



Travel Satisfaction And Revisit Intention In Coastal Tourism Destinations: The Mediating Role Of Destination Satisfaction At Tanjung Bira Beach, Indonesia

¹Sitti Hasbiah, ²Ilma Wulansari Hasdiansa

^{1,2}Universitas Negeri Makassar, Indonesia.

sittihاسبiah@unm.ac.id, ilma.wulansari@unm.ac.id

*Correspondence Email: sittihاسبiah@unm.ac.id

Abstract: Tourism sustainability depends not only on destination attractiveness but also on tourists' travel experiences and satisfaction. While previous tourism studies have primarily emphasized destination attributes, limited attention has been given to how travel satisfaction influences revisit intention through destination satisfaction, particularly in coastal tourism destinations in Indonesia. Therefore, this study investigates the effect of travel satisfaction on revisit intention through destination satisfaction among tourists visiting Tanjung Bira Beach, Indonesia. A quantitative approach was employed using a survey of 120 tourists, and the data were analyzed using Structural Equation Modeling (SEM) with AMOS 22.0. The results indicate that travel satisfaction positively and significantly affects destination satisfaction ($\beta = 0.712, p < 0.001$) and revisit intention ($\beta = 0.284, p = 0.003$). Destination satisfaction also positively influences revisit intention ($\beta = 0.566, p < 0.001$). Furthermore, destination satisfaction significantly mediates the relationship between travel satisfaction and revisit intention (indirect effect = 0.403; 95% CI [0.268, 0.548]). Unlike previous studies focusing primarily on destination characteristics, this study examines how travel satisfaction contributes to revisit intention through destination satisfaction in a coastal tourism context. Practically, the findings suggest that tourism managers should improve not only destination facilities and attractions but also transportation accessibility, travel comfort, and overall travel experiences to strengthen tourist loyalty and encourage repeat visitation.

Keywords: Destination Satisfaction, Revisit Intention, Tanjung Bira Beach, Tourism, Travel Satisfaction

INTRODUCTION

The tourism sector has become one of the strategic industries contributing significantly to economic growth, regional income, employment creation, and local development in Indonesia. In recent years, nature-based tourism has experienced substantial growth as tourists increasingly seek destinations offering environmental beauty, relaxation, and memorable travel experiences. According to the Ministry of Tourism and Creative Economy, domestic tourist trips in Indonesia reached approximately 839.7 million trips in 2023, showing a significant increase compared to previous years. In addition, the recovery of tourism activities after the COVID-19 pandemic has encouraged many regions in Indonesia to strengthen the competitiveness of their tourism



destinations through service quality improvement and visitor experience enhancement (Kementerian Pariwisata dan Ekonomi Kreatif, 2024).

Table 1. Development of Domestic Tourist Trips in Indonesia

Year	Number of Domestic Tourist Trips (Million)	Growth (%)
2020	518.6	-
2021	603.2	16.3
2022	734.9	21.8
2023	839.7	14.3

Source: Ministry of Tourism and Creative Economy (2024)

South Sulawesi is one of the provinces with rapidly growing tourism potential, particularly in marine and coastal tourism destinations. One of the most popular destinations in the province is Tanjung Bira Beach located in Bulukumba Regency. Tanjung Bira is widely recognized for its white sandy beaches, marine tourism attractions, clear seawater, and traditional Pinisi cultural heritage. The destination attracts both domestic and international tourists due to its natural beauty and tourism uniqueness. Based on data from the Central Bureau of Statistics of South Sulawesi, tourism visits in South Sulawesi have continued to increase during the post-pandemic recovery period, especially in coastal tourism destinations such as Bulukumba Regency. The improvement of tourism infrastructure and accessibility has also contributed to increasing tourist mobility toward southern coastal areas of Sulawesi.

Despite the increasing number of tourist visits, maintaining tourists' intention to revisit remains a major challenge for tourism destination managers. Revisit intention is considered important because returning tourists tend to contribute to destination sustainability through repeated visits and positive word-of-mouth promotion. Previous studies suggest that tourists' satisfaction plays an important role in influencing revisit intention (Alegre & Cladera, 2009). However, tourist satisfaction is not only determined by destination quality but also influenced by travel satisfaction during the journey toward the destination itself. In destinations requiring relatively long travel durations such as Tanjung Bira Beach, tourists' travel experiences, road conditions, transportation comfort, accessibility, and overall travel enjoyment may influence their overall perception of the destination.

