention to revisit the destination (Suban, 2025).

2.2. Hypothesis Development

2.2.1. Positive Effect of Tourist Attractions on Revisit Intention

Tourist attractions are a primary factor that motivates tourists to choose and visit a destination (Dulhamid et al., 2022). The uniqueness, beauty, and experiential value of tourist attractions form the basis for tourists' perceptions and attitudes toward the destination (Reitsamer & Brunner-Sperdin, 2017). When tourist attractions meet or exceed tourists' expectations, they foster positive attitudes toward the destination, which in turn encourages future behavioral intentions, including revisit intention (Basendwah et al., 2024). Based on the SOR theory, tourist attractions serve as stimuli that shape tourists' perceptions and evaluations of a destination (Bai & Lai, 2025).

Attractive and unique tourism experiences generate positive cognitive and emotional responses that encourage favorable behavioral intentions, particularly revisit intention (Nian et al., 2023). Previous studies by Wang et al. (2020), Amalia et al. (2023), and Sugiyama et al. (2024) indicated that tourist attractions significantly influence tourists' revisit intention. Unique, authentic, and distinctive attractions, compared with those of other destinations, enhance tourists' emotional engagement

and strengthen their attachment to the destination (Huynh & Duong, 2025). The diversity of attractions, including natural, cultural, and artificial sites, enhances the tourist experience and increases the intention to revisit (Gupta & Matatolu, 2025).

H₁: Tourist Attractions Positively affect Revisit Intention.

2.2.2. Positive Effect of Infrastructure on Revisit Intention

Infrastructure plays a vital role in enhancing destination accessibility and tourist experiences (Kanwal et al., 2020). The availability of transportation networks, utilities, sanitation facilities, and communication systems facilitates tourists' access to and enjoyment of a destination (Hadi et al., 2025). Although tourist attractions serve as the primary driver for initial visits, infrastructure functions as a supporting element that enhances the overall tourism experience and influences tourists' satisfaction (Paulino et al., 2025). Tourists evaluate the quality of infrastructure by comparing their pre-visit expectations with the actual conditions they encounter during their stay (Arabov et al., 2023).

Based on the SOR theory, infrastructure functions as a stimulus that influences tourists' perceptions and evaluations of a destination (Bai & Lai, 2025). Adequate infrastructure enhances convenience and accessibility, generating positive responses that increase tourists' intention to revisit the destination (He et al., 2026). Previous studies conducted by Isa et al. (2020), Chin et al. (2022), and Boluwaji (2025) indicate that infrastructure significantly influences tourists' intention to revisit. Well-developed and properly managed infrastructure can create a sense of safety, comfort, and efficiency for tourists, thereby fostering loyalty in the form of revisit intention and a willingness to recommend the destination to others (Orbelyan, 2024). **H₂: Infrastructure Positively affects Revisit Intention.**

2.2.3. Positive Effect of Local Cuisines on Revisit Intention

Local cuisine represents a destination's cultural identity and offers authentic experiences that enhance its uniqueness and attractiveness to tourists (Dias & Posheliuznaia, 2025). The uniqueness of flavors, use of local ingredients, and traditional presentation methods create memorable culinary experiences for tourists (Park & Widyanta, 2022). Tourists compare their expectations with actual culinary experiences, where positive perceptions of local cuisine enhance loyalty and encourage revisit intention (Choe & Kim, 2018). Based on the SOR theory, local cuisines serve as destination-related stimuli that influence tourists' cognitive and emotional evaluations (Li et al., 2026). Authentic and memorable culinary experiences generate positive perceptions of the destination, which subsequently encourage tourists' intention to revisit (Jalali et al., 2026). Previous study conducted by Dao (2019), Gupta and Matatolu (2025), and Hökelekli and Güneren (2025) indicated that local cuisines significantly influence tourists' intention to revisit. Tourists who enjoy satisfying culinary experiences are likely to develop an emotional attachment to the destination and show a stronger desire to return (Akoğul & Selçuk, 2025). **H₃: Local Cuisines Positively affect Revisit Intention.**

