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ADVANCES IN SOCIAL HUMANITIES RESEARCH

The Effect of Tourism Experience and Tourist Attractions on The Intention to Revisit Through Tourist Satisfaction (Case study: Barahima Beach, Messa, East Weda Subdistrict, and Umera Beach, Gebe Islands Subdistrict, Central Halmahera Regency)

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Tourism Experience; Tourist Attractions; Tourist Satisfaction; Interest In Revisits; PLS-SEM

Abstract
This study aimed to analyze the effects of tourism experience and tourist attractions on revisit intention through tourist satisfaction at Barahima Beach and Umera Beach, Central Halmahera Regency. This study employed a quantitative approach using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Data were collected through questionnaires, observations, documentation, and literature reviews. The research sample consisted of 147 tourists who had visited Barahima Beach and/or Umera Beach within the previous five years, selected using purposive sampling. Data analysis was conducted using SmartPLS 4.1.0.8 through measurement model evaluation, structural model assessment, and bootstrapping procedures to test seven research hypotheses. The results showed that tourism experience had a positive and significant effect on tourist satisfaction, while tourist attractions also had a positive and significant effect on tourist satisfaction. Tourism experience had a positive and significant effect on revisit intention, whereas tourist attractions did not have a significant direct effect on revisit intention. Tourist satisfaction had a positive and significant effect on revisit intention. Furthermore, tourist satisfaction did not significantly mediate the relationship between tourism experience and revisit intention but significantly mediated the relationship between tourist attractions and revisit intention. The findings imply that destination managers need to preserve natural attractions while improving the quality of tourism experiences, basic facilities, accessibility, information services, and local community involvement.

INTRODUCTION

Tourism is one of the strategic sectors that contributes to economic growth and the development of local potential. In modern tourism development, the success of a destination is determined not only by its ability to attract tourists but also by its capacity to create positive experiences that encourage tourists to return. One important indicator of tourist behavior in this context is revisit intention. Revisit intention refers to tourists' tendency to return to a destination after evaluating the experiences gained during their previous visits. Therefore, understanding the factors influencing revisit intention is essential for sustainable destination development (Baghirov et al., 2025; Jin et al., 2020; Lin, 2024; Rasoolimanesh et al., 2025; Van Dyk et al., 2019).

One factor associated with revisit intention is tourism experience. Tourism experiences are formed through tourists' interactions with various destination attributes and influence how tourists evaluate their visits. Seow, Foroughi, and Choong (2024) found that tourism experience affects tourist satisfaction, which subsequently influences revisit intention. Panca and Wihardi (2025) also found that tourism experience positively affects tourist satisfaction and revisit intention, with tourist satisfaction acting as a mediating variable in this relationship. Furthermore, Zhong (2024) demonstrated that tourism experience quality significantly affects loyalty and revisit intention, while Laela (2024) found that memorable tourism experiences significantly influence tourists' revisit intention.

In addition to tourism experience, tourist attractions represent an important factor influencing tourists' evaluations of a destination. Tourist attractions consist of destination elements characterized by uniqueness, attractiveness, value, and specific features that encourage tourists to visit. Ramadhan and Hidayah (2024) found that tourist attractions influence revisit intention, while Septiani (2024) demonstrated that tourist attractions significantly affect tourist satisfaction and loyalty. These findings indicate that tourist attractions are not only related to tourists' decisions to visit but also influence their evaluations after experiencing a destination.

Within this relationship, tourist satisfaction plays an important role as an evaluation of tourists' experiences during their visits. Maria et al. (2024) showed that tourist satisfaction positively affects revisit intention. Seow et al. (2024) positioned satisfaction as a mechanism connecting tourism experience with revisit intention. Panca and Wihardi (2025) also demonstrated that tourist satisfaction mediates the relationship between tourism experience and revisit intention. Wang et al. (2025) further supported this relationship by showing that tourism experience and tourist satisfaction positively influence revisit intention with a significant mediating effect.

Although research on tourism experience, tourist attractions, tourist satisfaction, and revisit intention has developed considerably, previous studies have examined these relationships through diverse research models. Panca and Wihardi (2025), for example, examined the relationship between tourism experience and revisit intention with tourist satisfaction as a mediator, focusing on Generation Z tourists in Labuan Bajo. Wang et al. (2025) also examined tourism experience, satisfaction, and revisit intention while incorporating tourist expectations and moderation effects into the model. Meanwhile, Ramadhan and Hidayah (2024) investigated the effects of tourist attractions and service quality on revisit intention through tourist satisfaction. These studies demonstrate variations in the variables examined, relationship mechanisms tested, and destination contexts investigated.

Based on this research mapping, the research gap in this study lies in the integrated examination of tourism experience and tourist attractions as determinants of revisit intention, with tourist satisfaction as a mediating variable within a single research model. Previous studies have examined the relationships between tourism experience and satisfaction or revisit intention, as well as between tourist attractions and satisfaction or

revisit intention. However, the simultaneous examination of these two determinants with tourist satisfaction as a mediator remains limited. This gap is particularly relevant in the context of beach tourism destinations in Central Halmahera Regency, North Maluku Province, as previous studies have primarily focused on different tourism contexts, including Labuan Bajo, traditional tourism villages in China, Karang Potong Ocean View, heritage tourism destinations, and Ambon Island.