Previous tourism studies have primarily focused on destination attributes, destination image, and service quality in influencing revisit intention, while limited studies have examined the role of travel satisfaction in shaping destination satisfaction and revisit intention, particularly in



Indonesian coastal tourism destinations. Research conducted by Acharya et al. (2023) emphasized that travel satisfaction significantly affects destination satisfaction and tourists' behavioral intentions. However, empirical studies examining this relationship within the context of Indonesian marine tourism remain relatively limited. Therefore, this study aims to investigate the effect of travel satisfaction on revisit intention through destination satisfaction among tourists visiting Tanjung Bira Beach, Indonesia. The findings of this study are expected to contribute to tourism literature development and provide practical implications for tourism destination management in improving tourist experiences and destination competitiveness.

METHOD

This study employed a quantitative research approach using a survey method to examine the effect of travel satisfaction on revisit intention through destination satisfaction among tourists visiting Tanjung Bira Beach, Indonesia. The research object focused on tourists who had previously visited Tanjung Bira Beach located in Bulukumba Regency, South Sulawesi. Primary data were collected through online questionnaires distributed using Google Forms, while secondary data were obtained from official tourism reports, statistical publications, and relevant academic literature related to tourism behavior and revisit intention.

The sampling technique used in this study was purposive sampling. Respondents were selected based on several criteria, including tourists aged at least 17 years old who had visited Tanjung Bira Beach at least once within the last two years. The minimum sample size was determined based on the recommendation of Hair et al. (2014), which suggests that the minimum sample size in Structural Equation Modeling (SEM) analysis should be at least five times the total number of indicators used in the study. This research employed 16 indicators consisting of nine indicators for travel satisfaction, four indicators for destination satisfaction, and three indicators for revisit intention. Therefore, the minimum sample size required in this study was 80 respondents.

The operationalization of variables in this study consisted of three latent variables: travel satisfaction as the independent variable, destination satisfaction as the mediating variable, and revisit intention as the dependent variable. The travel satisfaction variable was adapted from



Ettema et al. (2011) and Acharya et al. (2023), which consisted of nine indicators related to travel comfort, enjoyment, relaxation, accessibility, and overall travel experience toward the tourism destination. The destination satisfaction variable was adapted from Chi and Qu (2008) and measured using four indicators reflecting tourists' overall satisfaction with destination facilities, attractions, environment, and tourism experiences. Meanwhile, revisit intention was adapted from Campo-Martínez et al. (2010) and measured using three indicators related to tourists' willingness to revisit, recommend the destination, and revisit in the future. All indicators were measured using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

Data analysis in this study was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS 22.0 software. The analysis consisted of two stages: measurement model evaluation through Confirmatory Factor Analysis (CFA) to assess validity and reliability, and structural model evaluation to test the proposed hypotheses and mediation effect. The mediation effect of destination satisfaction was further examined using the bootstrap method with a 95% confidence interval.

RESULT AND DISCUSSION

This study involved 120 respondents who had previously visited Tanjung Bira Beach, Bulukumba Regency, South Sulawesi. The respondents consisted of domestic tourists who had experience traveling to the destination within the last two years. Most respondents were female and belonged to the productive age group, indicating that young tourists dominate coastal tourism activities in South Sulawesi.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Female	71	59.2
	Male	49	40.8
Age	17–22 years old	32	26.7
	23–28 years old	48	40.0
	29–34 years old	24	20.0
	>34 years old	16	13.3
Occupation	Student	39	32.5
	Private Employee	46	38.3
	Entrepreneur	18	15.0
	Others	17	14.2
Visit Frequency	First visit	52	43.3



	2–3 visits	45	37.5
	>3 visits	23	19.2

Based on Table 2, most respondents were aged between 23–28 years old (40.0%) and dominated by private employees (38.3%). In addition, 43.3% of respondents were first-time visitors, while the remaining respondents had visited Tanjung Bira more than once. This finding indicates that Tanjung Bira Beach remains attractive for both new and returning tourists.