2.2.4. Positive Effect of Tourist Satisfaction on Revisit Intention

Tourist satisfaction is the extent to which actual destination experiences meet or exceed tourists' pre-visit expectations (Vo-Thanh et al., 2026). Satisfaction represents tourists' overall evaluation of the quality of attractions, facilities, services, and experiences obtained during their visit (Shao et al., 2023). Satisfied tourists tend to show positive attitudes, including revisit intention, willingness to recommend, and

preference over alternative destinations (Zeng & Li, 2021). Conversely, dissatisfaction may lead tourists to switch to other destinations, reducing the likelihood of repeat visits.

According to the SOR theory, tourist satisfaction represents an internal evaluation of travel experiences that influences subsequent behavioral intentions (Ciki et al., 2026). Higher satisfaction levels encourage tourists to revisit a destination (Tedjakusuma & Kulachai, 2026). Previous studies conducted by Zhu et al. (2024), Baghirov et al. (2025), Hurdawaty et al. (2025), and Nur et al. (2025), have shown that tourist satisfaction significantly influences revisit intention. High levels of satisfaction create memorable tourism experiences and strengthen tourists' emotional attachment to the destination. This emotional attachment serves as a foundation for loyalty, reflected in the intention to return to the same destination in the future (Guleria et al., 2023). **H₄: Tourist Satisfaction Positively affects Revisit Intention.**

2.2.5. Tourist Attractions affect Revisit Intention with Tourist Satisfaction as a Mediator

Tourist attractions are a central element of a destination, serving as the primary consideration for tourists when deciding which destination to visit (Surya et al., 2023). The uniqueness, beauty, and experiential value offered by tourist attractions can generate positive perceptions and increase tourists' interest in a destination (Khairani et al., 2026). Tourist attractions shape experiences and satisfaction, and when they are unique, authentic, and high-quality, they enhance satisfaction that influences revisit intention (Kusumah, 2023; Rasoolimanesh et al., 2025). Tourist satisfaction fosters positive attitudes, emotional attachment, loyalty, and revisit intention, while also enhancing positive memory recall and perceived destination value, thereby linking destination evaluations to future behavioral intentions (Masriah et al., 2024).

From the perspective of the SOR theory, tourist attractions function as environmental stimuli that influence tourists' cognitive and affective evaluations, which are reflected in their satisfaction as the organism state, and ultimately lead to behavioral responses such as revisit intention (Bai & Lai, 2025). The study conducted by Wang et al. (2020), Amalia et al. (2023), and Sugiyama et al. (2024), tourist satisfaction acts as a mediating factor explaining how the quality of tourist attractions can indirectly influence tourists' intention to revisit a destination. **H₅: Tourist Satisfaction mediates the Effect of Tourist Attractions on Revisit Intention.**

2.2.6. Infrastructure affects Revisit Intention with Tourist Satisfaction as a Mediator

Tourism infrastructure enhances accessibility, convenience, and safety through roads, transportation, utilities, and public facilities, thereby improving mobility and travel comfort in line with tourists' expectations and actual experiences (Abbas et al., 2024). Effective tourism infrastructure that supports tourists' activities without significant constraints enhances perceptions of the destination as well-organized and visitor-friendly (Achmad et al., 2023). When infrastructure meets or exceeds expectations in accessibility, convenience, and reliability, it enhances tourists' overall satisfaction with the destination experience (Karim et al., 2024). Infrastructure represents a key destination attribute that shapes tourists' perceived

visit quality and satisfaction, which in turn significantly influences their revisit intention (Sufa et al., 2024).