Central Halmahera Regency is one of the regions in North Maluku Province with significant marine tourism potential, including Barahima Beach and Umera Beach. Both destinations possess relatively natural coastal environments and represent part of the region's marine tourism resources. However, tourism development in the area continues to face challenges related to limited facilities, accessibility, promotion, and destination management. These conditions highlight the importance of understanding how tourists evaluate their experiences and destination attractions, as well as how these evaluations influence satisfaction and revisit intention.

Therefore, the main problem addressed in this study is the limited understanding of how tourism experience and tourist attractions influence revisit intention, either directly or through tourist satisfaction as a mediating variable, at Barahima Beach and Umera Beach. Based on this problem, this study addressed seven research questions: (1) the effect of tourism experience on tourist satisfaction; (2) the effect of tourist attractions on tourist satisfaction; (3) the effect of tourism experience on revisit intention; (4) the effect of tourist attractions on revisit intention; (5) the effect of tourist satisfaction on revisit intention; (6) the mediating role of tourist satisfaction in the relationship between tourism experience and revisit intention; and (7) the mediating role of tourist satisfaction in the relationship between tourist attractions and revisit intention. Accordingly, this study aimed to analyze the effects of tourism experience and tourist attractions on revisit intention through tourist satisfaction at Barahima Beach and Umera Beach in Central Halmahera Regency.

Theoretically, this study contributes to the literature on tourism experience, tourist attractions, tourist satisfaction, and revisit intention, particularly within the context of developing beach tourism destinations. It also provides empirical insights into the mediating role of tourist satisfaction in shaping revisit intention. Practically, the findings provide considerations for local governments and destination managers in developing tourism policies and strategies, for tourism businesses in designing products and services aligned with tourist needs, and for future researchers as a reference for examining tourist behavior across various destination contexts.

METHOD

This study employed a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis. The quantitative approach was applied to examine the relationships among variables formulated based on the conceptual framework and research hypotheses. Data were collected through questionnaires and

analyzed using statistical procedures to test the effects of tourism experience and tourist attractions on revisit intention through tourist satisfaction.

SEM-PLS was selected because the research model involved multiple latent constructs measured by several indicators and included direct and indirect relationships among variables. Najwa et al. (2023) stated that SEM-PLS is suitable for analyzing complex research models involving latent constructs. This study was conducted at Barahima Beach, Messa Village, East Weda District, and Umera Beach, Gebe Islands District, Central Halmahera Regency.

Place and Time of Research

The research was carried out on two beach tourism destinations in Central Halmahera Regency, North Maluku Province, namely Barahima Beach in Messa Village, East Weda District, and Umera Beach in Gebe Islands District. Both destinations were chosen purposively because they have the main attraction in the form of coastal natural resources, provide tourist experiences that are directly related to the coastal environment and recreational activities, have different geographical characteristics, and are still in the context of regional tourism development so that the results of the research can provide empirical input for managers and local governments.

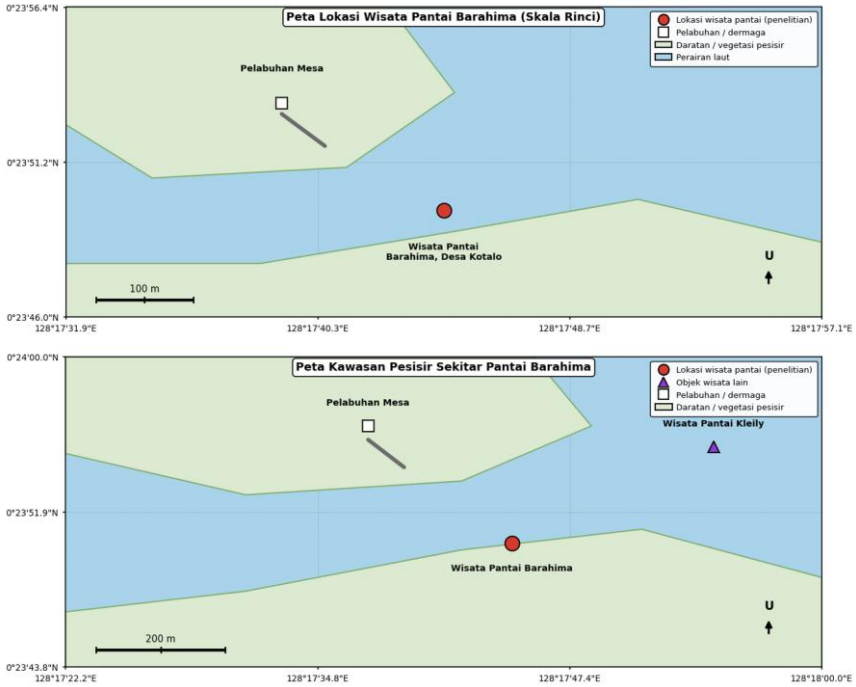

Figure 1. Map of Barahima Beach Tourist Location, Messa Village, East Weda District
Source: Researcher's preparation, 2026