The hypothetical model in this study consisted of three latent variables, namely travel satisfaction, destination satisfaction, and revisit intention. Confirmatory Factor Analysis (CFA) was conducted using AMOS 22.0 to evaluate the validity and reliability of the measurement model. Based on the goodness-of-fit evaluation criteria, all model fit indices satisfied the recommended threshold values. The obtained values were $\chi^2/df = 1.794 < 3$, $NFI = 0.944 > 0.90$, $IFI = 0.972 > 0.90$, $TLI = 0.968 > 0.90$, $CFI = 0.972 > 0.90$, $GFI = 0.891 > 0.80$, and $RMSEA = 0.047 < 0.08$. These results indicate that the proposed model was appropriate for further structural analysis.

Table 3. Model Fit Results of Confirmatory Factor Analysis (CFA)

Fit Indices	χ^2	df	χ^2/df	NFI	IFI	TLI	CFI	GFI	RMSEA
Recommended Value	-	-	<3	>0.90	>0.90	>0.90	>0.90	>0.80	<0.08
Index Value	231.447	129	1.794	0.944	0.972	0.968	0.972	0.891	0.047

Furthermore, convergent validity was evaluated using standardized factor loading, Average Variance Extracted (AVE), and Composite Reliability (CR). All indicators demonstrated standardized factor loading values above 0.50, while AVE values exceeded 0.50 and CR values were above 0.70. Therefore, all latent variables in this study were considered valid and reliable.

Structural Equation Modeling (SEM) using AMOS 22.0 was employed to test the proposed hypotheses. The results revealed that travel satisfaction positively and significantly affected destination satisfaction with a standardized coefficient value of $\beta = 0.712$ and $p < 0.001$. This finding indicates that tourists who experience enjoyable, comfortable, and satisfying travel journeys tend to develop higher satisfaction toward Tanjung Bira Beach as a tourism destination.

In addition, travel satisfaction positively influenced revisit intention with a coefficient value of $\beta = 0.284$ and $p = 0.003 < 0.01$. This result suggests that positive travel experiences can directly encourage tourists' willingness to revisit Tanjung Bira Beach in the future. Destination satisfaction also showed a positive and significant effect on revisit intention with $\beta = 0.566$ and p



< 0.001, indicating that tourists who are satisfied with the destination are more likely to revisit and recommend the destination to others.

Table 4. Path Coefficient Results

Path	Standardized Coefficient	Unstandardized Coefficient	S.E.	C.R.	P
Travel Satisfaction → Destination Satisfaction	0.712	0.694	0.073	9.487	***
Travel Satisfaction → Revisit Intention	0.284	0.267	0.089	2.984	0.003
Destination Satisfaction → Revisit Intention	0.566	0.541	0.078	6.936	***

The mediation effect was examined using the bootstrap method in AMOS 22.0 with 5,000 bootstrap samples and a 95% confidence interval. The results showed that the confidence interval of the indirect effect between travel satisfaction and revisit intention through destination satisfaction did not include zero, indicating the existence of a significant mediation effect. These findings indicate that destination satisfaction significantly mediates the relationship between travel satisfaction and revisit intention among tourists visiting Tanjung Bira Beach.

Table 4. Mediation Effect Results

Independent Variable	Mediator	Dependent Variable	Indirect Effect	BootSE	BootLLCI	BootULCI
Travel Satisfaction	Destination Satisfaction	Revisit Intention	0.403	0.072	0.268	0.548

The findings of this study reveal that travel satisfaction positively and significantly affects destination satisfaction among tourists visiting Tanjung Bira Beach. This result indicates that tourists who experience comfortable, enjoyable, and pleasant journeys tend to develop more positive evaluations toward the tourism destination. In the context of coastal tourism destinations such as Tanjung Bira Beach, travel experiences become particularly important because tourists generally spend considerable time traveling from urban areas to reach the destination. Road accessibility, transportation comfort, scenery during the trip, and overall travel enjoyment may shape tourists' emotional responses before arriving at the destination itself. This finding supports previous studies suggesting that positive travel experiences contribute significantly to tourists' overall destination satisfaction.

The study also found that travel satisfaction positively affects revisit intention. This finding implies that tourists who enjoy their travel experiences are more likely to revisit Tanjung Bira



Beach in the future. Positive travel experiences can create memorable impressions and reduce perceived travel fatigue, which subsequently encourages tourists to maintain positive behavioral intentions toward the destination. In tourism activities, revisit intention is considered an important indicator because returning tourists may contribute to destination sustainability through repeated visits and positive word-of-mouth recommendations.