Highly satisfied tourists tend to develop favorable attitudes toward a destination, increased confidence in its quality, and lower perceived risks of revisiting in the future (Viet et al., 2020). As a result, satisfied tourists are more likely to demonstrate loyalty and express a stronger intention to revisit the destination (Suban, 2025). From the SOR theory, Infrastructure Serves as an environmental stimulus that shapes tourists' cognitive and affective evaluations (organism), which are reflected in satisfaction and lead to behavioral responses such as revisit intention (Al-Sulaiti, 2022). The studies conducted by Abbas et al. (2024), and Munir et al. (2025), found that tourist satisfaction serves as a psychological mechanism explaining how the quality of tourism infrastructure can indirectly influence tourists' intention to revisit a destination. **H₆: Tourist Satisfaction mediates the Effect of Infrastructure on Revisit Intention.**

2.2.7. Local Cuisines affect Revisit Intention with Tourist Satisfaction as a Mediator

Local cuisine not only satisfies tourists' consumption needs but also constitutes a key component of the destination experience that shapes overall visit evaluation (Dias & Posheliuznaia, 2025). Culinary experiences allow tourists to engage with local culture through authentic flavors, ingredients, and traditional methods, differentiating destinations and enhancing experiential value (Yeboah & Ashie, 2024). Tourists evaluate culinary experiences by comparing pre-visit expectations of local cuisine with their actual experiences during the visit (Yeboah & Ashie, 2024). Perceived authenticity, enjoyment, and cultural meaning in local cuisine enhance culinary satisfaction through cognitive and affective evaluations, which strengthen emotional attachment and foster revisit intention driven by positive past experiences (Badu-Baiden et al., 2022; Fathy et al., 2025).

The SOR theory explains that environmental stimuli shape internal evaluations that determine behavioral intentions. In tourism, local cuisine acts as a stimulus influencing satisfaction and ultimately revisit intention (Cakir & Sengul, 2026; Jalali et al., 2026). The study conducted by Khoshkam et al. (2022), Dias and Posheliuznaia (2025), and Fathy et al. (2025), tourist satisfaction serves as an important psychological mechanism explaining how the quality and authenticity of local cuisines can indirectly influence tourists' revisit intention. **H₇: Tourist Satisfaction mediates the Effect of Local Cuisines on Revisit Intention.**

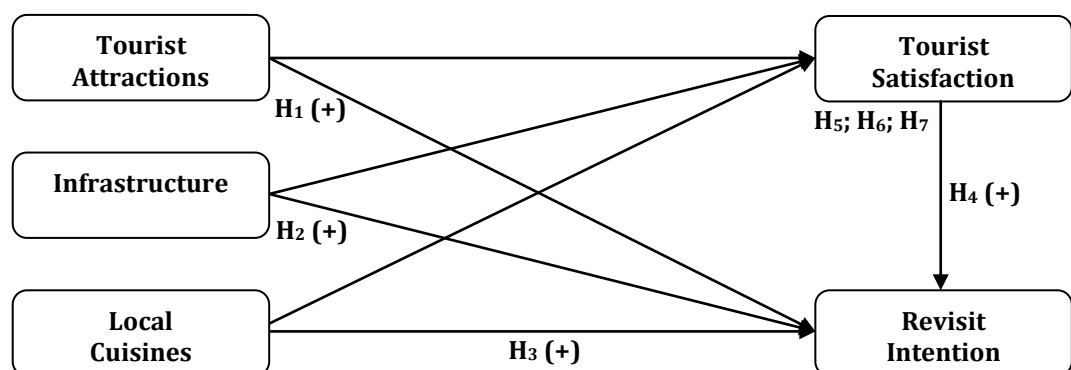


Figure 1. Research Framework

Figure 1 is based on theoretical studies and relevant prior research, providing a scientific foundation for analyzing the factors influencing tourists' intention to revisit Lampung, Indonesia. In this study, tourist attractions, infrastructure, and local cuisines are treated as independent variables hypothesized to affect revisit intention, both directly and indirectly through tourist satisfaction as an intervening variable. Tourist satisfaction is considered a key factor reflecting the overall tourism experience and plays a crucial role in motivating tourists' behavioral intention to revisit destinations in Lampung, Indonesia.

