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Tourist Attractions, Motivation, and Satisfaction as Determinants of Revisit Intention to Natural Destinations: A Case Study in Batur Geopark, Bali

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ABSTRACT

The aim of this study was to examine the influence of tourist attractions, motivation, and satisfaction on revisit intention to Batur Geopark, Bali. This study also investigated the mediating role of motivation and satisfaction in the relationship between tourist attractions and revisit intention. The background of this research was based on the phenomenon that tourist visits were often driven by the desire to relax, escape daily routines, and enjoy nature-based experiences. When these desires were fulfilled, satisfaction emerged and lead to memorable experiences. A quantitative method with Structural Equation Modeling–Partial Least Squares (SEM-PLS) was employed, using convenience sampling with 200 respondents. The findings indicated that the more diverse and appealing the available tourist attractions such as glamping, mountain trekking for sunrise views, jeep tours, ATV rides, and the Geopark Museum the higher the motivation and satisfaction levels of tourists. Furthermore, motivation and satisfaction partially mediated the effect of tourist attractions on revisit intention. This confirms that revisit intention to Batur Geopark was strongly influenced by both internal motivations and the satisfaction derived from the overall tourist experience. These findings highlighted the importance of continuously enhancing the quality and variety of attractions in alignment with tourists' experiential needs.

Keywords: tourist attraction, motivation, tourist satisfaction, revisit intention, Batur Geopark

INTRODUCTION

Kintamani is one of Bali's prominent tourism destinations, widely recognized for its highland landscape, volcanic scenery, and cool climate. The area offers panoramic views of Mount Batur and Lake Batur, which have long attracted both domestic and international tourists. In recent years, tourism development in Kintamani has expanded beyond conventional sightseeing activities toward more experience-based forms of tourism, reflected in the growth of sunrise viewing, highland cafés, trekking, and glamping facilities that integrate leisure with immersive natural settings. This transformation illustrates broader shifts in tourist preferences toward experiential and nature-based tourism, where engagement with landscape and atmosphere becomes a central part of the travel experience.

At the core of tourism development in Kintamani lies Batur UNESCO Global Geopark, which was established to preserve the volcanic caldera formed through long-term geological processes while supporting sustainable tourism and local development. As a UNESCO Global Geopark, Batur represents an integrated destination model that combines geological heritage, biodiversity, and local culture within a sustainability-oriented framework. Geoparks are not merely protected natural areas; they function as living landscapes where conservation objectives coexist with education, community-based economic development, and responsible tourism practices. This integration distinguishes geoparks from conventional nature-based destinations and creates a complex tourism environment shaped by environmental, cultural, and sustainability dimensions.

Batur Geopark offers a diverse range of attractions, including volcanic trekking, jeep and ATV tours across lava fields, panoramic viewpoints, glamping experiences, and interpretive facilities such as the Batur Geopark

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Museum. These attractions provide tourists not only with recreational and adventure opportunities but also with educational and reflective experiences related to geological processes, environmental conservation, and local cultural values. As global interest in sustainable and nature-based tourism continues to grow, geopark destinations such as Batur have gained increasing attention from tourists seeking authentic experiences that balance enjoyment with environmental awareness and meaningful engagement.

Tourist engagement with destinations such as Batur Geopark is closely linked to motivational processes that shape travel decisions. Contemporary tourism research emphasizes that tourist motivation is increasingly driven by experiential, emotional, and value-based factors, including the desire to escape routine, seek relaxation, and experience meaningful interactions with natural environments (Crompton, 2024). In nature and heritage tourism contexts, motivation extends beyond physical attributes to include psychological fulfillment, learning opportunities, and personal reflection. In this regard, geoparks offer a distinctive motivational setting by integrating natural beauty with educational, cultural, and sustainability-oriented experiences.

Motivation alone, however, is insufficient to explain tourists' long-term behavioral responses. Tourist satisfaction plays a crucial role in shaping post-visit evaluations and future intentions. Satisfaction develops when tourists perceive that a destination meets or exceeds their expectations in terms of experience quality, comfort, safety, and overall value. In tourism research, satisfaction has been consistently identified as a key antecedent of revisit intention and positive word-of-mouth behavior, as satisfied tourists are more likely to return to a destination and recommend it to others (Rather, 2020; Zhang et al., 2014; Kubickova & Campbell, 2022). From a managerial perspective, understanding tourist satisfaction also enables destination managers to improve the quality of tourism products and services and to better respond to evolving visitor expectations (Kotler & Keller, 2016).

Despite the extensive body of literature on tourist motivation, satisfaction, and revisit intention, empirical research examining these relationships within geopark or nature-based tourism contexts remains limited. Existing studies on geoparks predominantly focus on conservation goals, geodiversity, and sustainable regional development, while tourists' psychological responses and post-visit behavioral intentions receive comparatively less attention (Ólafsdóttir & Tverijonaite, 2020; Dowling, 2020; Farsani et al., 2022). Given the distinctive characteristics of geoparks, which integrate geological heritage, ecological conservation, cultural values, and sustainability principles, visitor behavior in such destinations may not fully align with patterns observed in conventional tourism contexts.

Moreover, studies that explicitly examine the mediating roles of tourist motivation and satisfaction in shaping revisit intention within geopark destinations remain scarce, particularly in developing countries and Southeast Asian regions (Martaleni et al., 2021; Kubickova & Campbell, 2022). In the specific context of Batur Geopark, tourism experiences are further enriched by cultural and spiritual dimensions rooted in the local Hindu community, where sacred landscapes, religious beliefs, and volcanic geography are deeply interconnected. These cultural-spiritual elements may generate experiential meanings that extend beyond physical facilities and recreational activities, potentially influencing satisfaction and revisit intention in ways that have not been sufficiently explored in existing tourism literature.

