

Examining the Role of Tour Guide Competence in Shaping Tourist Experiences and Revisit Intentions: Evidence from SEM-PLS Analysis

Pusparani^{1*}, Rianto², Arief Faizal Rachman³, M. Husen Hutagalung⁴, Surya Fadjar Boediman⁵

¹Bachelor of Applied Program Tour and Travel Business, Trisakti Institute of Tourism, Kota Adm Jakarta 12330, Indonesia

²Bachelor of Applied Program Tour and Travel Business, Trisakti Institute of Tourism, Kota Adm Jakarta 12330, Indonesia

³Bachelor of Applied Program Tour and Travel Business, Trisakti Institute of Tourism, Kota Adm Jakarta 12330, Indonesia

⁴Bachelor of Applied Program Tour and Travel Business, Trisakti Institute of Tourism, Kota Adm Jakarta 12330, Indonesia

⁵Bachelor of Applied Program Tour and Travel Business, Trisakti Institute of Tourism, Kota Adm Jakarta 12330, Indonesia

*Corresponding author, email: pusparani@iptrisakti.ac.id

Received: Nov 22, 2025	Revised: April 15, 2026	Accepted: August 20, 2026	Published: August 30, 2026
------------------------	-------------------------	---------------------------	----------------------------

ABSTRACT

This study aims to examine the effect of tour guide competence on revisit intention through tourist experience in urban tourism destinations in Jakarta, Indonesia. A quantitative approach with descriptive and explanatory designs was applied. Data were collected from 300 tourists who had used tour guide services at Kota Tua, TMII, Monas, Glodok, and Blok M Space. The data were analysed using SmartPLS 4. The findings show that tour guide competence does not significantly affect tourist experience. However, it has a positive and significant effect on revisit intention because tourists base their intention to return on the guide's professionalism, credibility, reliability, and service quality. Tourist experience also has a positive and significant effect on revisit intention. However, tourist experience does not mediate the relationship between tour guide competence and revisit intention, indicating that revisit intention is influenced independently by tourists' evaluations of guide competence and their overall tourism experience. Therefore, destination managers should enhance tour guide competencies while also improving attraction quality, infrastructure, and experience design to encourage repeat visits. This study integrates Boyatzis' competency model, the Theory of Planned Behaviour, and Experiential Marketing theory into a unified framework to explain revisit intention in the context of Indonesian urban tourism destinations.

Keywords: *tour guide competence, tourist experience, revisit intention.*

INTRODUCTION

Studies done in practice also prove the value of guide expertise in influencing tourist's satisfaction and loyalty. Syakier & Hanafiah (2022) stated that guide performance has a positive effect on satisfaction and revisit intention. Black and Ham (2005) emphasise the relevance of well-

structured training programs for the development of guides' competences and the enhancement of the visitor's experience. Likewise, Çetinkaya & Öter (2016), Kalulu et al. (2025), Ahmed et al. (2020) and Alazaizeh et al. (2019) find that guide skill is substantially related to satisfaction, loyalty and sustainable tourist behaviour and professionalism. Behaviourally, Leclerc & Martin (2004); Lin et al. (2017) suggest that communication and interpersonal competency can be very relevant to assess the contact quality and service satisfaction. Suhairom et al. (2014) defined guide competence as the combination of destination knowledge, communication skills and interpersonal skills which collectively determine the results of services by using Boyatzis' (1982) competency model. It is well known that visitor experience is a key mechanism that determines revisit intention.

Experiential Marketing (Schmitt, 1999) notion defines the tourist experience as comprising sensory, emotional, cognitive and relational qualities that affect satisfaction and behavioural intention. Findings reveal that emotional and sensory experiences are key drivers of satisfaction and intention to revisit (Chen et al., 2022; Christianingrum et al., 2023). Furthermore, Hu & Xu (2021), Shi et al. (2023), Zhang et al. (2018), Jodi et al. (2023) and Muhammad et al. (2025) provide consistent evidence that memorable tourism experiences are direct antecedents of return intention in various tourism contexts. Experiential marketing methods have an important influence on tourists' behavioural decisions pre- and post-travel (Lin, 2024; Köchling, 2021), but the experiential dimension is not always fully understood.

The revisit intention is theoretically grounded on the notion of behavioural intention as proposed by Zeithaml et al.

(1996) who defined the behavioural intention as the probability of an individual to perform future behaviour such as revisiting a destination or re-purchasing a service. Chen & Tsai (2007) reported that memorable travel experiences of the visitors were statistical significant determinants of their revisit inclination to a destination. This points out that good evaluations of prior travel experiences increase future behavioural intentions. Prayag and Ryan (2012) reported that destination image and tourists' happiness had a beneficial effect on revisit intention. Behavioural Intention approach by Zeithaml et al. (1996) who claim that positive service evaluation leads to increase in likelihood of future behavioural reaction.

The S-O-R framework of Mehrabian and Russell (1974) can be used to conceptually combine these three constructs and to give a theoretical grounding for our investigation. The S-O-R paradigm assumes that external stimuli from the environment (S) impact on individual internal cognitive and emotional evaluations (O) which in turn affect their behavioural responses (R). The experiences then impact the behavioural responses of the tourist such as the tendency to revisit the place. The S-O-R framework is the integrating mechanism that combines competency theory (Boyatzis, 1982), Experiential Marketing theory (Schmitt, 1999) and behavioural intention by Zeithaml et al. (1996) with tour guide competence as the stimulus, tourist experience as the organism and revisit intention as the response.