3. Research Methods

3.1. Population and Sampling Method

This study employs a quantitative causal-associative design to examine the direction and magnitude of relationships among variables (Lowry & Gaskin, 2014). The population comprises tourists who have visited Lampung, Indonesia, with 150 domestic tourists selected using purposive non-probability sampling based on criteria of having visited within the last year and being aged at least 17 years. The sample size is considered adequate for structural equation model-partial least squares (SEM-PLS) analysis and models involving mediating variables (Chew et al., 2025).

3.2. Data Collecting Method

This study used primary data collected through structured questionnaires based on research indicators, measured on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Tourist attractions in this study are measured using four indicators by Yuliana et al. (2025): Destination uniqueness, natural beauty, authenticity, and comfortable environmental conditions. Infrastructure in this study is measured using five indicators by Munir et al. (2025): Transport facilities, communication facilities, health facilities, fueling facilities, and information facilities. Local cuisines in this study are measured using three indicators by Hurdawaty et al. (2025): Traditional raw materials, unique traditional methods, and distinctive taste. Tourist satisfaction in this study is measured using five indicators by Amalia et al. (2023): Enjoyment of visit, satisfaction with travel decision, destination preference, positive feelings toward destination, and memorable tourism experience. Revisit Intention in this study is measured using five indicators by Lin (2024): Intention to revisit the destination, willingness to revisit, positive word-of-mouth intention, recommendation intention, and future visiting priority.

3.2. Data Analysis Method

Data were analyzed using SmartPLS for SEM-PLS in two stages: outer model and inner model evaluation. The outer model was assessed using Cronbach's alpha, composite reliability ≥ 0.70 , indicator outer loadings > 0.50 , and average variance extracted (AVE) > 0.50 . The inner model examined path coefficients, R-Squares values (0.25 weak, 0.50 moderate, 0.75 substantial), and hypothesis testing at a 5% significance level (Kock, 2016; Hair et al., 2019).

4. Results and Discussion

4.1. Respondent Demographic Profile

This section presents the demographic profile of respondents, consisting of 52% female and 48% male tourists. The majority were aged 17–25 years (36.7%), followed by 26–35 years (32%), 36–45 years (18%), and over 45 years (13.3%). Most respondents

were students (28%) and private employees (25.3%), with the largest income group earning IDR 2.000.001 – IDR 4.000.000 per month (30.6%).

Table 1. Characteristics of Respondents

Factor	Category	Frequency	
Gender	Male	72	48.0%
	Female	78	52.0%
Age	17-25 Years	55	36.7%
	26-35 Years	48	32.0%
	36-45 Years	27	18.0%
	>45 Years	20	13.3%
Occupation	Students	42	28.0%
	Civil Servant	26	17.3%
	Private-Sector Employee	38	25.3%
	Entrepreneur	29	19.4%
Income	Others	15	10.0%
	< IDR 2.000.000	34	22.7%
	IDR 2.000.001 – IDR 4.000.000	46	30.6%
	IDR 4.000.001 – IDR 6.000.000	40	26.7%
	> IDR 6.000.001	30	20.0%

4.2. Outer Model Evaluation

Table 2. Validity and Reliability Test

Variables	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Tourist Attractions		0.983	0.932	0.842
TA1	0.743			
TA2	0.721			
TA3	0.843			
TA4	0.661			
Infrastructure		0.998	0.993	0.835
INF1	0.866			
INF2	0.577			
INF3	0.663			
INF4	0.805			
INF5	0.811			
Local Cuisines		0.994	0.978	0.843
LC1	0.765			
LC2	0.788			
LC3	0.770			
Tourist Satisfaction		0.977	0.942	0.885
SAT1	0.756			
SAT2	0.629			
SAT3	0.707			
SAT4	0.619			
SAT5	0.771			
Revisit Intention		0.964	0.938	0.854
RI1	0.767			
RI2	0.531			
RI3	0.703			
RI4	0.804			
RI5	0.741			