Accordingly, this study aims to address this research gap by examining the influence of tourist attractions on revisit intention, with tourist motivation and satisfaction acting as mediating variables, within the context of Batur UNESCO Global Geopark, Bali, in which cultural and spiritual elements in this research just served as contextual background only. By situating the analysis within a geopark destination that integrates natural heritage, cultural values, and sustainability principles, this research contributes to a more nuanced understanding of tourist behavior in nature-based and geopark tourism settings. The findings are expected to provide theoretical insights for tourism research and practical implications for destination management strategies aimed at developing geopark tourism that is both competitive and sustainable.

METHODOLOGY

Aims of this study were to analyze the influence of tourist attractions, motivation, and tourist satisfaction on revisit intention Batur Geopark, Bali which is known for its unique natural attractions and the diversity of tourist attractions offered, such as glamping, climbing Mount Batur to watch the sunrise, jeep tours, ATVs, and visits to the Batur Geopark Museum. This research was conducted for 6 months. The research was conducted in 15 core villages located in Kintamani District. The Geopark area is divided into five tourism clusters, consisting of: *Cluster* Abang Erawang (Desa Abang Batudinding, Desa Abang Songan,

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Desa Suter), *Cluster* Batur Kalanganyar (Desa Batur Utara, Desa Batur Tengah, Desa Batur Selatan), *Cluster* Hulundanu Muncar (Desa Belandingan, Desa Songan A, Desa Songan B), *Cluster* Singa Mandawa (Desa Kintamani, Desa Pinggan, Desa Sukawana), *Cluster* Manuk Tarumenyan (Desa Terunyan, Desa Buahan, Desa Kedisan)

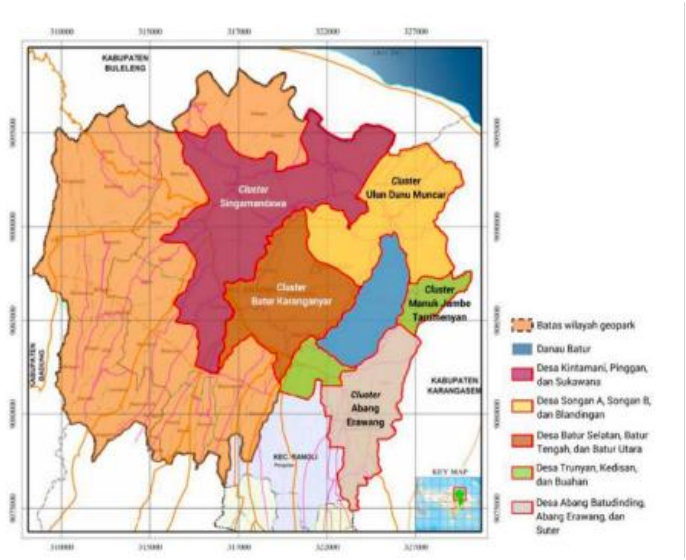


Figure 1. Geopark Map, *Masterplan* KSPN Kintamani – Batur, 2016

The research was designed using a quantitative descriptive approach supported by qualitative descriptive analysis. The quantitative descriptive approach is used to analyze data in the form of numbers which are then processed through statistical procedures to obtain the value and influence of tourist attractions, motivation, tourist satisfaction, and revisit interest. The data in question is the result of respondents' answers collected using a research instrument in the form of a questionnaire with a 5-point Likert scale, which is then processed and analyzed using the SEM (Structural Equation Model) analysis method with the help of the SmartPLS program to analyze the relationship between the variables mentioned. The result of analyses were also supported by data collection from various literatures, books, journal article, and others that are closely related to this research (Sugiyono, 2016).

For the use of SEM-PLS, the method is statistically robust, but the *generalizability* is weak, but because SEM-PLS was very effective in path model analysis with available samples, this method was considered adequate for the purpose of exploring variable relationships under condition time and accessibility constraints.

Sampling was carried out using convenience sampling technique, with respondents must be at least 18 years old, restricted to tourists only, not all visitors. Sampling was carried out using convenience sampling because of time and funding limitation. Even though convenience sampling as a non probability had a limitation in generalization, the mitigation has been taken through screening of respondents to make sure that those who met the criteria only could participated in this research. Samples were taken from 200 tourist respondents visiting Batur Geopark. This technique was chosen to provide a broad representation of tourists visiting the area, although with limitations in controlling the characteristics of the sample.

Structural Equation Modeling (SEM) analysis technique with Partial Least Squares (PLS) approach was used to test the relationship between variables in this study. The analysis consisted of Outer Model and Inner Model. The outer model evaluated the validity and reliability of latent variables with loading factors. Meanwhile, the inner model tested the causal relationship between latent variables with R-square (R^2) to assess the variance explained by the model. Significance was tested through bootstrapping, with t-statistic >1.96 at a 5% confidence level. The feasibility of the model was measured through Standardized Root Mean Square Residual (SRMR), with fit criteria (SRMR < 0.10) and perfect fit (SRMR < 0.08). The SEM-PLS method was chosen to analyze models with reflective and formative indicators and it was effective in handling limited samples.