Maximising the competency of tour guides continued to be a challenge in tourism destinations in urban and community-based tourism such as in Indonesia. However, in many places the guides' lack of communication skills, cultural interpretation and empathy diminishes the quality of the visitor interaction and reduces the intention to revisit. Studies before have acknowledged the relevance of guide performance (Suryana, 2022), but there is still a dearth of empirical data about the influence of guide competence on revisit intention via better tourist experience. The majority of previous research focused on the direct effects of guide competence on satisfaction or loyalty (Çetinkaya & Öter, 2016; Ahmed et al., 2020; Kalulu et al., 2025) or the direct effects of experience on revisit intention without considering guide competence as an antecedent factor (Hu et al., 2021; Chen et al., 2022; Christianingrum et al., 2023). This fragmentation implies a conceptual gap in understanding the overall system which incorporates guide competency, tourist experience and revisit intention. A further key difficulty is the absence of integrative modelling across theoretical frameworks. Revisit intention

and tourist experience are commonly explained through behavioural intention (Zeithaml et al., 1996) and experiential marketing (Schmitt, 1999), but not often related to competency-based frameworks such as Boyatzis (1982) model. Thus, directing skill is under-theorized as a trigger of value creation experience. Most empirical research also treat visitor experience as an end-point instead of a mediating mechanism to explain service competency to behavioural intention. The fragmented evidence begs for the theorisation and integration of the relationship between tour guide competency, tourist experience and revisit intention especially in the explication of the psychological mechanism that translates competence into experiencing value and behavioural intention.

The present study attempts to address this gap by studying the mediating effect of visitor experience on the connection between tour guide skill and revisit intention. The theoretical model has been constructed by integrating three distinct theories, Boyatzis (1982), Zeithaml et al. (1996) (the behavioural intention) and Schmitt (1999) (Experiential Marketing theory). This study varies from previous studies that have examined these variables separately or direct correlations between them, and helps comprehend the conversion of tour guide ability into experiencing value and its effect on tourists' revisit intention. Moreover, the competence of tour guides in nature-based tourism destinations has been well examined, but very little has been paid to the role of tour guides in urban tourism contexts. Jakarta is a special city for urban tourism with its historic neighbourhoods, multi-ethnic heritage, wide transport networks and time-sensitive itineraries that require abilities beyond basic guiding skills. The study thus contributes theoretically and practically by improving the understanding on how experience-based behaviour is constructed within the framework of urban tourism.

Theoretically, the study contributes to the literature by merging the competency theory, theory of behavioural intention and experience marketing into a comprehensive integrated explanatory framework. The contribution adds to the scarce empirical knowledge on Indonesian urban and community-based tourism where the role of tour guide in encouraging revisit intention through experience creation is under-researched in context. Therefore, the results provide evidence-based recommendations for tourism stakeholders to build more holistic training programs for tour guides, concentrating not just on knowledge transfer but also on communication skills, empathy, and experiential

engagement abilities. Finally, the study contributes to the improvement of visitor loyalty and return intention by underlining the significance of tour guide expertise as a crucial antecedent of memorable tourism experiences.

Hypothesis Development

The literature largely agrees that the tour guide is a variable in the production of visitor experiences in destination destinations. Theories of competency are Emotional Intelligence, Cultural Awareness, Communication and Interpersonal Skills. It is an important aspect of service quality and it affects how visitors view and interpret their travel experience. Service quality is a concept in which frontline personnel such as tour guides play an important role in the value co-creation of service encounters. The capability of a tour guide is highly influential on tourists' outstanding experience (Hurombo et al., 2024). Emotional and interpersonal connection is how this is achieved. This conclusion is consistent with Lin et al. (2017) who showed guide skill increase perceived service quality. Thus it helps visitor enjoyment as an integral aspect of the experience formation. Similarly, Kul et al. (2024) argue that trained guides are essential to the development of significant cultural tourist experiences. The figures show that being a tour guide is not only a management skill. It is a value addition mechanism. It adds to the experiences of the traveller.

H1: Tour guide competencies significant influence tourist experiences.

In addition, the theory of behavioural intention suggests that tour guide competency could influence return intention as contentment and service quality are the key attributes that may lead to revisit. The guide's ability to provide a nice experience is likely to make tourists return, reducing uncertainty and perceived value. Çetinkaya and Öter (2016) found a substantial empirical link between service quality of tour guides and satisfaction and intention to revisit. This points to the importance of knowledge to inform future behavioural decisions. The guide's competence leads to satisfaction, which further increases return intention (Kalulu et al., 2025). Furthermore, in a data synthesis Suryana (2022) states that the performance of a tour guide directly influences the revisit behaviour. Together, these studies demonstrate the quality booster and behaviour trigger for repeat visits of guide competence.

H2: Tour guide competencies significant influence revisit intention.

Memorable tourist experiences (MTEs) are important antecedents of behavioural intentions such as intention to

revisit. The experience economy is built on the notion that travellers do not want services, but emotive and meaningful recalled interactions that will influence their future travel choices. "Memorable places engage the emotions, and are satisfying. Tourists feel linked, they want to return. Memorable visitor experiences have positive impacts on revisit intention (Hu & Xu, 2021; Shi et al., 2023). Similarly, Zhanget al. (2018) and Jodi et al. (2023) verified the favourable effect of tourist's satisfaction on their revisit intention. According to Muhammad et al. (2025), the more focused experiences are and the more satisfaction and emotional worth they bring, the more probable are the intents to revisit. Hence the visitor experience is a psychological and emotional link between the service encounters and future behavioural intentions.

H3: Tourist experiences significant influence revisit intention.

From an integrative viewpoint, tourist experience can be seen as a mediating mechanism that explains how tour guide skill leads to revisit intention. The link can be based on the experience economy and S-O-R (Stimulus–Organism–Response) models. Tour guide competency is the stimulus, tourist experience is the organism (internal psychological state), and revisit intention is the response. Competent tour guides increase the emotional involvement, satisfaction and meaning-making of the visitors in the visit and hence increase the intention to revisit. The integrated model of tour guide skill, tourist experience and revisit intention has never been specifically studied before. However, Weiler & Black (2015) state that the skill of tour guides impacts tourist experiences that shape contentment and revisit intention.

H4: Tour guide competencies significant influence revisit intention through tourist experiences.