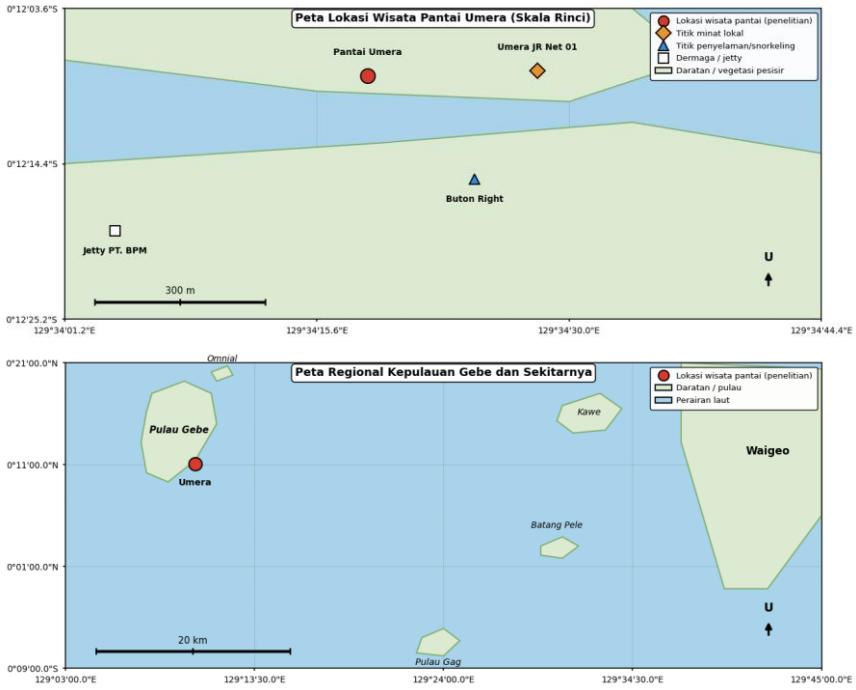

Figure 2. Map of Umera Beach Tourist Location, Gebe Islands District
Source: Researcher's preparation, 2026

The research was carried out from June 2024 to August 2025, including submission and consultation of titles, preliminary studies and literature studies, preparation of instruments, data collection, distribution of questionnaires, data processing, analysis of research results, and completion of research reports. The division of research time is arranged in the form of a table so that the stages of the research can show the research process chronologically, as presented in Table 1

Table 1. Research Implementation Schedule

Yes	Activities	June	Jul	Stuttgart	Sep	Oct	Nov	From	Jan	Stuart O'T	Mar	Apr	May	June	Jul	Stuttgart
1	Title submission															
2	File collection and administration															
3	Data collection															
4	Title consultation															
5	Creation of Chapters 1, 2, 3															
6	Proposal seminar															
7	Distribute questionnaires and data processing															

Source: Processed from the research implementation schedule, 2025

Data and Data Collection Techniques

Primary data was obtained through a questionnaire given to tourists who met the respondent criteria, namely having visited Barahima Beach and/or Umera Beach in the last five years, having direct experience of the assessed destination, and being willing to fill out a complete research questionnaire. The questionnaire was compiled based on the indicators of each research variable and was given using a five-level Likert scale. In addition to the questionnaire, primary data was also obtained through observation and documentation of destination conditions, including beach conditions, environment, tourist activities, and available facilities. Secondary data was obtained from publications by the Central Statistics Agency, data from the Tourism Office, local government documentation, scientific publications and previous research journals, tourism-related reports, and relevant online information sources, including the publication of Central Halmahera Regency in Figures 2025 published by the Central Statistics Agency of Central Halmahera Regency on February 28, 2025. Data collection techniques include questionnaires as the main instruments, observation of environmental conditions and facilities, documentation in the form of photos and location maps, and documentation and literature studies to build a theoretical and empirical basis for research.

Population and Sample

The population of this study is tourists who have visited Barahima Beach and/or Umera Beach in Central Halmahera Regency in the last five years. Susanto et al. (2024) explain that the population includes all individuals, objects, or events that are the subject of the study. Because the number of tourists who specifically visit the two beaches is not available in one separate official database, this study uses a nonprobability sampling technique with consideration of respondent characteristics that are in accordance with the research objectives. As a macro overview of tourist visits in North Maluku Province, Table 2 and Table 3 present tourist visit data by district/city as well as travel data of Indonesian tourists to Central Halmahera Regency.