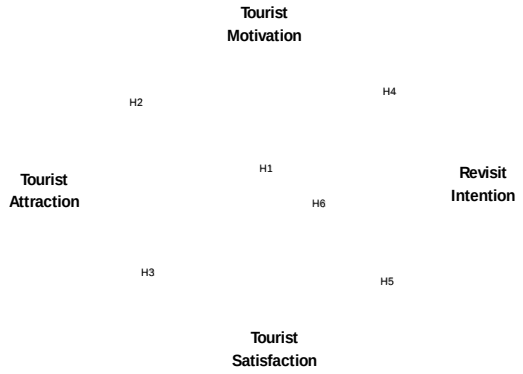


Figure 2. SEM Model of the Influence of Tourist Attractions, Motivation and Tourist Satisfaction on Visiting Natural Tourist Attractions in the Batur Geopark Area

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RESULT

Characteristics of Tourists Visiting Batur Geopark, Bali

Tourist visit data to Kintamani shows a nearly balanced distribution between female (50.50%) and male (49.50%) visitors, highlighting the destination's appeal to both groups. The majority of tourists come from Indonesia (75.00%), while international visitors are predominantly from Australia, India, and Germany. In contrast, tourists from Belarus, Ireland, Morocco, Oman, Romania, and Timor Leste account for the smallest percentage, each contributing 0.50% only.

Most tourist experienced Kintamani once only (43.50%), while a significant portion (27.00%) has returned more than four times, suggesting a strong appeal for repeat visits. In terms of occupation, private employees (45.50%) and students (25.50%) were form the largest segments, likely due to the destination's relatively affordable travel costs. On average, tourists spent between IDR 500,000 and less than IDR 1,000,000 per day (65.00%), making Kintamani as a budget-friendly alternative compared to other tourist hotspots in Bali.

Kintamani's primary attraction was its breathtaking natural scenery (57.00%), followed by those who visit specifically to witness its sunrise (13.00%). Most tourist travel with family (39.50%), friends, or partners, while solo travelers make up a small fraction (3.50%) only. Social media served as the primary source of information for tourists (56.50%), reflecting the growing influence of digital platforms in shaping travel decisions and providing easy access to destination insights.

Measurement Model Analysis

Measurement model analysis was a stage in the measurement model that aimed to describe the relationship between latent variables and their forming indicators. In this study, the outer model analysis was carried out by involving 200 respondent data obtained through questionnaire distribution, then analyzed using SmartPLS software. The stages of testing in the outer model analysis include:

1. Convergent Validity Test

This test was carried out to determine the extent to which the indicators used to represent the construct or latent variable being measured. Convergent validity was evaluated by looking at the loading factor value of each indicator against its construct. However, the loading factor value assessment of 0,50 to 0,60 was still considered sufficient.

All indicator loading factor values were above 0.50, indicating that no indicators were eliminated during the initial stage of data analyses. Thus, all constructs in the model can be considered valid, having met the requirements for convergent validity based on acceptable loading factor thresholds. Convergent validity was further assessed by examining the Average Variance Extracted (AVE) values. A construct was considered to exhibit adequate convergent validity when the AVE exceeds 0.50. The AVE values for each construct were presented in Table 1 below :

Table 1. Average Variance Extracted (AVE) Value

Variable	Average Variance Extracted (AVE)
Tourist Attraction	0.55
Tourist Motivation	0.72
Tourist Satisfaction	0.79
Revisit Intention	0.77

Source: Data Analysis 2024

The results of the AVE assessment indicated that the values for all variables tourist attraction, tourist motivation, tourist satisfaction, and revisit intention exceeded the threshold of 0.50. Therefore, it could be concluded that all constructs demonstrated a high level of convergent validity.

2. Composite Reliability

The composite reliability value was said to have a high level of reliability if the value exceeds 0.70. Meanwhile, values above 0.60 were still acceptable and indicated that the construct was quite reliable. To strengthen the reliability test results, Cronbach's Alpha analysis was also used. A construct was declared to have good reliability if its Cronbach's Alpha value was more than 0.70, with the ideal value being above 0.80. The results of the reliability test which include the composite reliability and Cronbach's Alpha values for each construct could be seen in Table 2

Table 2. Composite Reliability and Cronbach Alpha Value

Variable	Cronbach's Alpha	Composite Reliability
Tourist Attraction	0.92	0.93
Tourist Motivation	0.87	0.91
Tourist Satisfaction	0.91	0.94
Revisit Intention	0.83	0.87

Source: Data Analysis 2024

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Based on the analysis results, all variables in this study met the reliability test criteria, so they could be declared reliable. This was indicated by the composite reliability value which was all above 0.80 and the Cronbach's Alpha value that exceeded 0.70. Thus, each construct had a good internal consistency. Furthermore, based on the results of validity and reliability tests which included convergent validity, discriminant validity, and composite reliability, all variables used in this study could be declared valid and reliable.

Structural Model Analysis

Inner model could be referred to tructural model, inner relation, and substantive theory. Before analyzing the structural model, it was necessary to conduct a feasibility test. The feasibility test of the structural model must be carried out before interpreting the analysis results.

1. R-Square Test

The structural equation model was evaluated using R-square. R-square had assessment criteria consisting of a low or weak value (weakly) if the range of values was 0.19-0.32, said to be moderate (moderately) if it had a value of 0.33-0.66 and said to be strong if it had a value greater than 0.67.

Table 3. R-Square Value

Variable	R Square	R Square Adjusted
Tourist Satisfaction	0.19	0.19
Revisit Intention	0.52	0.51
Tourist Motivation	0.25	0.26

Source: Data Analysis 2024

The results of the R-Square calculation showed that revisit interest was 51.00% influenced by tourist satisfaction, motivation, and tourist attractions; tourist satisfaction was 19.10% influenced by attractions and motivation; while visiting motivation was 25.00% influenced by attractions and satisfaction, the rest was influenced by other factors outside the model.