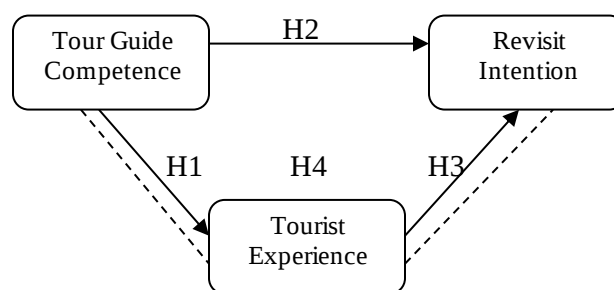


Figure 1. Framework Research
 Source: Authors' (2025)

METHODOLOGY

The present investigation was executed quantitatively in descriptive and explanatory designs. The descriptive design found the elements of tour guide skill, tourist experience, and revisit intention. The explanatory design investigated their causal relations. The mediating role of tourist experience between tour guide skill and revisit intention was also examined in this study. The analytical method chosen for this study is PLS-SEM because the research is prediction-based, involves mediation analysis and focuses on explaining the variance in tourists' revisit intention. PLS-SEM is more appropriate than covariance-based SEM (CB-SEM) to achieve these research goals (Hair et al., 2012).

The sampling strategy adopted in this study was non-probability purposive sampling strategy. The criteria for the selection of responders were: the visitors who travelled in the tourist location with direct interaction with the tour guide in the recent six months. The criterion was developed to ensure that respondents have enough direct experience to evaluate the competence of the tour guide based on their actual interaction with the guide and not to assume the capacity of the guide beforehand. This criterion was employed to ensure that only tourists who have directly interacted with a tour guide could provide a credible review on the constructs being examined, specifically tour guide competency and revisit intention. The results are thus representative of the real experience of the respondents during the visit.

The research was conducted on a tourism object in Jakarta which has a guided tour service. Study sites were Altstadt Taman Mini Indonesia Indah (TMII) National Monument (Monas) Glodok Chinatown Blok M Area. The responders are visitors who had a guide experience through a guided tour and had a direct encounter with a guide on these locations in the recent 6 months. These are big areas with intricate interactions between tourists and guides and debates on whether guides can give amazing experiences. The respondents of this study were individuals who visited the tourism attraction in Jakarta such as Old City (Kota Tua), Taman Mini Indonesia Indah (TMII), Glodok Chinatown, National Monument (Monas) and Blok M Space.

Non probability purposive technique was used for sampling. The sample was made up of tourists who had taken part in guided tours and had had direct interaction with a guide in the last 6 months. Sample size The survey was done on 300 respondents. Sample size was

calculated a priori (Faul et al., 2007). The sample size of 300 respondents was more than the minimum sample size needed. Hence, the sample was adequate for the analysis using Partial Least Square Structural Equation Modelling (PLS-SEM).

The study concentrated on three critical variables. First, the arts of conducting. The tour guide competency was based on Boyatzis' (1982) competency model. Its dimensions are knowledge of the sites, communication abilities, interpersonal skills, and accountability for the requirements of the tourists. Second, tourist experience refers to the emotional, sensory and cognitive experiences of tourists during the tour according to the experience marketing theory of Schmitt (1999). Thirdly, intention (based on behavioural intention) by Zeithaml et al. (1996) comprises: intention to revisit, revisit preference and commitment to revisit. The same questionnaire was used to assess all factors. Measures were taken to reduce the risk of common technique bias. For example, anonymity of the respondents was assured, there were no right or wrong answers and simple questions in the questionnaire were employed.

Data were acquired by on-line and off-line questionnaires. The online questionnaire was provided using an internet platform, and the offline questionnaire was handed directly to travellers at tourism attractions. Respondents evaluate the competency of the guide, the experience of the excursion and the desire to come back. Data were processed using SmartPLS software with partial least square (PLS). The analysis was performed with the following: (1) Convergent and discriminant validity to test and establish the reliability of the measurement model, and to evaluate the fit of the model; (2) Standardised Root Mean Square Residual (SRMR) as a measure of fit of the model; (3) Test of Multicollinearity with Variance Inflation Factor (VIF) to determine the significant correlation between variables; (4) Structural model test with R² to identify the independent variable's ability to explain the dependent variable. The bootstrapping method was employed to assess mediating effects, to test the significance of indirect effects. The indirect effect was deemed significant when $p < .05$ and the 95% bias-corrected confidence range for the estimate did not contain zero.

Table 1. Variable measurement

Variable: Tour Guide Competence		
Dimension	Code	Item Quisioner
Destination knowledge	DK1	The tour guide demonstrates comprehensive knowledge about the destination

Communication skills	DK2	The tour guide can provide in-depth historical and cultural insights about the destination
	CS1	The tour guide communicates clearly and understandably
	CS2	The tour guide uses appropriate language for all types of tourists
	CS3	The tour guide provides relevant information in a well-structured and engaging manner
Interpersonal skills	IS1	The tour guide interacts warmly and courteously with tourists
	IS2	The tour guide is attentive and responsive to tourists' questions and concerns
	IS3	The tour guide maintains a positive attitude throughout the tour
Responsiveness to tourist needs	RTN1	The tour guide is responsive to tourists' demands
	RTN2	Excursion guide ensures tourist comfort and safety during the excursion
Variable: Tourist Experience		
Dimension	Code	Item Quisioner
Emotional Experiences	EE1	The tour provided me with a strong emotional connection to the destination
	EE2	The tour made me feel excited and inspired
	EE3	The tour made me feel emotionally connected to the local culture of the destination
	EE4	The tour experience created memorable emotional moments
Sensory experiences	SE1	The tour involved sensory experiences that enhanced my enjoyment (e.g., sights, sounds, smells).
	SE2	The environment during the tour appealed to my senses
	SE3	The tour engaged my senses in a way that made the experience enjoyable
Cognitive experiences	CE1	The tour provided new and interesting knowledge that stimulated my thinking

Intention to Revisit	CE2	The tour challenged my perspectives and expanded my understanding
	CE3	The information shared during the tour helped me learn about the destination in a meaningful way
	Variable: Revisit Intention	
Dimension	Code	Item Quisioner
Intention to Revisit	RI1	I want to go back to this destination again
	RI2	I would gladly return to this destination in the future
	RI3	If I get the opportunity, I will visit this place again
Revisit Preference	RI4	This destination will be one of my first choices for future travel
	RI5	I will consider revisiting this destination when planning my next vacation
	RI6	I would prefer to revisit this destination rather than visit other similar destinations
	RI7	I hope I can come back here in the future
Commitment to Revisit	RI8	I feel like I want to go back to this spot really bad.
	RI9	I will attempt to return to this place in the future
	RI10	I am confident that I will revisit this destination on a future occasion