Table 2. Data on Regency/City Tourist Visits in North Maluku Province in 2025

No.	Regency/City	Indonesian Citizen	WNA	Total
1	Ternate City	331.429	3.448	334.877
2	Tidore Islands	1.371	13	1.384
3	West Halmahera	1.644	47	1.691
4	East Halmahera	2.977	43	3.020
5	South Halmahera	2.145	104	2.249
6	North Halmahera	3.936	67	4.003
7	Central Halmahera	25.501	3	25.504
8	Morotai Island	3.774	40	3.814
9	Sula Islands	944	–	944
10	Taliabu Island	2.239	–	2.239
Quantity		**375.960**	**3.765**	**379.725**

Source: North Maluku Provincial Tourism Office through One North Maluku Data (2025 data; updated 12 August 2026)

Table 3. Number of Trips by Tourists of the Archipelago to Central Halmahera Regency

Year	Amount per Year
2025	135,731 (January–May)
2024	251.054
2023	242.321
2021	81.002
2020	1.010.519
Quantity	**1.720.627**

Source: Central Statistics Agency of North Maluku Province

Samples are part of the population that are selected based on certain characteristics to be the source of research data. This study uses purposive sampling techniques, which are the selection of respondents based on certain considerations or criteria that are in accordance with the purpose of the study, because not all tourists in Central Halmahera Regency have direct experience of Barahima Beach or Umera Beach. The number of respondents in this study is 147 tourists. The sample size is determined based on the PLS-SEM guidance table from Solihin and Ratmono (2013) which shows the need for sample size based on the maximum number of arrows leading to the construct, the level of significance, and the minimum value of R^2, as presented in Table 4.

Table 4. Guidelines for Minimum Sample Size of PLS-SEM Model at 5% Significance Level

Maximum Number of Arrows Towards Construct	R^2 min. 0,10	R^2 min. 0,25	R^2 min. 0,50	R^2 min. 0,75
2	110	52	33	26
3	**124**	**59**	**38**	**30**
4	137	65	42	33
5	147	70	45	36
6	157	75	48	39
7	166	80	51	41

Source: Solihin and Ratmono (2013)

The maximum number of arrows directly to one construct in this research model is three, namely to the construct of Revisit Interest from Tourist Experience, Tourist Attraction, and Tourist Satisfaction. With a significance level of 5% and a minimum of R^2 0.10, the guide table shows a minimum requirement of 124 respondents for three arrows. Since the study obtained 147 respondents, the number has exceeded the minimum requirement.

Operational Variables and Definitions

This study consists of four constructs, namely two exogenous variables in the form of Travel Experience (X1) and Tourist Attraction (X2), one intervening variable in the form of Tourist Satisfaction (Z), and one endogenous variable in the form of Revisit

Interest (Y). All variable indicators were measured using a five-level Likert scale as presented in Table 5.

Table 5. Likert Scale

Score	Categories
5	Strongly agree
4	Agree
3	Disagree
2	Disagree
1	Strongly Disagree

Tourism experience is defined as the physical, emotional, cognitive, and mental involvement of tourists while interacting with destinations, environments, tourist activities, and services received, using three main dimensions, namely holistic experience, experience quality, and vivid memory (Juliana et al., 2023). Details of operational definitions, indicators, and examples of statements for each variable are presented in Table 6.

Table 6. Variables, Indicators, and Measurement Scales

Variable	Indicator	Example Statement	Scale
Travel Experience (X1)	Holistic Experience	Be emotionally involved while in a tourist destination	Likert
	Experience Quality	The service received during the tour is of high quality	Likert
	Vivid Memory	Clearly remember the experiences that occurred when traveling	Likert
Tourist Attractions (X2)	Accessibility	Tourist locations are easily accessible	Likert
	Amenities	Adequate facilities available	Likert
	Scenery	Stunning natural scenery	Likert
	Local Community	The locals are very friendly to tourists	Likert
Traveller Satisfaction (Z)	Emotional Experience	Feel happy and satisfied after visiting this destination	Likert
	Destination Image	Destination image according to expectations	Likert
Interest in Revisiting (Y)	Intent to Revisit	Have a desire to return to this destination in the future	Likert
	Word of Mouth	Recommend a place to others	Likert
	Loyalty/Preference	Emotionally attached to the destination	Likert
	Exploratory Interest	Interested in exploring more things in destinations	Likert

Data Analysis Methods

Evaluation of Measurement Models (Outer Model)

The evaluation of the measurement model was carried out to determine the relationship between the latent construct and the indicators used to measure it, including convergent validity, discriminant validity, and reliability test. Convergent validity was evaluated through the outer loading value, with the outer loading value ≥ 0.50 used as the basis for the validity of the indicator (Hair et al., 2016), and through the Average Variance Extracted (AVE) value, with an AVE value of > 0.50 indicating that the construct was able to explain more than 50% of the variance of its indicators (Mardiana & Faqih, 2019), as formulated in Equation (1).

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum Var(\varepsilon_i)}$$

Description: λi = loading factor; Var(εi) = variance error.