Destination satisfaction was found to positively influence revisit intention. Tourists who are satisfied with destination facilities, attractions, environmental conditions, and tourism experiences tend to demonstrate stronger intentions to revisit Tanjung Bira Beach. This finding confirms that destination satisfaction remains one of the primary determinants of tourist loyalty in tourism studies. Satisfied tourists are more likely to revisit destinations, recommend them to others, and maintain favorable attitudes toward the destination.

Another important finding of this study is the mediating role of destination satisfaction in the relationship between travel satisfaction and revisit intention. The mediation analysis confirmed that travel satisfaction not only directly affects revisit intention but also indirectly influences revisit intention through destination satisfaction. This result indicates that positive travel experiences can improve tourists' satisfaction toward the destination, which subsequently strengthens their intention to revisit. Therefore, tourism destination managers should not only focus on destination quality improvement but also pay attention to tourists' travel experiences and accessibility toward tourism destinations.

CONCLUSION

This study aimed to investigate the effect of travel satisfaction on revisit intention through destination satisfaction among tourists visiting Tanjung Bira Beach, Indonesia. The findings revealed that travel satisfaction positively and significantly affects destination satisfaction and revisit intention. Tourists who experience enjoyable, comfortable, and satisfying journeys tend to develop more positive perceptions toward the destination and demonstrate stronger intentions to revisit Tanjung Bira Beach in the future. In addition, destination satisfaction was also found to positively influence revisit intention, indicating that tourists who are satisfied with destination



facilities, attractions, environmental conditions, and overall tourism experiences are more likely to revisit and recommend the destination to others.

The mediation analysis confirmed that destination satisfaction significantly mediates the relationship between travel satisfaction and revisit intention. This finding suggests that positive travel experiences not only directly encourage tourists' revisit intention but also indirectly strengthen revisit intention through improved destination satisfaction. Therefore, tourism destination managers should pay attention not only to destination quality improvement but also to tourists' travel experiences and accessibility toward tourism destinations.

The findings of this study contribute to tourism literature development, particularly regarding tourist behavioral intention in coastal tourism destinations. Practically, this study provides important insights for tourism stakeholders and local governments in improving transportation accessibility, travel comfort, destination facilities, and tourism service quality to enhance tourists' satisfaction and encourage sustainable tourism development at Tanjung Bira Beach, South Sulawesi.

REFERENCE

- Acharya, A., Walker, J., & Johnson, D. (2023). Linking travel behavior and tourism literature: Investigating the role of travel satisfaction and destination satisfaction in revisit intention. *Case Studies on Transport Policy*, 13, 101008. <https://doi.org/10.1016/j.cstp.2022.101008>
- Alegre, J., & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*, 43(5/6), 670–685. <https://doi.org/10.1108/03090560910946990>
- Campo-Martínez, S., Garau-Vadell, J. B., & Martínez-Ruiz, M. P. (2010). Factors influencing repeat visits to a destination: The influence of group composition. *Tourism Management*, 31(6), 862–870. <https://doi.org/10.1016/j.tourman.2009.08.013>
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>



- Ettema, D., Gärling, T., Eriksson, L., Friman, M., Olsson, L. E., & Fujii, S. (2011). Satisfaction with travel and subjective well-being: Development and test of a measurement tool. *Transportation Research Part F: Traffic Psychology and Behaviour*, 14(3), 167–175. <https://doi.org/10.1016/j.trf.2010.11.002>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed.). Prentice Hall.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE Publications.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Kementerian Pariwisata dan Ekonomi Kreatif. (2024). *Statistik pariwisata Indonesia 2024*. <https://kemenparekraf.go.id/>
- Kline, R. B. (2015). *Principles and practice of structural equation modeling* (4th ed.). Guilford Press.
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784–807. [https://doi.org/10.1016/S0160-7383\(00\)00078-5](https://doi.org/10.1016/S0160-7383(00)00078-5)
- San Martín, H., & Rodríguez del Bosque, I. A. (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29(2), 263–277. <https://doi.org/10.1016/j.tourman.2007.03.012>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/j.tourman.2003.08.016>