Source: Boyatzis (1982), Schmitt (1999), Zeithaml et al. (1996)

Table 1 presents the measurement of the three essential aspects in the present study, Tour Guide Competencies, Tourist Experiences and Revisit Intention. Each variable is operationalised using dimensions and questions of the questionnaire. The four pillars of Tour Guide Competencies include destination knowledge, communication skills, interpersonal skills and responsiveness to tourist expectations to establish the degree of use, interest and responsiveness of the services of the tour guide. It addresses the emotional, sensory and cognitive characteristics of Tourist Experiences, showing how tourists feel, sense and intellectually engage with the journey.

RESULT AND DISCUSSION

Results

Table 2. Characteristics of Respondents

Characteristic	Category	Respondents	Percentage
Gender	Male	120	40%
	Female	180	60%
Age	18-25 years	50	17%
	26-35 years	100	33%
	36-45 years	80	27%
	> 46 years	70	23%
Employment Status	Student	60	20%
	Employee	150	50%
	Entrepreneur	60	20%
	Others	30	10%
Nationality	Indonesian	250	83%
	International	50	17%
Duration of Visit	1 times	80	27%
	2-3 times	120	40%
	> 3 times	100	33%
	1-3 hours	50	17%
	4-6 hours	150	50%
	> 6 hours	100	33%
Purpose of Visit	Cultural Tourism	120	40%
	Nature Tourism	50	17%
	Heritage Tourism	100	33%
	Others	30	10%

Source: Authors' elaboration of data (2025)

The respondents were mostly females (60%) and the greatest age group was between 26 and 35 years (Table 2). This means that most of the travel population is young individuals perhaps professionals or students on vacation. Also 50% were professionals, a sign that more regular tourists are people with established jobs. 83% of the local respondents pointed to a larger local tourist population. In terms of frequency of visit, 40% of the visitors visited a site 2-3 times, which shows the interest of tourists to return regularly. The location was attended for 4-6 hours by half of the responders, which indicates the desire of a long but efficient experience. Tourist destinations were divided into cultural tourism (40%) and historic tourism (33%), which indicates a desire for genuine experiences.

Table 3. Convergent Validity

Variable	Code	Loading Factor	AVE	Description
Tour Guide Competence	DK1	0.755	0.765	Valid
	DK2	0.895		
	CS1	0.906		
	CS2	0.903		
	CS3	0.848		
	IS1	0.906		
	IS2	0.890		
	IS3	0.855		
	RTN1	0.842		
Tourist Experience	RTN2	0.848	0.750	Valid
	EE2	0.721		
	EE2	0.787		
	EE3	0.794		
	EE4	0.740		
	SE1	0.808		
	SE2	0.884		
	SE3	0.848		
	CE1	0.762		
Revisit Intention	CE2	0.777	0.721	Valid
	CE3	0.742		
	RI4	0.787		
	RI5	0.820		
	RI6	0.811		
	RI7	0.812		
	RI8	0.844		
	RI9	0.837		
	RI10	0.855		
	RI4	0.718		
	RI5	0.813		
	RI6	0.800		

Source: Authors' elaboration of data (2025)

A factor loading > 0.7 indicates that the questionnaire item is a good representation of the construct. Conversely, an AVE value greater than 0.6 suggests that the variable accounts for more than half of the variation of its indicator and that the convergent validity is significant (Henseler et al., 2015). Meaning each item is true and it is very much a good description of the construct being measured.

Table 4. Discriminant Validity

Variable	Tour Guide Competencies	Tourist Experience	Revisit Intention
Tour Guide Competence	0.820		
Tourist Experience	0.613	0.843	
Revisit	0.504	0.711	0.878

Intention
Source: Authors' elaboration of data (2025)

The values of the square root of AVE on the major diagonal are greater than the equivalent values of the inter-construct correlation in each row and column. Values are 0.820, 0.843 and 0.878. That is, each variable explains its construct more narrowly than other variables.

Table 5. Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Description
Tour Guide Competence	0.766	0.739	Reliable
Tourist Experience	0.721	0.801	Reliable
Revisit Intention	0.797	0.755	Reliable

Source: Authors' elaboration of data (2025)

Table 5. The Cronbach's Alpha and Composite Reliability values for all variables are higher than the minimum threshold of 0.70, hence all the constructs in this model have sufficient internal consistency.

Table 6. Fit Model (SRMR)

	Saturated model	Estimated model
SRMR	0.050	0.056
d-ULS	0.811	0.900
d-G	0.305	0.349
Chi-square	146.153	150.111
NFI	0.927	0.901

Source: Authors' elaboration of data (2025)

The model provides a good fit to the data. The SRMR values are 0.057 and 0.052 respectively which are less than 0.08. While NFI values are 0.912 and 0.905 respectively which are more than 0.90. The tiny values of d-ULS, d-G and the chi-square result provide further support to the strong fit of the model.

Table 7. Multicollinearity (VIF)

Code	VIF	Code	VIF
RI1	1.720	EE4	2.070
RI2	2.977	IS1	2.864
RI3	2.796	IS2	3.368
RI4	3.284	IS3	3.166
RI5	2.297	PBC1	3.289
RI6	2.463	PBC2	3.083
RI7	2.095	PBC3	3.025
RI8	3.579	RTN1	3.211
RI9	3.876	RTN2	3.209

Code	VIF	Code	VIF
RI10	3.684	SE1	2.225
DK1	2.282	SE2	1.086
DK2	2.481	SE3	3.275
EE1	1.478	SN1	3.500
EE2	2.465	SN2	3.766
EE3	2.477	SN3	3.108

Source: Authors' elaboration of data (2025)

The variation inflation factor (VIF) for all the indicators was between 1.086 and 3.876, lower below the cut-off point of five as usually acknowledged (Table 7). This shows that there is no severe problem of multicollinearity in the study model. Some indicators like RI9 (3.879), RI10 (3.684) and SN2 (3.766) are giving substantially higher values than other indicators. But all VIF values are acceptable. Thus the model is free from multicollinearity and can be adopted for further research.