Discriminant validity is used to ensure that conceptually different constructs also have empirical differences, evaluated through cross loading and the Fornell-Larcker Criterion. The indicator is declared to have discriminant validity if the loading factor value of the indicator to the intended construct is higher than the loading factor for other constructs, while the Fornell-Larcker Criterion is carried out by comparing the square root of AVE with the correlation between constructs (Ab Hamid et al., 2017; Mardiana & Faqih, 2019). The reliability test is used to determine the internal consistency of the indicator in measuring the research construct through the Composite Reliability and Cronbach's Alpha values, with values above 0.70 indicating good reliability, as formulated in Equation (2).

$$CR = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum Var(\varepsilon_i)}$$

Description: λi = loading factor; Var(εi) = variance error.

Descriptive statistical analysis was used to provide an overview of the characteristics of the answers of 147 respondents to each of the indicators and research variables, by calculating the mean value which was then interpreted based on the class interval as formulated in Equation (3).

$$I = \frac{X_{max} - X_{min}}{K}$$

Description: I = class interval; Xmax = maximum value; Xmin = minimum value; K = number of categories. Because the study used a Likert scale of 1–5 and five interpretation categories, an interval value of 0.80 was obtained, so the interpretation of the mean value was arranged as shown in Table 7.

Table 7. Interpretation of Average Interval Values (Mean) of the Likert Scale 1–5

No.	Mean Value Interval	Interpretation
1	1,00 – 1,80	Very Low
2	> 1.80 – 2.60	Low
3	> 2.60 – 3.40	Medium
4	> 3.40 – 4.20	Height
5	> 4.20 – 5.00	Very High

Source: Processed based on the calculation of the interval of the Likert scale 1–5 class

Evaluation of Structural Models (Inner Model)

Structural model evaluation was used to determine the relationship between latent variables in the research model, including the R-Square (R^2) and Q-Square (Q^2) tests. R-Square was used to determine the ability of exogenous variables to explain endogenous variables, with an R^2 value of 0.67 categorized as strong, 0.33 moderate, and 0.19 weak (Darmawan, 2020), as formulated in Equation (4).

$$R^2 = 1 - \frac{SS_{error}}{SS_{total}}$$

Description: SSerror = the sum of the squares of the error; Sstotal = the total number of squares.

Q-Square is used to determine the predictive ability of the model to the observation value. The value of $Q^2 > 0$ indicates the presence of predictive relevance, while $Q^2 \leq 0$ indicates that the model has no predictive relevance, with values of 0.02, 0.15, and 0.35 indicating weak, moderate, and strong predictive capabilities, respectively, as formulated in Equation (5).

Rumus 3.10 Q-*Square* (Q^2)

$$Q^2 = \frac{Q^2 \text{ Include} - Q^2 \text{ exclude}}{1 - Q^2 \text{ include}}$$

Hypothesis testing was carried out using the bootstrapping procedure in SmartPLS 4.1.0.8 to obtain path coefficient, T-statistic, and p-value values at a significance level of 5% ($\alpha = 0.05$), as formulated in Equation (6). The hypothesis is accepted if the p-value < 0.05 and/or the T-statistic > 1.96.

$$T_{statistik} = \frac{b_j}{s(b_j)}$$

Remarks: Tstatistik = the statistical value of the test; bj = the estimated value of the path coefficient; s(bj) = the standard error of the coefficient.

RESULTS AND DISCUSSION

Overview of Research Objects

Central Halmahera Regency is one of the districts in North Maluku Province with characteristics of an archipelago and the potential for diverse natural resources and tourism. The capital of this district is in Weda, with an area consisting of 10 sub-districts

and dominated by coastal areas, seas, small islands, and land with natural vegetation. The publication of Central Halmahera Regency in Figures 2025 shows the close relationship between the characteristics of the region and the agriculture, forestry, fisheries, and other coastal economic sectors, thus opening up opportunities for the development of natural and marine tourism, including Talaga Nusliko, Tanjung Ulie Marine Park, Barahima Beach, and Umera Beach. Based on data from the Tourism Office published through One North Maluku Data, in 2024 Central Halmahera Regency will receive 27,504 tourist visits, consisting of 27,501 domestic tourists and 3 foreign tourists, supported by 30 accommodations in 2023 with 25,947 visits concentrated in Weda District.

Geographically, Central Halmahera Regency is located in the central part of Halmahera Island and is directly related to coastal and aquatic areas, including Gebe Island District which borders the Raja Ampat Islands and has an area of about 224 km². The tourism potential in this area is not only in the form of sandy beaches and sea panoramas, but also underwater tourism, coral reefs, mangrove areas, and other coastal landscapes, so that the tourist experience in Central Halmahera is formed through tourists' interaction with the natural environment through activities such as swimming, 1070nalysed1070it, photography, and camping.

Barahima Beach is located in Messa Village, East Weda District, in the same area as Mtum Ya Island which has historical and cultural value for the local community. This destination has facilities in the form of gazebos along the beach area and two floating gazebos, and can be accessed by sea or land, with a travel time of about 15 minutes from Messa Village or about 2 hours 15 minutes from the Weda pier. The available tourist activities include enjoying the beach panorama, swimming, photography, camping, and enjoying sea catches, and this area has been used as the location of the Mtu Mya Festival, so the attraction of Barahima Beach is a combination of coastal natural beauty, environmental 1070nalysed1070ity, recreational activities, and elements of local history and culture.