2. Goodness of Fit (GoF) Test

The feasibility test was also carried out by calculating the Goodness of Fit (GoF) value. The GoF test of the structural equation model could be carried out by looking at the SRMR value of the model. The criteria for the structural equation model were as follows: if the SRMR value was smaller than 0.10 then the model was declared to had met the criteria and if the SRMR value was smaller than 0.08 then the model was declared perfect fit. Table 4. showed that the SRMR value had a value of 0.09 so that the model could be declared feasible to test the research hypothesis.

Table 4 Goodness of Fit (GoF) Test

	Saturated Model	Estimated Model
SRMR	0.08	0.09
d_ULS	2.43	3.25
d_G	1.28	1.30
Chi-Square	1285,61	1287.53
NFI	0,67	0.67
	0.08	0.09

Source: Data Analysis 2024

Based on Table 4, the SRMR value in the GoF test of the PLS model was 0.09. This value proved that the PLS model was acceptable (sufficient) by some experts, but less ideal, so this model was very suitable for testing the hypothesis in this study.

Confirmatory Analysis

Confirmatory Analysis in SEM is used to test the suitability of the theoretical model with empirical data. This analysis assesses whether the relationship between latent variables and previously assumed indicators is proven to be significant and valid, thus supporting the validity and reliability of the research model. The stages of confirmatory analysis are as follows :

1. Results of Measurement Model Analysis (Outer Model)

The following were the results of outer loading which were used to test the significance of each indicator on the latent variables in the research model**.**

Table 5. Outer Loadings Tourist Attractions Variable

Code	Indicators	Outer Loading	Sig.
X1	Sunrise in the Batur Geopark area	0.69	**
X2	Lake Batur view	0.65	**
X3	Mountain panorama	0.54	**
X4	Forest trekking	0.74	**
X5	Fishing on the lakeside	0.72	**
X6	Climbing Mount Batur/Abang	0.74	**
X7	Glamping in Batur Geopark	0.80	**

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X8	Camping in Batur Geopark	0.79	**
X9	Volcanic educational tourism	0.80	**
X10	Jeep/ATV tour of natural panorama	0.82	**
X11	Cycling around Batur Geopark	0.81	**
M1.1	Natural environment and cool weather	0.65	**
M1.2	Affordable travel costs	0.53	**
M1.3	Sports and outdoor activities	0.73	**
M1.4	Enjoy natural attractions	0.69	**
M1.5	Avoid routine	0.80	**
M1.6	Seek new experiences	0.75	**
M1.7	Strengthen family ties	0.71	**
M2.1	Safe as a tourist destination	0.82	**
M2.2	Comfortable to visit	0.86	**
M2.3	Information is easily accessible	0.89	**
M2.4	Complete tourist facilities	0.82	**
Y1	Want to visit again	0.88	**
Y2	Want to recommend to others/family	0.87	**
Y3	Make it a destination of choice	0.93	**
Y4	Actively seek information about Kintamani Geopark	0.89	**

Source: Data Analysis 2024
Description:
** = Significant
* = Not Significant

Based on the results of the measurement model test, all indicators in the variables Tourist Attractions, Tourist Motivation, Tourist Satisfaction, and Revisit Intention could represent their respective variables. In the Tourist Attractions variable, the indicator with the highest outer loading value was Jeep tour or riding an ATV to enjoy the natural panorama (0.82), while the lowest was Beautiful Mountain panorama (0.54). In the Tourist Motivation variable, the highest value was in the indicator Get out of routine (0.80) and the lowest was Affordable travel costs (0.53). For the Tourist Satisfaction variable, the highest value was in the indicator Information is easily accessible (0.89) and the lowest is in the Batur Geopark Kintamani area were Safe as a tourist destination and Complete tourist facilities (both outer loading were 0.82). Meanwhile, in the Revisit Intention variable, the indicator of Make it a destination of choice had the highest outer loading value of 0.93, and the lowest was the Want to recommend to others/family (0.87).

2. Results of Measurement Structural Model Analysis (Inner Model)

The following are the results of the inner model analysis which showed the direct influence between latent variables in the research model.

Table 6. Direct Effect

Influence of Variables	Original Sample	T Statistics	P Values	Sig.
Tourist Attraction → Tourist Satisfaction	0.44	6.72	0.00	**
Tourist Attraction → Revisit Intention	0.20	3.36	0.00	**
Tourist Attraction → Tourist Motivation	0.50	8.69	0.00	**
Tourist Satisfaction → Revisit Intention	0.48	8.12	0.00	**
Tourist Motivation → Revisit Intention	0.20	2.66	0.01	**

Source: Data Analysis 2024
Description:
** = Significant
* = Not Significant

The results of the inner model analysis showed the direct influence of the five hypotheses tested. The criteria used to determine the significance of the influence were the t-statistic value > 1.96 and the p-value < 0.05. The results of the direct effect between variables were explained as follows:

a. The influence of tourist attractions on revisit interest was shown by the original sample value of 0.20 with a t-statistic of 3.36 and a p-value of 0.00. Because the t-statistic value> 1.96 and the p-value < 0.05, it could be concluded that tourist attractions had a positive and significant effect on revisit interest. Thus, Ha_1 Hypothesis was accepted.
b. The influence of tourist attractions on visiting motivation had an original sample value of 0.50, a t-statistic of 8.69, and a p-value of 0.00. These results indicated that tourist attractions had a positive and significant effect on tourist motivation, so Ha_2 Hypothesis was accepted.
c. The influence of tourist attractions on tourist satisfaction was shown by the original sample value of 0.47, t-statistic 6.72, and p-value 0.00. This meant that tourist attractions had a positive and significant effect on tourist satisfaction. Thus, Ha_3 Hypothesis is accepted.
d. The influence of motivation on revisit interest had an original sample value of 0.20, t-statistic 2.66, and p-value 0.01. This value showed that motivation had a positive and significant effect on revisit interest, so

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Ha_4 Hypothesis was accepted.

e. The influence of tourist satisfaction on revisit interest was shown by the original sample value of 0.48, t-statistic 8.11, and p-value 0.00. This meant that tourist satisfaction had a positive and significant effect on revisit interest. Thus, Ha_5 Hypothesis is accepted.