Table 8. R-Square (R^2)

Variable	R Square
Tourist Experience	0.329
Revisit Intention	0.590

Source: Authors' elaboration of data (2025)

The R-Square (R^2) value is shown in Table 8. This reflects the percentage of variance in the dependent variable explained by the independent factors. Visitor experience has R^2 of 0.329 which means the competence of the tour guides explains 32.9% of the variance. The revisit extension got an R^2 value of 0.590 which indicates that the tour guide ability and visitor experience could explain 59% of the variance.

Table 9. Direct Effect Test

Relationship	(O)	(STD EV)	T-Statistic	P Values	Description
Tour Guide Competence → Tourist Experience	0.172	0.173	1.636	0.102	No Significant
Tour Guide Competence → Revisit Intention	0.093	0.096	2.050	0.040	Significant
Tourist Experience → Revisit Intention	0.750	0.754	18.973	0.000	Significant

Source: Authors' elaboration of data (2025)

Tour guide competency has no significant effect on visitor experience ($t = 1.636$; $p = 0.102$) but strongly affects revisit intention ($t = 2.050$; $p = 0.040$). Tourist experience has a significant effect on revisit intention ($t = 18.973$; $p < 0.001$).

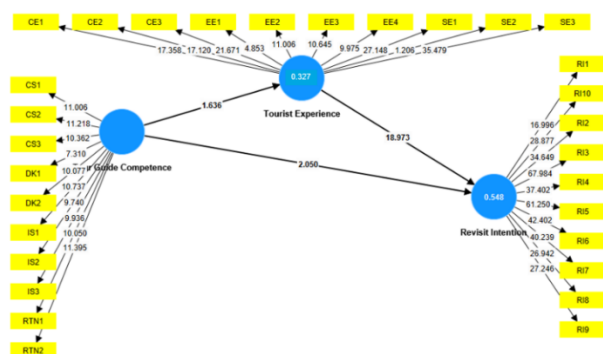


Figure 2. Bootstrapping Result

Source: Authors' elaboration of data (2025)

Tour guide competency does not significantly affect tourist experience ($t = 1.636 < 1.960$), but significantly affects revisit intention ($t = 2.050 > 1.960$). Tourist experience also has a significant positive effect on revisit intention ($t = 18.973 > 1.960$).

Table 10. Indirect Effect Test

Relationship	(O)	(STDEV)	T-Statistic	P Values	Description
Tour Guide Competence → Tourist Experience → Revisit Intention	0.129	0.131	0.080	1.604	No Significant

Source: Authors' elaboration of data (2025)

Table 10 shows the indirect effect test of variables connection through mediation. The results show that the competency of the tour guide does not significantly affect the frequency of repeat visits through the tourist experience since the t-statistics is 1.604 less than the t-table (1.960), and the P-value is 0.080 more than 0.05.

Discussion

This research was conducted in a number of tourist destinations in Jakarta where there are substantial visitors' traffic and tour guides both in urban and community contexts. The sites that were researched were Kota Tua (Old Town), Taman Mini Indonesia Indah (Beautiful Indonesia in Miniature Park), Glodok Chinatown, National Monument (Monas) and Blok M Space. These places were selected where complicated interactions with tour guides and issues in tour guide competency as significant tourist

icons were visible. This study discovered that tour guide ability did not have a significant effect on the tourist experience in these metropolitan areas. It implies that the respondents did not firmly agree that the guides' competencies dictated the uniqueness or memorability of their experiences.

The Influence of Tour Guide Competence on Tourist Experience

Tourist experiences are not much affected by tour guide competence. This finding does not mean that the tour guides in Jakarta are not doing their job well, but rather reflects the nature of congested and complicated urban attractions such as Kota Tua and Monumen Nasional (Monas). These landmark sites have high historical, cultural and symbolic elements that can independently influence the tourist impression and experience. In addition, the metropolitan environment, with its high tourist density, traffic congestion, and other destination characteristics, provides a variety of experience sources other than direct engagement with tour guides. Therefore, tourist experience is determined by a combination of elements including the overall quality of service, destination facilities (cleanliness, comfort, and accessibility), social interactions with other tourists and local people, and fulfilment of personal expectations. In this respect, tour guides operate as complimentary facilitators, rather than the principal determinants of tourist experiences.

This is in accordance with the findings of Alegre & Garau (2010) who revealed that the tourist experience and satisfaction is affected by a mix of destination qualities rather than one single element. In addition, Coelho et al. (2018) reported that the importance of visitor expectations: experiences that match or surpass expectations lead to better satisfaction. Moreover, Ghose & Johan (2019) found that cultural attractions and monuments along with security issues positively affect satisfaction and recommendations of the site by tourists. The insignificant effect of tour guide abilities in this study can be explained by the fact that tourist experiences in metropolitan sites such as Jakarta are more complex, and tour guides are just one of several criteria that influence the overall perception of tourists.

The Influence of Tour Guide Competence on Revisit Intention

At the same time, research findings indicate that tour guide skill has a substantial effect on revisit intention. In this paradigm the guide ability is not directly connected to the perceived 'memorable' tourism experience. solid

communication skills, solid general knowledge of the area and good interpersonal skills on the part of guides can boost interactions with visitors, deliver pertinent information and make the tour experience more exciting and engaging. Such skills can give better assessment of the place by tourists which in turn increase return intentions to the examined sites such as Kota Tua, TMII, Glodok, Monas and Blok M Space.