Table 2 shows that all constructs achieved composite reliability values ranging from 0.932 to 0.993 and Cronbach’s alpha values above 0.70, indicating strong internal consistency reliability (Hair et al., 2019). Furthermore, all AVE values ranged from 0.835 to 0.885, exceeding the recommended threshold of 0.50. These findings confirm that the measurement model demonstrates satisfactory reliability and convergent validity, making it suitable for further structural model analysis. Table 2 show that all indicators have outer loadings above the recommended threshold of 0.50, indicating satisfactory validity (Hair et al., 2017). The high loading values confirm that each indicator adequately represents its respective construct. Therefore, all indicators were retained, and the measurement model is considered reliable and suitable for further structural model analysis.

Table 3 shows that the R-Square values for tourist satisfaction (0.743) and revisit intention (0.813) indicate that the model explains 74.3% and 81.3% of their variances, respectively. According to Hair et al. (2019), these values reflect substantial explanatory power, indicating a strong model fit for both constructs.

Table 3. R-Square

Variables	R Square
Revisit Intention	0.813
Tourist Satisfaction	0.743

4.3 Hypothesis Test

Hypothesis testing was conducted to examine the proposed model of tourists’ revisit intention in Lampung, Indonesia, including the mediating role of tourist satisfaction. Table 4 shows that all hypothesized relationships, both direct and indirect, are statistically significant. This is indicated by all p-values being below 0.05 and all t-statistics exceeding 1.96 (Kock, 2016). Therefore, tourist attractions, infrastructure, and local cuisines have significant direct effects on revisit intention, and tourist satisfaction also has a significant direct effect on it. In addition, tourist satisfaction significantly mediates the relationships between tourist attractions, infrastructure, and local cuisines with revisit intention, confirming that all hypotheses are accepted.

Table 4. Direct and Indirect Effect Test

Hypothesis	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P Value
Tourist Attractions → Revisit Intention	0.407	0.407	4.866	0.000
Infrastructure → Revisit Intention	0.103	0.110	2.377	0.017
Local Cuisines → Revisit Intention	0.287	0.287	3.237	0.001
Tourist Satisfaction → Revisit Intention	0.331	0.335	3.758	0.000
Tourist Attractions → Tourist Satisfaction → Revisit Intention	0.066	0.068	2.300	0.021
Infrastructure → Tourist Satisfaction → Revisit Intention	0.103	0.110	2.377	0.017
Local Cuisines → Tourist Satisfaction → Revisit Intention	0.102	0.101	2.507	0.012

4.4. Discussion

4.4.1. Tourist Attractions and Revisit Intention

The results show that tourist attractions significantly influence revisit intention, highlighting their role in destination competitiveness through enhanced experience and emotional engagement (Doyle & Kelliher, 2023). Based on the SOR theory, attractions act as stimuli that shape cognitive and affective evaluations, leading to revisit intention (Nian et al., 2023; Bai & Lai, 2025), and are further explained by tourists' evaluations of attraction quality and uniqueness (Tang et al., 2025). Attractive destinations generate positive cognitive and emotional responses that foster psychological attachment and revisit intention (Pessoa et al., 2022; Hermawan et al., 2022).

The findings of this study are consistent with previous research; tourist attractions significantly influence revisit intention, as they serve as the primary basis for destination choice and evaluation (Wang et al., 2020; Amalia et al., 2023; Sugiyama et al., 2024). Unique, authentic, and high-quality attractions enhance memorability, foster emotional attachment, and strengthen tourists' loyalty, thereby encouraging repeat visitation. Maintaining natural authenticity, cultural heritage, and local wisdom can strengthen destination uniqueness and attractiveness (Perry, 2023). Continuous innovation in tourism products, cultural interpretation, and visitor experience enhancement can strengthen tourists' emotional engagement and satisfaction, thereby increasing revisit intention and supporting the long-term sustainability of tourism in Lampung, Indonesia.