After testing the direct effect, the analysis continued by testing the indirect effect to determine whether a mediating variable could strengthen or clarify the relationship between the independent and dependent variables as follows:

Table 7. Indirect Effect

Variabel	Original Sample	T Statistics	P Values	Sig.
Tourist Attraction → Tourist Satisfaction → Revisit Intention	0.21	5.02	0,00	**
Tourist Attraction → Tourist motivation → Revisit Intention	0.10	2.47	0.01	**

Source: Data Analysis 2024
Description:
** = Significant
* = Not Significant

The results of the indirect influence test showed that the original sample value was 0.21 with a T-statistic value of 5.02 which was greater than 1.96 and a p-value of 0.00. This indicated that tourist attractions had a positive and significant effect on revisit interest through the tourist satisfaction variable. The type of mediation that occured was partial mediation, because both direct and indirect influences were equally significant. Furthermore, tourist attractions were also proven to have a positive and significant effect on revisit interest through the tourist motivation variable, with a p-value of 0.01. This influence was also partial mediation. Thus, the sixth hypothesis in this study could be accepted, namely that tourist attractions had a positive and significant effect on revisit interest through the mediation of tourist motivation and satisfaction.

Based on the results of the analysis of direct and indirect influences, an SEM model was formed as shown in the following figure:

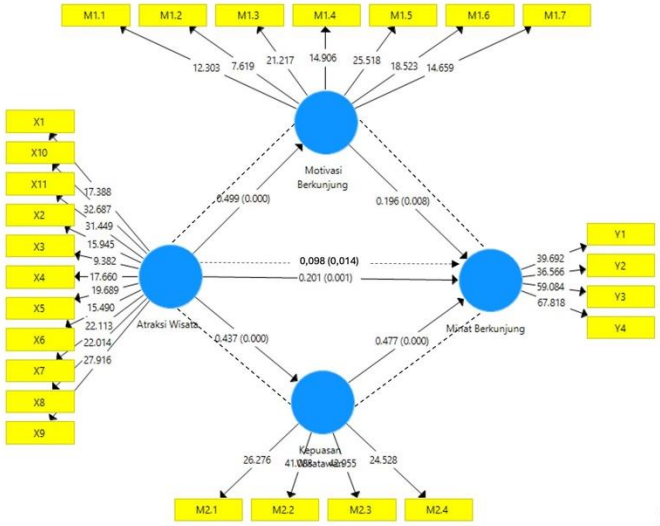


Figure 3. SEM Model of the Influence of Tourist Attractions, Motivation and Tourist Satisfaction on Visiting Natural Tourist Attractions in the Batur Geopark Area
Description:
Ha** = Significant
Ho* = Not Significant

Disscussion

The Influence of Tourist Attractions on Revisit Intention to Visit Batur Geopark, Bali

The findings of this study clearly show that tourist attractions have a positive and significant influence on tourists' revisit intention to Batur Geopark, Bali. This result indicates that the presence, quality, and diversity of attractions play a central role in shaping tourists' favorable evaluations and their willingness to return to the destination. In this study, tourist attractions encompass not only the scenic beauty of Mount Batur, Lake Batur, and surrounding tropical landscapes, but also a wide range of recreational and educational activities such as mountain climbing, glamping, camping, volcano interpretation tours, and jeep or ATV rides that allow tourists to experience the landscape in an active and immersive manner.

Jeep tour and ATV activities emerged as the strongest contributing indicators compared to others attractions. These were because by Jeep and ATV made tourists possible to explore a vast area of Black Lava, the journey of which might be difficult to be reached on foot. In addition, by those travel vehicles tourists would be able to

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enjoy sunrise from a high look out without anything to hamper it and without being tired to walk on the mountain trails. Driving Jeep or ATV made it possible to to take pictures with the back ground of Batur caldera and Black lava easily

One explanation for this finding is that contemporary tourists increasingly value destinations that offer authentic, engaging, and meaningful experiences rather than passive sightseeing alone. Batur Geopark is perceived as superior because it provides attractions that align with the preferences of modern tourists who seek adventure, learning opportunities, and emotional engagement with nature. This perception is further reinforced by supporting environmental conditions such as the cool climate, relatively pristine natural surroundings, and the availability of accessible tourist information, all of which contribute to positive destination impressions. The generally favourable assessment of attraction indicators by respondents confirms that the quality of attractions in Batur Geopark meets tourists' expectations both visually and experientially. This aligns with the experience economy perspective and the memorable tourism experience framework, which emphasize meaningful engagement and experiential quality as central to destination evaluation (Pine & Gilmore, 2013; Kim et al., 2012; Rather, 2020).

The findings of this study further demonstrate that revisit intention does not emerge spontaneously but develops through cognitive evaluations and emotional responses formed during tourists' interactions with destination attractions. When attractions are perceived as diverse, well-managed, and capable of delivering memorable experiences, tourists are more inclined to consider the destination as a primary choice for future visits. This outcome is consistent with previous studies showing that high-quality attractions strengthen destination appeal and encourage repeat visitation through positive experiential evaluation (McKercher & Tolkach, 2020; Padrón-Ávila & Hernández-Martín, 2019; Tchetchik et al., 2023).