This result is consistent with the findings of Çetinkaya & Öter (2016) and Kalulu et al. (2025). The findings indicate that guide skill has a significant effect on tourist satisfaction and propensity to revisit. A good guide is the genuine "face of destination". They improve the tourists' perception of the destination, make them return and recommend the destination to others. Thus, this study contributes to the debate that tour guides are still a strategic resource in destination management, especially when the stated objective is to build revisit intentions. The statistics below seems to indicate that visitor experience is a significant factor in the chance of return. This is consistent with the findings of Hu & Xu (2021) who found that memorable travel experiences can create persistent emotional memories that motivate travellers to revisit the same destination. Zhang et al. (2018) also found a direct effect of memorable travel experience on revisit intention.

The Influence of Tourist Experience on Revisit Intention

The study has shown that the visitor's experience has a substantial impact on the intention to revisit. Especially in places like, Kota Tua Jakarta, Glodok, Monumen Nasional, Taman Mini Indonesia Indah and Blok M Space. The emotional aspects, social connectedness, level of beauty and comfort of the place creates permanent imprints in the memory of the tourist. Tourists who have pleasant experiences and whose expectations are satisfied are more likely to build psychological attachment to the location, which in turn influences their intention to revisit and their likelihood of recommending the area to other tourists. Research has shown the experience of visitors as one of the main determinants of likelihood to revisit. (Hu and Xu, 2021; Shi et al., 2023) Memorable tourism experience has a beneficial influence on tourists' revisit tendency. Memorable travel experience has a direct effect on revisit intention, which was also supported by Zhang et al. (2018) and Jodi et al. (2023). For example, Muhammad et al. (2025) underlined the value of tour guides and identified a strong relationship between favourable interactions in some with revisit intention.

The Influence of Tour Guide Competence on Revisit Intention Through Tourist Experience

The tour guides' competencies have no substantial effect on revisit intention through visitor encounters. In complex urban sites such as Kota Tua Jakarta, Taman Mini Indonesia Indah, Glodok, Monumen Nasional, and Blok M Space, the quality of attractions, environmental conditions, social interactions and expectations are more important than guides for visitors' experiences. Tour guides are responsible for information and control groups. However, the role of tour guides remains modest compared to the dominating destination elements that influence tourists' desire to revisit.

No previous research has been conducted on "The Influence of Tour Guide Competencies on Revisit Intention Through Tourist Experiences" as an integrated model. However, competences of tour guide are discussed as a significant topic by Weiler & Black in their book *Tour Guiding: Principles and Practice* (2015). They say that the important things are communication skills, interpretation and group management. These competences influence tourist's experiences and may have an effect on behaviours such as satisfaction and revisit intention.

Interpreting the Findings through Service Ecosystem Theory

The results reveal that the tour guide competence has a good effect on tourist experience but it is not the only factor that affects the tourists' overall experiences in urban destinations and it is not the most dominant factor. This conclusion can be explained by Service Ecosystem Theory, which states that value is co-created through the integration of resources and interactions of various players in a service ecosystem, rather than generated by a single service provider (Vargo & Lush, 2016). Thus, tourists' experiences are a co-production of the efforts of destination stakeholders such as tour guides, destination management organisations, local communities, tourism enterprises, and the supporting infrastructure.

From the perspective of the Experience Economy, memorable tourism experiences are formed from the blending of entertainment, education, escapism and beauty, not from a single service encounter (Pine & Gilmore, 1999). In metropolitan destinations like Jakarta, travellers are exposed to cultural attractions, historical monuments, transportation systems, digital services, gastronomic experiences, and interactions with local residents at the same time. Therefore, while tour guide skill helps travellers to grasp the site and to communicate throughout the trip, it

is simply one component of a larger system of experience. This finding is also consistent with the Value Co-Creation Theory that emphasises value as jointly created through interactions between service providers and customers (Pralhad & Ramaswamy, 2004). Tourists are active participants in the creation of their experiences through their engagement with destination settings, interpretation of information, interactions with other tourists and local inhabitants, and the use of various tourism services. Therefore, the visitor experience cannot be explained only by the competency of tour guides, but rather by the outcome of collaborative interactions among numerous actors in the tourism ecosystem.

Moreover, Service-Dominant Logic indicates that value is phenomenologically determined by beneficiaries through resource integration in service exchange (Vargo & Lusch, 2021). This view also explains the fact that the effect of tour guide competency is not the most important predictor of tourist experience in urban sites, although it is considerable. This is because many tangible and intangible elements simultaneously contribute to tourists' total ratings. To summarise, this study contributes to the use of Service Ecosystem Theory in urban tourism by showing that the visitor experience is a multifaceted product of the interaction of multiple service actors and contextual resources. The findings, therefore, highlight that the improvement of tourist experience requires not only the enhancement of tour guide competence but also the strengthening of collaboration among destination managers, tourism businesses, local communities, and public service providers to create an integrated and value-rich tourism ecosystem (Vargo & Lusch, 2016; McColl-Kennedy et al., 2012).

Implication Theoretical and Practical

This study contributes to the literature of the Experience Economy and S-O-R frameworks by revealing that the mediating mechanism of tourist experience could be dependant on the complexity of the destination place. The results indicate that the tourist experience in complex urban destinations, as in the case of Jakarta, is not constructed by a single service agent such as tour guides, but through the interaction of multiple factors such as destination characteristics, environmental conditions, visitor density, social interactions and service encounters. This study therefore adds to the implementation of the Experience Economy concept. It demonstrates that experience production in noisy urban situations requires a more holistic and multi-actor approach. The findings do not downplay

the role of the tour guides, but show that their impact should be considered within a wider ecosystem of experience, where a range of destination features interact to affect tourists' perceptions and behaviours.

The evidence in practice shows that the development of tour guide competence alone will not increase the revisit intention in metropolitan areas. Competences in knowledge, communication and interpersonal skills should be further developed, but destination managers and policy makers should also work on integrated destination improvements. These are the improvement of cleanliness, accessibility, spatial comfort, crowd control and cultural identity. Also, coordination between tour guides, local communities and local government is needed to provide a consistent tourism environment and to match tourists' expectations over the whole trip.