4.4.2. Infrastructure and Revisit Intention

Infrastructure significantly influences revisit intention. Based on the SOR theory, infrastructure acts as a stimulus that shapes cognitive and affective evaluations, leading to positive perceptions and revisit intention, thereby supporting the SOR framework (Bai & Lai, 2025; He et al., 2026). The influence of infrastructure on revisit intention can be explained from the perspective of the destination support system, which emphasizes its role in facilitating access, mobility, and the overall tourism experience beyond attractions (Acharya et al., 2023). Well-developed infrastructure enhances perceived destination quality by reducing travel barriers, improving accessibility, and increasing the efficiency of travel activities (Wu et al., 2024). When tourists perceive that a destination offers reliable transportation, good road conditions, and adequate public facilities, they are more likely to evaluate it positively (Ghanem & Shaaban, 2022).

This finding supports previous studies; infrastructure quality is a crucial determinant of tourist satisfaction and revisit intention, as inadequate infrastructure can hinder travel comfort and efficiency even in destinations with strong attractions (Isa et al., 2020; Chin et al., 2022; Boluwaji, 2025). Conversely, well-developed and properly managed infrastructure enhances tourists' positive perceptions of a destination, creates pleasant travel experiences, and strengthens their intention to revisit (Abiola-Oke, 2025). These findings highlight that the competitiveness of a tourism destination does not depend solely on the attractiveness of its resources but also on the availability of supporting infrastructure that enables tourists to experience those resources fully (Lasisi et al., 2025). Furthermore, infrastructure also contributes to shaping tourists' overall destination image and perceived service quality (Saut & Song, 2022). Infrastructure development plays a strategic role not only in facilitating tourism activities but also in strengthening tourists' long-term behavioral loyalty (Apriyanti et al., 2024). Better infrastructure strengthens

destination attractiveness and supports sustainable tourism development in Lampung, Indonesia.

4.4.3. Local Cuisines and Revisit Intention

Local cuisine significantly influences revisit intention. Based on the SOR theory, it serves as a stimulus that shapes cognitive and affective evaluations, leading to emotional attachment and revisit intention, thereby confirming the importance of authentic culinary experiences in encouraging return visits (Jalali et al., 2026; Li et al., 2026). Local cuisines not only fulfill consumption needs but also enhance the overall tourism experience and meaning of the visit (Lin et al., 2023). Food in tourism serves as a cultural symbol representing local heritage and community lifestyle (Arcadu & Migliorini, 2026). The uniqueness, authenticity, and cultural identity of Lampung's cuisine create memorable sensory and emotional experiences that enhance positive destination perceptions and strengthen tourists' memory of both places and culinary experiences (Luong & Nguyen, 2025). Local cuisine functions not only as a complementary tourism product but also as a strategic element that enhances the distinctiveness and competitiveness of a tourism destination (Lyu et al., 2025).

This finding is consistent with previous studies; local culinary experiences play a crucial role in shaping tourist satisfaction and loyalty, as positive encounters foster memorable experiences and strengthen tourists' intention to revisit (Dao, 2019; Gupta & Matatolu, 2025; Hökelekli & Güneren, 2025). Authentic and high-quality culinary experiences also strengthen destination image and emotional attachment, thereby increasing tourists' intention for repeat visitation (Kuo & Helm, 2024). These findings emphasize the importance of integrating culinary tourism into Lampung Province's destination development strategy. Promote traditional cuisine through recipe preservation, improved hygiene, service quality, culinary festivals, and support for local entrepreneurs (Lee et al., 2026).