Umera Beach is located in Umera Village, Gebe Island District, with the characteristics of coastal landscapes, white sand, and clear sea water, as well as a geographical position facing the Raja Ampat area. Tourist activities in this destination include 1070nalysed1070it, photography, water play, and camping, and can be reached through a road network using two-wheeled or four-wheeled vehicles. The Central Halmahera Regency Tourism Office and Gebe Airport information also place Umera Beach as one of the natural tourist destinations in the region. The two destinations have similarities in utilizing the potential of the coast and the sea as the main attraction, but have different characters: Barahima Beach highlights elements of history, culture, and 1070nalysed1070ity, while Umera Beach highlights the beauty of the waters and marine tourism activities, so both are relevant as research objects to test the influence of tourist experiences and attractions on the satisfaction and interest of tourists to revisit.

Characteristics of Respondents

This study used 147 respondents who were tourists who met the research criteria and had visited Barahima Beach and/or Umera Beach in the last five years. Respondent data was obtained through the distribution of questionnaires and then 1071nalysed using SmartPLS 4.1.0.8 through evaluation of measurement models, structural models, and hypothesis testing.

Evaluation of Measurement Models (Outer Model)

Convergent Validity Test

The outer loading criterion is used to determine the ability of the indicator to reflect the measured construct, referring to Hair et al. (2016) that the outer loading value ≥ 0.50 can be used as the basis for the validity of the indicator.

The results of the processing showed that all indicators had an outer loading value between 0.740 to 0.921, so that all indicators were above the 0.50 limit used in the study. Thus, all indicators on the variables of tourist experience, tourist attraction, interest in repeat visits, and tourist satisfaction were declared to be valid in a convergent manner.

Average Variance Extracted (AVE)

The AVE value of tourist experience was 0.721, tourist attraction was 0.666, revisit interest was 0.772, and tourist satisfaction was 0.788. All of these values were above 0.50 so that all constructs met the criteria of convergent validity (Alfa et al., 2017).

Discriminatory Validity Test

The validity of the discriminant is evaluated through the Fornell-Larcker Criterion, which is to compare the square root of AVE (diagonal value) with the correlation between constructs (Ab Hamid et al., 2017).

The diagonal value of each construct is the square root of the AVE, which is 0.849 for tourist experience, 0.816 for tourist attractions, 0.879 for revisit interest, and 0.888 for tourist satisfaction, all of which are higher than the correlation between constructs in the same row and column so that the criteria of discriminant validity are met.

Cross Loading

Cross loading data shows that the loading value of the indicator in the construct itself is generally higher than in other constructs, so that the entire indicator can be maintained in the measurement model.

Reliability Test

The reliability test was evaluated through Cronbach's Alpha and Composite Reliability values, with values above 0.70 indicating acceptable construct reliability (Ab Hamid et al., 2017), as presented in Table 8.

Table 8. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Travel Experience	0,922	0,924
Tourist Attractions	0,929	0,935
Interest in Revisiting	0,957	0,960
Traveller Satisfaction	0,910	0,910

Source: Results of primary data processing using SmartPLS 4.1.0.8, 2025

The value of Cronbach's Alpha of the entire construct is in the range of 0.910 to 0.957, while the value of Composite Reliability is in the range of 0.910 to 0.960. All values are above 0.70 so that the research instrument is declared reliable (Alfian & Putra, 2017; Amanda et al., 2019; Mardiana & Faqih, 2019).

Descriptive Statistical Analysis

The tourism experience variable obtained a mean of 4,036 (High category based on Table 7), with the highest score on the indicator of ability to recall experiences and good memories (4,150), while service quality obtained the lowest score (3,816). Tourist attraction obtained a mean of 3,950, with natural scenery as the highest indicator (4,354) and public facilities as the lowest indicator (3,517). Interest in repeat visits obtained a mean of 4,121, with a strong desire to return to visit as the highest indicator (4,299) and preference over other destinations as the lowest indicator (3,741). Tourist satisfaction obtained a mean of 4,108, with feelings of pleasure and satisfaction as the highest indicator (4,286) and suitability of information as the lowest indicator (4,000). Overall, the strength of the experience and tourist attraction in both destinations is more formed through memory, emotional engagement, natural beauty, and social interaction, while the aspect of services and public facilities is still part of the area that needs improvement.

Evaluation of Structural Models (Inner Model)

Table 9. R-Square (R^2) and Q-Square (Q^2) Values

Endogenous Variable	R-Square	Q^2predict
Traveller Satisfaction	0,827	–
Interest in Revisiting	0,807	0,771

Source: Results of primary data processing using SmartPLS 4.1.0.8, 2025

A tourist satisfaction R^2 value of 0.827 indicates that 82.7% of the variation in tourist satisfaction can be explained by tourist experience and tourist attraction, while 17.3% is explained by factors outside the model. The R^2 value of repeat interest of 0.807 indicates that 80.7% of the variation can be explained together by tourist experience, tourist attraction, and tourist satisfaction, including strong categories. The Q^2 value of 0.771 is greater than zero, so the model has a strong predictive relevance to the endogenous construct tested.