Limitation

The study was limited to chosen urban destinations in Jakarta and this may limit the generalisability of findings to other types of tourist destinations, such as nature orientated tourism or resort tourism. The study solely examines tour guide skill as a service encounter factor, not other aspects such as interpersonal (e.g., staff) or technology (e.g., digital guides or self-guided interactions). The cross-sectional research design also diminishes the probability to catch changes in tourists' sentiments over time.

Future Research

Future studies should expand the model by incorporating other mediating or moderating variables such as destination image, perceived value or visitor engagement. Furthermore, there is a need for comparative study in urban, nature-based and cultural areas to determine if the declining function of mediating by tour guides is context specific. Furthermore, longitudinal or mixed-method studies may provide better understanding of the change of visitor experience and revisit intention over time.

CONCLUSION

This study aims to analyse the effect of tour guide competence, tourist experience, destination features on revisit intention in urban locations in Jakarta (Kota Tua, TMII, Glodok, Monas, and Blok M Space). The results suggest that tour guides' competency does not have a substantial effect on tourist experience and does not have an indirect effect on revisit intention through tourist experience. Thus, the influence of the combination of attraction quality, environmental characteristics (cleanliness, comfort, accessibility), social encounters, and

expectation matching is more important for the visitor experience than the direct role of tour guides in complex urban settings. Tour guide competency still has a direct positive impact on revisit intention. In addition, visitor experience was also indicated as a strong predictor of revisit intention.

ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to the Trisakti Institute of Tourism for its support throughout this research. The authors also thank all respondents who voluntarily participated in the survey and the management of Kota Tua Jakarta, Taman Mini Indonesia Indah (TMII), Monas, Glodok, and Blok M Space for facilitating the data collection process. Appreciation is also extended to all individuals who provided valuable assistance and constructive feedback during the completion of this study.

DECLARATIONS

The authors declare that there are no financial or non-financial conflicts of interest regarding the publication of this manuscript. This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors. All authors made substantial contributions to the conception and design of the study, data collection, data analysis and interpretation, manuscript preparation, and critical revision of the manuscript. All authors have read and approved the final version of the manuscript.

ETHICAL APPROVAL

This study was conducted in accordance with the ethical principles governing research involving human participants. The research respected the rights, privacy, and confidentiality of all respondents. Participation was entirely voluntary, and the study involved no procedures that posed physical, psychological, or social risks to the participants.

INFORMED CONSENT

All subjects received informed consent before being included in the study. Participants were informed about the purpose of the study, voluntary participation, confidentiality of their answers and their freedom to resign from the study at any moment without any punishments. Subjects who completed the questionnaire gave informed consent and data were gathered from the subjects.

DATA AVAILABILITY

The datasets generated and/or analyzed during the current study are available from the corresponding author upon reasonable request. The data are not publicly available in order to protect the privacy and confidentiality of the

research participants.

REFERENCES

- Ahmed, M., Hassan, S., & Malik, R. (2020). Tour guide competence and its effect on tourist loyalty and revisit intention. *Journal of Hospitality and Tourism Research*, 44(1), 56-72. <https://doi.org/10.1177/1096348019872345>
- Alegre, J., & Garau, J. (2010). Tourist satisfaction and dissatisfaction. *Tourism Management*, 31(1), 52-73. <https://doi.org/10.1016/j.annals.2009.07.001>
- Alazaizeh, M. M., Jamaliah, M. M., Mgonja, J. T., & Ababneh, A. (2019). Tour guide performance and sustainable visitor behavior at cultural heritage sites. *Journal of Sustainable Tourism*, 27(11), 1708-1724. <https://doi.org/10.1080/09669582.2019.1658766>
- Black, R., & Ham, S. H. (2005). Improving the quality of tour guiding: Towards a model for tour guide certification. *Journal of Ecotourism*, 4(3), 178-195. <https://doi.org/10.1080/14724040608668442>
- Boyatzis, R. E. (1982). *The competent manager: A model for effective performance*. New York: John Wiley & Sons, Inc.
- Çetinkaya, M. Y., & Oter, Z. (2016). Role of tour guides on tourist satisfaction level in guided tours and impact on re-visiting Intention: a research in Istanbul. *European Journal Hospitality and Recreation*, 7(1), 40-54. <https://doi.org/10.1515/ejthr-2016-0005>
- Chen, H., Wang, Y., & Li, N. (2022). Research on the relationship of consumption emotion, experiential marketing, and revisit intention in cultural tourism cities: a case study. *Front Psychol.* 13, 894376. <https://doi.org/10.3389/fpsyg.2022.894376>
- Chen, C. F., & Tsai, D. C. (2007). *How destination image and evaluative factors affect behavioral intentions?* *Tourism Management*, 28(4), 1115-1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- Christianingrum, C., Hurriyati, R., Rahayu, A., Gaffar, V., Disman, D., Wibowo, L. A., Widjajanta, B., Hendrayati, H., & Amelia, E. (2023). The Influence of Experiential Marketing and Tourist Satisfaction in Revisit Intention Tourism. *Proceedings of the 8th Global Conference on Business, Management, and*