This study therefore stakes the claim that experience-oriented attraction development is a key strategic lever for increasing revisit intention in geopark destinations. Attractions that are professionally managed, creatively designed, and aligned with tourists' experiential expectations not only enhance immediate enjoyment but also foster long-term behavioral intentions such as loyalty and repeat visits. In the context of Batur Geopark, strengthening attraction quality across nature-based, cultural, and adventure tourism products is essential for sustaining destination competitiveness and long-term tourism performance (McKercher & Prideaux, 2020).

The Influence of Tourist Attractions on Tourists' Motivation to Visit Batur Geopark, Bali

The findings of this study clearly show that tourist attractions have a positive and significant effect on tourists' motivation to visit Batur Geopark, Bali. This result indicates that the uniqueness, authenticity, and quality of attractions play a decisive role in stimulating tourists' internal desire to travel to the destination. In the context of Batur Geopark, attractions are not limited to scenic landscapes but encompass the overall experience of geological heritage, volcanic scenery, and nature-based activities that differentiate the area from other destinations.

One explanation for this finding is that Batur Geopark offers attraction attributes that resonate strongly with tourists' psychological needs, particularly the desire to escape routine, seek tranquility, and gain new and meaningful experiences. Its status as a UNESCO Global Geopark enhances the perceived value of the destination, encouraging tourists to visit not only for leisure but also for learning and exploration. The natural characteristics of the geopark therefore function as a primary psychological driver that actively builds tourists' motivation to engage more deeply with the destination. This finding is consistent with Baker and Crompton (2000), who argued that attractions perceived as high in value tend to generate stronger motivation to participate in destination-related activities.

The findings also support the push–pull framework in tourism decision making, where internal push factors such as the need for rest, escape, and novelty interact with external pull factors represented by destination attractiveness. In this study, tourist attractions operate as a particularly strong pull factor, as the quality and uniqueness of Batur Geopark's landscape are capable of stimulating and directing tourists' internal motivations. This interpretation aligns with studies on geoparks emphasizing that geological heritage creates a specific form of motivation known as geotourism motivation, characterized by stronger cognitive, educational, and experiential dimensions than conventional nature-based tourism (Farsani et al., 2022).

Importantly, the results demonstrate that in geopark destinations, physical attraction attributes remain a dominant source of tourist motivation, even in the contemporary tourism context. Empirical evidence from

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UNESCO Global Geoparks shows that the uniqueness of physical landscapes is often the most influential factor triggering visit motivation (Farsani et al., 2022; Yoon & Uysal, 2005). More recent tourism research further suggests that, despite the increasing role of digital information and online promotion, physical and experiential qualities of attractions continue to form the primary foundation of tourist motivation (McKercher & Tolkach, 2020).

This study therefore stakes the claim that tourist attractions constitute a crucial exogenous variable in building tourist motivation in geopark destinations. In the case of Batur Geopark, motivation emerges not merely from promotional exposure but from the destination's inherent ability to offer authentic geological, natural, and experiential value. Consequently, destination development strategies should prioritize the preservation and interpretation of core attraction attributes, as these elements play a fundamental role in stimulating tourists' motivation to visit and engage with the destination.

The Influence of Tourist Attraction on Tourist Satisfaction to Visit Batur Geopark, Bali

The findings of this study clearly show that tourist attractions have a positive and significant influence on tourist satisfaction in the Batur Geopark Area. This result indicates that destinations offering diverse, engaging, and well-designed attractions are more likely to generate higher levels of satisfaction among visitors. In this study, jeep tour and ATV activities emerged as the strongest contributing indicators, as reflected by their highest outer loading values, highlighting their central role in shaping tourists' perceptions of attraction quality.

One explanation for this finding is that adventure-based and interactive attractions provide tourists with a sense of immersion that goes beyond passive observation. Jeep tours and ATV activities allow visitors to explore the volcanic landscape more intensively, fostering emotional engagement and a stronger sense of experience ownership. These activities are further complemented by other natural and experiential attractions, including panoramic mountain and lake views, glamping facilities, and climbing activities, which together reinforce the image of Batur Geopark as a complete and diverse nature-based destination. The integration of these elements creates a coherent experience that enhances overall tourist satisfaction.

The findings also demonstrate that tourist satisfaction in geopark destinations does not arise solely from natural beauty, but from how attractions are creatively packaged and managed. Innovative attraction design, combined with adaptive management practices, plays a crucial role in transforming natural resources into enjoyable and meaningful tourism experiences. This supports the view that satisfaction is closely linked to experiential quality rather than to environmental attributes alone. When attractions are aligned with tourists' preferences for novelty, enjoyment, and engagement, satisfaction levels increase significantly.

Furthermore, this study confirms that tourist satisfaction is strengthened through the integration of environmental authenticity, ease of access to information, and the availability of adequate supporting facilities. Tourists who perceive that a destination meets their expectations in terms of comfort, safety, and overall experience quality tend to report higher satisfaction levels (Uysal, 2003; Kubickova & Campbell, 2022). High satisfaction, in turn, encourages positive behavioural outcomes such as revisit intention, recommendations to others, and destination loyalty (Antón et al., 2017). In this regard, satisfaction also serves as an important indicator of destination management effectiveness, reflecting the ability of managers to deliver experiences that are enjoyable, meaningful, and aligned with market expectations (Bulatović & Stranjančević, 2019).

This study therefore stakes the claim that tourist attractions are a fundamental driver of tourist satisfaction in geopark destinations. When attractions are professionally managed, innovatively developed, and supported by appropriate facilities and infrastructure, they generate satisfaction that contributes to a positive destination image and long-term competitiveness. In the context of Batur Geopark, maintaining and enhancing attraction quality through product innovation, interpretive development, and visitor-oriented infrastructure should be regarded as a primary strategy for increasing tourist satisfaction and strengthening destination loyalty (Pawaskar & Goel, 2017).