Hypothesis testing

Hypothesis testing was carried out using the bootstrapping procedure in SmartPLS 4.1.0.8 with a significance level of 5% ($\alpha = 0.05$) and a t-table value of 1.97. The hypothesis is declared acceptable if the t-statistics value > t-table and/or p-value < 0.05, as presented in Table 10.

Table 10. Hypothesis Test Results (t-test)

Relationships Between Variables	Original Sample (O)	T-Statistics (| O/STDEV|)	P-Values	Remarks
Travel Experience → Tourist Satisfaction	0,288	2,767	0,006	Supported
Tourist Attractions → Tourist Satisfaction	0,648	6,643	0,000	Supported
A Trip to Return → An Adventure	0,377	2,378	0,017	Supported
Tourist Attractions → Interest in Revisiting	0,208	1,738	0,082	Not Supported
Tourist Satisfaction → Interest in Repeat Visits	0,354	2,347	0,019	Supported
Travel Experience → Satisfaction → Interest in Revisiting	0,102	1,473	0,141	Not Supported
Tourist Attractions → Satisfaction → Interest in Revisiting	0,230	2,430	0,015	Supported

Source: Results of primary data processing using SmartPLS 4.1.0.8, 2025

Based on Table 10, out of the seven research hypotheses, there are five supported hypotheses and two unsupported hypotheses. Travel Experience → Tourist Satisfaction obtained a t-statistic of 2.767 and a p-value of 0.006, so H1 was supported. Tourist Attraction → Tourist Satisfaction obtained a t-statistic of 6.643 and a p-value of 0.000, which is a direct relationship with the highest t-statistical value in the model, so H2 is supported. Tourism Experience → Interest in Repeat Visits obtained t-statistics of 2.378 and p-value 0.017, so H3 is supported. Tourist Attraction → Interest in Repeat Visits obtained t-statistics of 1,738 and p-value of 0.082 (H4 not supported), while Tourist Satisfaction → Interest in Repeat Visits obtained t-statistics of 2,347 and p-value 0.019 (H5 supported). In the mediation test, Tourist Experience → Tourist Satisfaction → Interest in Repeat Visits obtained t-statistics of 1,473 and p-value 0.141, so H6 was not supported, while Tourist Attraction → Tourist Satisfaction → Interest in Repeat Visit obtained t-statistics of 2,430 and p-value 0.015, so H7 was supported.

The Influence of Travel Experience on Tourist Satisfaction

The results showed that the travel experience had a positive and significant effect on tourist satisfaction ($\beta = 0.288$; $t = 2.767$; $p = 0.006$), so H1 was supported. Descriptively, the tourist experience obtained a mean of 4.036, with the indicator of the ability to remember experiences and beautiful memories obtaining the highest score (4.150), while the quality of service obtained the lowest score (3.816). These findings show that the tourist experience at Barahima Beach and Umera Beach is mainly formed through memories, emotional involvement, and natural atmosphere, not solely through service quality. These results support Juliana et al. (2023) who show that holistic experience and experience quality are positively related to tourist satisfaction, and in line with Prebensen et al. (2017) who explained that tourist experiences are formed through

the involvement of tourists emotionally, physically, and mentally. These findings are also consistent with Laela (2024), Panca and Wihardi (2025), and Zhong (2024), who place travel experience as a factor related to tourist satisfaction, loyalty, and behavior.

The Influence of Tourist Attraction on Tourist Satisfaction

Tourist attraction had a positive and significant effect on tourist satisfaction with a path coefficient of 0.648 ($t = 6.643$; $p < 0.001$), which was the largest coefficient in the research model, so H2 was supported. Descriptively, tourist attractions obtained a mean of 3,950, with natural scenery as the highest indicator (4,354), followed by public acceptance (4,306) and community friendliness (4,293), while public facilities obtained the lowest score (3,517). This result is in line with Septiani (2024) who found the influence of tourist attraction on tourist satisfaction at Karang Potong Ocean View, but in contrast to Ramadan and Hidayah (2024) who found that tourist attractions had no effect on satisfaction in the context of Banyumas destinations. This difference indicates that the relationship between attraction and satisfaction is influenced by destination characteristics; On Barahima Beach and Umera Beach, natural beauty is the main asset so destination management needs to maintain the beauty of the environment while improving basic facilities.

The Influence of Travel Experience on Revisit Interest

Tourism experiences had a positive and significant effect on revisit interest ($\beta = 0.377$; $t = 2.378$; $p = 0.017$), so H3 was supported. These results are in line with Muhammad et al. (2025) on Nusliko Park in North Maluku who found that tourism experiences have a positive and significant effect on return visit decisions, and are relevant to Juliana et al. (2023). The experiences that encourage interest in revisit in this study are mainly seen from the high value of the indicator of the ability to recall experiences and good memories, which shows that the experiences stored in tourists' memories are the basis for the emergence of a desire to return, although the quality of service (mean 3.816) is still the lowest indicator and requires improvement.