- Entrepreneurship (GCBME 2023), Advances in Economics, Business and Management Research*, 288. https://doi.org/10.2991/978-94-6463-443-3_69
- Coelho, M. d. F., Gosling, M. d. S., & Almeida, A. S. A. (2018). Tourism experiences: Core processes of memorable trips. *Journal of Hospitality and Tourism Management*, 37(0), 11-22. <https://doi.org/10.1016/j.jhtm.2018.08.004>
- Faul, F., Erdfelder, E., Lang, A.-G., & Buchner, A. (2009). Statistical power analyses using GPower 3.1: Tests for correlation and regression analyses*. *Behavior Research Methods*, 41(4), 1149–1160. <https://doi.org/10.3758/BRM.41.4.1149>
- Ghose, S., & Johan, M. (2019). Measuring tourist satisfaction with destination attributes. *Journal of Management and Financial Sciences*, 34(0), 9-22. <https://doi.org/10.33119/JMFS.2018.34.1>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hu, Y., & Xu, S. (2021). Memorability of a previous travel experience and revisit intention: The three-way interaction of nostalgia, perceived disappointment risk and extent of change. *Journal of Destination Marketing & Management*, 20, 100604. <https://doi.org/10.1016/j.jdmm.2021.100604>
- Hurombo, B., Vakira, E. & Shereni, N.C. (2024). Tourist Perceptions of Tour Guide Competencies to Co- create Memorable Tourism Experiences. *African Journal of Hospitality, Tourism and Leisure*, 13(4), 707-715. <https://doi.org/10.46222/ajhtl.19770720.556>
- Hu, W., Yuan, Q., Wang, Y., & Chen, N. (2024). The influence factors of tour guides' professional identity and professional decision before and after the COVID-19 pandemic. *Heliyon*, 10(10), e31588. <https://doi.org/10.1016/j.heliyon.2024.e31588>
- Jodi, I. W. G. A. S., Sukawati, T. G. R., Sukaatmadja, I. P. G., & Suasana, I. G. A. K. (2023). Determinants of Revisit Intention: Literature Review. *International Journal of Research and Review*, 10(10), 501-508. <https://doi.org/10.52403/ijrr.20231064>
- Köchling, A. (2021). Experiential marketing as a tool to enhance Tourists' pre-travel online destination experiences? A web-based experiment. *Journal of Destination Marketing & Management*, 22, 100669. <https://doi.org/10.1016/j.jdmm.2021.100669>
- Kalulu, R., Twagirayezu, J. P., Aggrey, M. & Inganire, S. (2025). The Impact of Tour Guides' Competencies on Tourists' Satisfaction in Rwanda Case Study of Volcanoes National Park in Musanze District. *African Journal of Hospitality, Tourism and Leisure*, 14(2), 343-350. <https://doi.org/10.46222/ajhtl.19770720.615>
- Kul, E., Dedeoğlu, B. B., Küçükergin, F. N., De Martino, M., & Okumus, F. (2025). The role of tour guide competency in the cultural tour experience: the case of Cappadocia. *International Hospitality Review*, 39(2), 254–277. <https://doi.org/10.1108/IHR-04-2023-0021>
- Leclerc, D., & Martin, J.N. (2004). Tour guide communication competence: French, German and American tourists' perceptions. *International Journal of Intercultural Relations*, 28(3), 181-200. <https://doi.org/10.1016/j.ijintrel.2004.06.006>
- Lin, M. (2024). Understanding the influencing factors of tourists' revisit intention in traditional villages. *Heliyon*, 10(15), e35029. <https://doi.org/10.1016/j.heliyon.2024.e35029>
- Lin, Y.-C., Lin, M.-L., & Chen, Y.-C. (2017). How tour guides' professional competencies influence on service quality of tour guiding and tourist satisfaction: An exploratory research. *International Journal of Human Resource Studies*, 7(1). <https://doi.org/10.5296/ijhrs.v7i1.10602>
- McColl-Kennedy, J. R., Vargo, S. L., Dagger, T. S., Sweeney, J. C., & Van Kasteren, Y. (2012). Health care customer value co-creation practice styles. *Journal of Service Research*, 15(4), 370–389. <https://doi.org/10.1177/1094670512442806>
- Muhammad, M. H., Hidayanti, I., Haji, S. A., & Sabuhari, R. (2025). The influence of tourist experience on revisit decisions with the mediation of tourist satisfaction. *International Research Journal of Economics and*

- Management Studies*, 4(5), 277-284.
<https://doi.org/10.56472/25835238/IRJEMS-V4I5P136>
- Pine, B. J., II, & Gilmore, J. H. (1999). *The experience economy: Work is theatre & every business a stage*. Harvard Business School Press
- Pralhalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5-14.
<https://doi.org/10.1002/dir.20015>
- Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342-356.
<https://doi.org/10.1177/0047287511410321>
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 53-67.
<https://doi.org/10.1362/026725799784870496>
- Shi, L., Ma, J.-Y., & Ann, C.-O. (2023). Exploring the Effect of Tour Guide Cultural Interpretation on Tourists' Loyalty in the Context of the Southern Journey by Emperor Qianlong. *Sustainability*, 15(15), 11585.
<https://doi.org/10.3390/su151511585>
- Suhairom, N., Musta'amal, A. H., Amin, N. F. M., & Johari, N. K. A. (2014). The Development of Competency Model and Instrument for Competency Measurement: The Research Methods. *Procedia-Social and Behavioral Sciences*, 152, 1300-1308.
<https://doi.org/10.1016/j.sbspro.2014.09.367>
- Suryana, M. (2022). A Systematic Literature Review of Tour Guide Performance. *Journal of Tourism Sustainability*, 2(2), 71-78.
<https://doi.org/10.35313/jtospolban.v2i2.38>
- Syakier, W. A., & Hanafiah, M. H. (2021). Tour Guide Performances, Tourist Satisfaction And Behavioural Intentions: A Study On Tours In Kuala Lumpur City Centre. *Journal of Quality Assurance in Hospitality & Tourism*, 23(12), 1-18.
<https://doi.org/10.1080/1528008X.2021.1891599>
- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: An extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5-23.
<https://doi.org/10.1007/s11747-015-0456-3>
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1-10.
<https://doi.org/10.1007/s11747-007-0069-6>
- Wasaya, A., Prentice, C., & Hsiao, A. (2022). The influence of norms on tourist behavioural intentions. *Journal of Hospitality and Tourism Management*, 50(8), 277-287.
<https://doi.org/10.1016/j.jhtm.2022.02.023>
- Weiler, B., & Black, R. (2015). *Tour guiding: Principles and practice* (2nd ed.). Routledge
- Weiler, B., & Walker, K. (2014). Enhancing the visitor experience: Reconceptualising the tour guide's communicative role. *Journal of Hospitality and Tourism Management*, 21, 90-99.
<https://doi.org/10.1016/j.jhtm.2014.08.001>
- Zeithaml, V. A., Berry, L. L., & Parasuraman. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.
<https://doi.org/10.1177/002224299606000203>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326-336.
<https://doi.org/10.1016/j.jdmm.2017.06.004>