The Influence of Motivation on tourists' Revisit Intention to Visit Batur Geopark, Bali

The findings of this study clearly show that tourist motivation has a positive and significant influence on tourists' revisit intention to Batur Geopark, Bali. This result indicates that the stronger the internal motivations driving tourists to travel, the higher their likelihood of returning to the destination. Motivations related to

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escaping daily routines, enjoying a cool natural environment, and seeking new and different experiences were found to play a central role in shaping revisit intention. These findings confirm that revisit behavior is not merely a spontaneous decision, but rather the outcome of accumulated psychological evaluations formed during previous visits.

One explanation for this relationship lies in the ability of Batur Geopark to offer attractions that align closely with tourists' underlying psychological needs. The combination of volcanic landscapes, biodiversity, and a tranquil atmosphere allows the destination to simultaneously fulfill motivations related to relaxation, adventure, and learning. When tourists perceive that their motivations resonate with the characteristics of the destination, their intention to revisit increases substantially. This finding is consistent with motivation-based destination choice theory, which emphasizes the congruence between tourists' internal needs and destination attributes as a key determinant of behavioral intention (Sirgy & Su, 2000). More recent studies also suggest that destinations capable of satisfying emotional and experiential motivations tend to generate stronger revisit interest than those relying solely on visual appeal (Crompton, 2024).

The results further demonstrate that motivation functions as a psychological mechanism that translates destination experiences into future behavioral intentions. In the context of Batur Geopark, motivations such as seeking tranquility, enjoying the freshness of mountain air, and engaging with authentic natural environments were particularly salient. Tourists were not motivated solely by the desire to view scenery, but by the opportunity to experience a meaningful departure from everyday life. This finding aligns with contemporary tourism research emphasizing that experiential depth and emotional engagement function as psychological mechanisms that translate destination experiences into repeat visitation, particularly in nature-based destinations (Yoon & Uysal, 2005; Sirgy & Su, 2000; Jiang & Yan, 2022).

Importantly, the empirical findings show that motivational indicators related to escape from routine and the pursuit of new experiences had the strongest contribution to revisit intention, as reflected in their high outer loading values. This suggests that destination development strategies in geopark areas such as Batur should prioritize the creation of authentic and immersive experiences that reinforce tourists' intrinsic motivations. By strengthening motivational drivers at both emotional and cognitive levels, destination managers can enhance revisit intention and foster more sustainable patterns of tourist behavior.

Overall, this study stakes the claim that tourist motivation is a decisive antecedent of revisit intention in geopark tourism contexts. In Batur Geopark, revisit intention is shaped not only by physical attraction attributes but also by the destination's capacity to fulfill deeper psychological needs. This finding underscores the importance of motivation-oriented destination management, where understanding and responding to tourists' motivational structures becomes a strategic foundation for sustaining repeat visitation.

The Influence of Tourist Satisfaction on Revisit Intention to Batur Geopark, Bali

The findings of this study clearly show that tourist satisfaction has a positive and significant influence on revisit intention to Batur Geopark, Bali. This result indicates that tourists who experience a high level of satisfaction during their visit are more likely to return to the destination and to recommend it to others. Satisfaction in this context reflects tourists' overall evaluation of their experiences, encompassing environmental conditions, service quality, and the emotional responses formed during their stay.

One explanation for this finding is that satisfaction transforms tourism experiences into lasting positive memories that shape future behavioural intentions. In Batur Geopark, tourists reported high satisfaction particularly in relation to comfort, which was derived from the cool mountain climate, clean air, and scenic natural panoramas that provided a sense of tranquility and relaxation. This sense of comfort was further reinforced by perceptions of safety while exploring the area and the ease of accessing information about tourist sites and activities. Together, these elements contributed to a coherent and pleasant experience that remained salient in tourists' memories after the visit.

The findings also demonstrate that satisfaction is strengthened by the availability of adequate supporting facilities and effective destination management. Well-maintained access routes, information points, and orderly spatial arrangements enhanced tourists' confidence and convenience, reinforcing their perception that Batur Geopark is a destination worth revisiting. When tourists perceive that a destination consistently meets their expectations in terms of comfort, safety, and overall experience quality, satisfaction becomes a powerful driver

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of future behavioural intentions.

Furthermore, this study shows that high levels of tourist satisfaction give rise to emotional attachment to the destination. Such attachment encourages not only repeat visitation but also active experience sharing through interpersonal communication and digital platforms (McKercher & Tolkach, 2020; Padrón-Ávila & Hernández-Martín, 2019; Tchetchik et al., 2023). Satisfied tourists are more inclined to disseminate positive narratives about their experiences, thereby extending the destination's appeal beyond the initial visit through word-of-mouth and social media engagement (Sultan et al., 2019; Wong et al., 2020).

This study therefore stakes the claim that tourist satisfaction is a central mechanism linking destination experiences to sustained demand in nature-based tourism contexts. In the case of Batur Geopark, satisfaction not only reflects successful destination management but also functions as a strategic asset that strengthens revisit intention and destination competitiveness. Ensuring consistently satisfying experiences should thus be regarded as a priority in destination development strategies aimed at reinforcing Batur Geopark's position as a highly desirable natural tourism destination.