4.4.4. Tourist Satisfaction and Revisit Intention

Tourist satisfaction significantly influences revisit intention. Within the SOR theory, satisfaction acts as the organism reflecting cognitive and affective evaluations that translate tourism experiences into future behavioral intentions (Ciki et al., 2026; Tedjakusuma & Kulachai, 2026). Satisfaction is often regarded as the outcome of tourists' overall assessment of a destination's performance relative to their initial expectations (Karim et al., 2024). Satisfied consumers are more likely to demonstrate loyalty and repeat purchase behavior. In tourism, satisfaction reflects tourists' intention to revisit after a positive experience and acts as a psychological mechanism that strengthens emotional attachment and behavioral intentions. It also fosters positive destination evaluations that influence future travel decisions (Ramesh & Jaunky, 2021; Hashemi et al., 2023).

Satisfied tourists often become informal ambassadors of the destination by sharing their positive experiences with friends, relatives, or through digital platforms (Chancellor et al., 2021). These results align with previous empirical studies, which indicate that satisfaction underpins tourist loyalty by shaping positive memories that influence future travel decisions, thereby increasing revisit intention and long-term destination relationships (Zhu et al., 2024; Baghirov et al., 2025; Hurdawaty et al., 2025; Nur et al., 2025) which identify satisfaction as a key determinant of post-visit behavior. Tourist satisfaction is a strategic priority in Lampung, where improving service quality, destination attractiveness, infrastructure, and culinary experiences is

essential to enhance the visitor experience, encourage repeat visitation, and support sustainable tourism competitiveness (Kusumah, 2023).

4.4.5. Tourist Attractions and Revisit Intention through Tourist Satisfaction

Tourist satisfaction mediates the relationship between tourist attractions and revisit intention. In line with the SOR theory, attractions act as stimuli, satisfaction as the organism, and revisit intention as the response, with both direct and indirect effects through satisfaction (Bai & Lai, 2025). Attractions are the core destination element shaping travel experiences (Omo-Obas & Anning-Dorson, 2022), and when perceived as unique and meaningful, they generate positive evaluations (Gorji et al., 2023). This finding aligns with previous studies confirming satisfaction as a mediator between destination attributes and revisit intention (Wang et al., 2020; Amalia et al., 2023; Sugiyama et al., 2024), highlighting its role in translating positive experiences into repeat visitation (Acharya et al., 2023).

The mediating role of satisfaction underscores the need to deliver tourism experiences beyond attractive destinations, as long-term revisit intention depends on whether attractions create satisfying experiences (Yaghi et al., 2025). Consequently, effective destination management should not focus solely on enhancing the physical quality or uniqueness of attractions but also on creating holistic tourism experiences that deliver overall satisfaction (Nopriana et al., 2024). Integrating natural attractions, cultural heritage, and community participation can create authentic and memorable experiences, while ensuring satisfying experiences strengthens the relationship between attractions and tourists' behavioral intentions (Huang & Bu, 2022). In this way, satisfaction becomes a key factor in maximizing the impact of tourist attractions on sustainable revisit intention to Lampung, Indonesia.

4.4.6. Infrastructure and Revisit Intention through Tourist Satisfaction

Tourist satisfaction mediates the relationship between infrastructure and revisit intention. Based on the SOR theory, infrastructure acts as the stimulus, satisfaction as the organism, and revisit intention as the response, indicating that infrastructure influences revisit intention through positive psychological evaluations (Al-Sulaiti, 2022). Infrastructure itself does not automatically generate revisit intention unless it contributes to positive tourism experiences that meet or exceed tourists' expectations (Hwang et al., 2018). When infrastructure enables tourists to travel conveniently, reduces travel barriers, and provides reliable facilities, tourists tend to perceive the destination as well-managed and visitor-oriented (Huang et al., 2022).