The Influence of Tourist Attractions on Revisit Interest

Tourist attraction had a positive coefficient of 0.208, but had no significant effect on revisit interest ($p = 0.082$), so H4 was not supported. These findings are in contrast to Kawatu et al. (2020) and Ramadan and Hidayah (2024) who found a significant influence of tourist attraction on revisit intentions. Natural scenery scored very high (4,354), but public facilities (3,517) and clarity of signs/directional information (3,626) obtained much lower scores, indicating that tourists' decision to return is determined not only by natural beauty, but also by accessibility, facilities, information, and overall travel experience. These findings confirm the difference between attraction as a reason for visiting and interest in returning to visit.

The Influence of Tourist Satisfaction on Interest in Repeat Visits

Tourist satisfaction had a positive and significant effect on revisit interest ($\beta = 0.354$; $t = 2.347$; $p = 0.019$), so H5 was supported. Tourist satisfaction had a mean of 4.108, while revisit interest had a mean of 4.121, with indicators of feeling happy and satisfied (4.286) and strong desire to return (4.299) as the highest values in each variable.

These results support Ramadan and Hidayah (2024), Maria et al. (2024), and Juliana et al. (2023), which show a positive relationship between tourist satisfaction and return interest in returning, thus strengthening the argument that satisfaction is one of the important mechanisms in shaping return visit behavior.

Indirect Influence of Travel Experience on Revisit Interest through Tourist Satisfaction

The indirect influence of travel experience on revisit interest through tourist satisfaction obtained a coefficient of 0.102 ($t = 1.473$; $p = 0.141$), so H6 was not supported. Although tourism experience had a significant effect on both tourist satisfaction ($\beta = 0.288$; $p = 0.006$) and on direct revisit interest ($\beta = 0.377$; $p = 0.017$), tourist satisfaction has not been proven to be a significant mediator of these relationships. This finding is different from Muhammad et al. (2025) on Nusliko Park who found the role of satisfaction mediation on the relationship between travel experience and return visit decisions. This difference shows that on Barahima Beach and Umera Beach, tourist experiences formed from nature, activities, tranquility, and memories can directly encourage the desire to return without having to go through a complete satisfaction evaluation.

Indirect Influence of Tourist Attraction on Revisit Interest through Tourist Satisfaction

The indirect influence of tourist attraction on tourist interest through tourist satisfaction obtained a coefficient of 0.230 ($t = 2.430$; $p = 0.015$), so H7 was supported. This finding is important because the direct relationship of tourist attraction to revisit interest is not significant ($\beta = 0.208$; $p = 0.082$), but the indirect relationship through tourist satisfaction is significant, so tourist satisfaction plays an important role as an important mechanism that connects tourist attraction with revisit interest. Substantively, tourists can assess the scenery of Barahima Beach and Umera Beach as very attractive (mean 4.354), but this assessment does not automatically result in a decision to return if it has not been translated into a satisfactory visit experience, especially with low public facilities (mean 3.517). Thus, the natural strength of the destination needs to be supported by facilities and experience management so that these attractions are able to produce return visit behavior.

CONCLUSION

This study concluded that tourism experience and tourist attractions had positive and significant effects on tourist satisfaction. Tourism experience also had a positive and significant effect on revisit intention, whereas tourist attractions did not have a significant direct effect on revisit intention. Tourist satisfaction had a positive and significant effect on revisit intention. Furthermore, tourist satisfaction did not significantly mediate the relationship between tourism experience and revisit intention but significantly mediated the relationship between tourist attractions and revisit intention at Barahima Beach and Umera Beach, Central Halmahera Regency. These findings indicate that tourist

satisfaction plays an important role in shaping revisit intention, and natural attractions need to be transformed into meaningful tourism experiences to encourage tourist loyalty.

Based on these findings, the Central Halmahera Regency Government and the Tourism Office are recommended to improve the sustainable management of both destinations, particularly through enhancing facilities, accessibility, cleanliness, safety, and tourism information services while preserving the authenticity of the coastal environment. Strengthening digital promotion strategies is also recommended to increase destination visibility. Managers of Barahima Beach and Umera Beach are encouraged to improve cleanliness, basic facilities, sanitation, safety measures, and the management of marine tourism activities, such as swimming, snorkeling, and camping, to create more memorable visitor experiences. Local communities are encouraged to actively participate in providing tourism products and services while preserving local environmental and cultural resources. Tourists are also expected to contribute to environmental preservation by maintaining cleanliness and avoiding activities that may damage coastal ecosystems during their visits. Future research is recommended to develop broader models by incorporating additional variables, such as destination image, service quality, accessibility, and perceived value, as well as expanding respondent coverage and research locations to other beach tourism destinations in Central Halmahera Regency and North Maluku Province to enrich understanding of tourist behavior in marine tourism contexts.

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