The Influence of Tourist Attractions on Revisit Interest Mediated by Tourist Motivation and Satisfaction

The findings of this study clearly show that tourist motivation and tourist satisfaction have a positive and significant influence on revisit interest in Batur Geopark, Bali. Both variables not only function as direct predictors of revisit interest but also act as partial mediators in the relationship between tourist attractions and revisit interest. The statistical significance of these relationships, which remains below the 5 percent threshold, indicates that the observed effects are robust and not coincidental. This result confirms that while tourist attractions directly influence revisit interest, their impact becomes substantially stronger when tourists are both motivated and satisfied (Martaleni et al., 2021; Sad Wijaya & Anggraini, 2023)

One explanation for this mediating effect is that tourist attractions initially stimulate tourists' internal motivation by offering novel experiences, opportunities for escape from daily routines, and exposure to authentic natural and cultural landscapes. In the case of Batur Geopark, the presence of unique geological features, dramatic volcanic scenery, and a cool and tranquil environment serves as a strong motivational trigger that encourages tourists to choose the destination. However, motivation alone is insufficient to sustain ongoing interest. The continuation of revisit interest depends largely on the level of satisfaction experienced during the visit, which is shaped by service quality, ease of access to information, safety, comfort, and the overall coherence of the tourism experience.

The findings further demonstrate that satisfaction strengthens revisit interest by transforming motivated visits into positive post-visit evaluations. When tourists feel satisfied with their experiences, they develop favourable perceptions of the destination that extend beyond the initial visit and increase the likelihood of returning. This supports the view that revisit interest emerges from an interaction between pre-visit motivation and post-visit satisfaction rather than from attraction appeal alone. Consequently, motivation and satisfaction operate as complementary psychological mechanisms that amplify the influence of tourist attractions on revisit interest.

This study therefore stakes the claim that revisit interest in geopark destinations is best explained through a holistic framework that integrates physical attraction quality with tourists' psychological responses. While tourist attractions possess immediate appeal, their effectiveness in generating revisit interest is significantly enhanced when they successfully stimulate internal motivation and deliver satisfying experiences. Importantly, these findings confirm that the physical qualities of tourist attractions remain the primary trigger of revisit interest, while motivation and satisfaction function as reinforcing psychological mechanisms rather than replacing the role of attraction quality. From a practical perspective, this implies that destination managers should not focus solely on improving attraction features, but also on designing experiences that motivate tourists and ensure satisfaction throughout the visit.

CONCLUSION

This study demonstrates that revisit intention in Batur UNESCO Global Geopark is shaped through an integrated interaction between destination attractions, tourist motivation, and experiential satisfaction. Tourist attractions do not merely function as physical features that attract initial visits, but serve as structural stimuli that activate tourists' internal motivations and influence their overall evaluation of the destination experience. Motivation and satisfaction, in turn, operate as reinforcing psychological mechanisms that transform destination

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encounters into sustained behavioral intentions.

The findings indicate that revisit intention emerges through a sequential process. The diversity and quality of natural and experiential attractions stimulate tourists' desire to seek novelty, relaxation, and meaningful engagement with the destination. When these motivational expectations are fulfilled through comfortable, safe, and well-managed tourism services, tourists develop positive emotional responses and lasting satisfaction. This satisfaction strengthens destination attachment and encourages repeat visitation. In this regard, the study confirms that destination attractiveness alone is insufficient to generate long-term loyalty unless it is supported by motivational relevance and high-quality visitor experiences.

From a theoretical perspective, this research extends existing models of tourist behavior by demonstrating the mediating roles of motivation and satisfaction within a geopark tourism context. While previous studies have often examined attraction quality, motivation, or satisfaction separately, this study highlights their interdependent relationship in shaping revisit intention. The findings suggest that in sustainability-oriented destinations such as geoparks, tourist loyalty is best understood as the outcome of an integrated experiential system rather than a direct response to physical attributes alone.

From a managerial perspective, the results imply that destination development strategies in Batur Geopark should prioritize experiential coherence alongside infrastructure improvement. Maintaining environmental integrity, conserving biodiversity, and protecting geological heritage remain essential foundations for sustainable tourism development. At the same time, destination managers are encouraged to design special-interest tourism products that reflect contemporary lifestyles and experiential preferences, particularly among younger visitor segments. The adoption of environmentally responsible accommodation and restaurant practices, supported by effective waste management systems, is also necessary to strengthen the destination's sustainability profile.

In addition, creative and targeted digital promotion should be continuously developed to communicate the unique experiential and educational values of the geopark. However, promotional efforts should be aligned with actual service quality and environmental management practices to ensure consistency between destination image and on-site experiences.

This study acknowledges several limitations, particularly in relation to sampling methods and cross-sectional data. Future research is encouraged to employ longitudinal and comparative approaches to examine how tourist motivation, satisfaction, and loyalty evolve over time across different geopark destinations. Such studies would contribute to a deeper understanding of sustainable visitor behavior and support more adaptive destination governance models.

Overall, this research confirms that sustainable revisit intention in geopark tourism is generated through the balanced integration of attraction quality, motivational relevance, and experiential satisfaction. By adopting an integrated and visitor-centered development approach, Batur Geopark can strengthen its competitiveness while maintaining its ecological and cultural integrity.

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DECLARATIONS

This research does not contain any conflict of interest in any form between the researcher and any party involved in the research process.

ETHICAL APPROVAL

All research activities were carried out in compliance with research ethics guidelines to ensure confidentiality, privacy, and voluntary participation of respondents.

INFORMED CONSENT

All participants in this study provided informed consent prior to their involvement. They were fully informed about the purpose, procedures, potential risks, and benefits of the research, and their participation was voluntary.

DATA AVAILABILITY

The data used in this study were available upon request from the corresponding author. Access to the data may be subject to ethical or legal restrictions.

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