These findings support previous studies suggesting that the influence of infrastructure on tourist loyalty becomes stronger when tourists are satisfied with their travel experiences (Abbas et al., 2024; Munir et al., 2025). This indicates that infrastructure should not be evaluated solely based on its physical availability or technical standards but also on how effectively it enhances tourists' travel experiences (Apriyanti et al., 2024). When tourists feel comfortable and supported by adequate infrastructure during their visit, they are more likely to develop positive impressions of the destination and consider returning in the future (Kanwal et al., 2020). Infrastructure development in Lampung should focus on sustainable tourist satisfaction by improving connectivity, road quality, public facilities, and tourism services to enhance travel comfort and encourage revisit intention.

4.4.7. Local Cuisines and Revisit Intention through Tourist Satisfaction

The results show that tourist satisfaction mediates the relationship between local cuisine and revisit intention. Based on the SOR theory, local cuisine acts as a stimulus that shapes cognitive and affective evaluations, leading to satisfaction that drives revisit intention, confirming satisfaction as a psychological mechanism linking culinary experiences to future behavioral intentions (Cakir & Sengul, 2026; Jalali et al., 2026). In tourism experiences, food is often considered an important cultural element that allows tourists to engage more deeply with the identity and traditions of a destination (Sánchez-Sánchez et al., 2025). Culinary activities offer multi-sensory experiences taste, aroma, visual presentation, and cultural storytelling that shape tourists' overall destination perception (Dhillon, 2024). Positive experiences with local cuisines reflected in authentic flavors, ingredient quality, presentation, and cultural value enhance tourists' overall satisfaction (Kim et al., 2022). Local cuisine does not only functions as a complementary tourism product but also serves as an experiential element that enriches tourists' interactions with the destination (Mishra et al., 2025).

These findings are in line with previous research (Khoshkam et al., 2022; Dias & Posheliuznaia, 2025; Fathy et al., 2025). Culinary satisfaction enhances overall destination satisfaction and revisit intention by strengthening emotional attachment through authentic and culturally meaningful food experiences. The mediating effect of satisfaction indicates that the influence of local cuisine on revisit intention depends on tourists' evaluation of their culinary experiences (Luong & Long, 2025). Ensuring the quality, authenticity, and cultural representation of local cuisine becomes essential in creating satisfying tourism experiences (Gupta & Sharma, 2024). Efforts such as improving food quality standards, maintaining the authenticity of traditional recipes, organizing culinary festivals, and supporting local food businesses can enhance tourists' culinary experiences and satisfaction (Hariyanto et al., 2025). Positioning local cuisine as an integral element of tourism can enhance emotional engagement, increase satisfaction, and strengthen the intention to revisit, thereby supporting sustainable tourism development in Lampung, Indonesia.

5. Conclusion

This study investigated the influence of tourist attractions, infrastructure, and local cuisine on revisit intention in tourism destinations in Lampung Province, with tourist satisfaction serving as a mediating variable. The findings reveal that all three destination attributes significantly affect revisit intention both directly and indirectly through tourist satisfaction, highlighting the critical role of satisfaction in fostering favorable post-visit behavioral intentions. These results underscore the importance of delivering integrated and high-quality destination experiences that combine attractive tourism resources, adequate infrastructure, and authentic culinary offerings to encourage repeat visitation.

This study also contributes to the theoretical advancement of the SOR theory in the tourism context. Specifically, tourist attractions, infrastructure, and local cuisine serve as external stimuli that shape tourists' internal evaluations, reflected in tourist satisfaction, which subsequently drives behavioral responses such as revisit intention. By empirically validating the mediating role of tourist satisfaction, the findings provide further evidence of SOR theory's explanatory power in understanding tourists' decision-making processes and post-consumption behavior in destination settings.

Several limitations should be acknowledged. First, the study was limited to tourism destinations in Lampung Province, which may affect the generalizability of the findings. Second, the cross-sectional design does not capture changes in tourist perceptions over time.

Future research should examine additional factors, such as destination image and perceived value, across different destinations and using longitudinal approaches to strengthen the understanding of revisit behavior.

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