Understanding revisit intention among Gen Z in Bali tourism: The role of service quality, perceived risk, and satisfaction

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Abstract

Understanding Generation Z's behavioral intentions is critical to sustaining the growth of domestic tourism in Indonesia. This study investigates the factors influencing revisit intention among Gen Z tourists from Jakarta who have visited Alas Harum, a popular agrotourism destination in Bali, Indonesia. This research analyzes the responses of 232 respondents obtained through online questionnaires. The data are analyzed by using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that service quality positively and significantly affects tourist satisfaction and revisit intention, with tourist satisfaction mediating this relationship. Perceived risk is found to negatively and significantly affect both tourist satisfaction and revisit intention. However, tourist satisfaction does not mediate the relationship between perceived risk and revisit intention, indicating that perceived risk influences Gen Z's travel decisions directly, without being mediated by affective factors such as satisfaction. These findings contribute to the tourism behavior literature by refining the application of TPB with experiential constructs and highlighting that satisfaction is not always a universal mediator in youth tourism.

Keywords: Service Quality, Perceived Risk, Tourist Satisfaction, Revisit Intention.

Abstrak

Memahami intensi perilaku dari Generasi Z menjadi hal yang penting dalam mendukung pertumbuhan pariwisata domestik di Indonesia. Penelitian ini mengkaji faktor-faktor yang memengaruhi intensi kunjungan ulang di kalangan wisatawan Gen Z asal Jakarta yang telah mengunjungi Alas Harum, sebuah destinasi agrowisata populer di Bali, Indonesia. Penelitian ini memperoleh 232 respons yang valid melalui kuesioner daring. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan wisatawan maupun intensi kunjungan ulang dengan dimediasi oleh kepuasan wisatawan. Di sisi lain, persepsi risiko ditemukan berpengaruh negatif dan signifikan terhadap kepuasan wisatawan dan intensi kunjungan ulang. Penelitian ini menemukan bahwa kepuasan wisatawan tidak memediasi hubungan antara persepsi risiko dan intensi kunjungan ulang. Hal ini mengindikasikan bahwa pengaruh risiko terhadap keputusan perjalanan Gen Z di masa depan cenderung terjadi secara langsung tanpa melalui faktor afektif seperti kepuasan wisatawan sebagai perantara. Temuan ini memberikan kontribusi pada literatur perilaku pariwisata dengan memperluas penerapan Theory of Planned Behavior (TPB) melalui penambahan konstrak pengalaman, serta menyoroti bahwa kepuasan tidak selalu berperan sebagai mediator universal dalam konteks pariwisata kaum muda.

Kata kunci: Kualitas Layanan, Persepsi Risiko, Kepuasan Wisatawan, Intensi Kunjungan Ulang

1. Introduction

Tourism is a key economic sector in Indonesia, contributing significantly to national Gross Domestic Product (GDP), foreign exchange earnings, and employment opportunities. According to the Central Bureau of Statistics and the Ministry of Tourism and Creative Economy, Indonesia welcomed 13.9 million international tourists in 2024, marking the highest number in the past five years (Zahra, 2025). Bali continues to serve as the primary driver of this growth, with tourism contributing over 60% to the island's Gross Regional Domestic Product (GRDP). In 2024 alone, Bali recorded 16.8 million tourist visits, comprising 6.3 million international and 10.5 million domestic visitors (BPS Provinsi Bali, 2025). Notably, domestic tourists accounted for over 62% of total arrivals, demonstrating the vital role of the domestic market alongside international segments.

Gen Z, defined as individuals born between 1997 and 2012, is rapidly becoming a dominant consumer segment in tourism. In Indonesia, Gen Z accounts for approximately 27.94% of the total population, equivalent to around 74.9 million people (IDN Research, 2024). Data from Statistics Indonesia (Badan Pusat Statistik) also confirms that Gen Z constitutes the largest generational cohort in the country's demographic composition (BPS, 2021). Characterized by digital fluency, strong social awareness, and a desire for authenticity and personalized experiences, Gen Z travelers often rely on digital platforms to inform travel decisions (Dimock, 2019; Kotler & Keller, 2020). According to Trihandani (2024), Gen Z travelers in Indonesia tend to favor nature-based and cultural tourism, with preferences shaped by aesthetic value, interactivity, and the uniqueness of experiences. In the wake of the COVID-19 pandemic, their interest in travel has continued to grow, positioning them as a valuable target for tourism development and marketing (Murdianto, 2022).

Building on the understanding of Gen Z's travel preferences, an essential factor to consider is revisit intention, which refers to the likelihood of travelers returning to a destination they have previously visited. This construct serves as a key performance indicator for sustainable tourism and long-term visitor retention. Prior studies have identified multiple predictors of revisit intention, including service quality, perceived risk, and tourist satisfaction. Service quality refers to the extent to which a tourism service meets or exceeds visitor expectations. High service quality tends to enhance satisfaction and build loyalty (Wiogo & Pattyranie, 2025; Kim et al., 2020). For instance, Cahyono et al. (2023) and Kusmanto et al. (2023) found that service quality significantly influences customer satisfaction in service industries. In the tourism sector, Lee (2022) and Sumarni et al. (2024) also confirmed that service quality is a positive driver of both satisfaction and revisit intention.

In contrast, perceived risk—defined as tourists' subjective evaluation of potential losses or adverse outcomes at a destination—has been shown to negatively impact both satisfaction and revisit intention. Risks perceived by tourists can include financial loss, health concerns, security issues, or social discomfort (Cong, 2021; Viet et al., 2020). Research by Cheng and Jiang (2020), Firdaus et al. (2023), and Khasbulloh

and Suparna (2022) found that heightened perceived risk diminishes tourist satisfaction, which in turn reduces the desire to revisit. However, some contradictory findings, such as those by Bernarto et al. (2022), suggest that contextual and demographic factors (e.g., destination type and tourist profile) may moderate these relationships.

Moreover, tourist satisfaction itself is a strong mediator in the revisit intention model. When tourists perceive that their experience matches or exceeds their expectations, they are more likely to develop emotional attachment and return in the future. Studies by Chan et al. (2021), Sitaniapessy (2024), and Masriah et al. (2024) all confirm a robust and positive relationship between tourist satisfaction and revisit intention. This is further supported by Hafidz and Dominicius (2023), who showed that satisfaction mediates the impact of service quality on revisit intention. Similarly, Gatot et al. (2023) demonstrated that satisfaction plays a mediating role between perceived risk and revisit intention in mountain tourism contexts in Indonesia.

Beyond the core dimensions of service quality and perceived risk, several scholars have explored the mediating mechanism of tourist satisfaction within structural models of revisit behavior. For instance, Soleimani and Einolahzadeh (2018) studied travel agencies in Iran and found that tourist satisfaction significantly mediated the relationship between service quality and revisit intention, with word-of-mouth also acting as an indirect pathway. In a similar vein, Viet et al. (2020) developed a multidimensional framework incorporating perceived risk, destination image, and cultural contact, revealing that satisfaction partially mediated these effects in shaping tourist loyalty in Vietnam's Binh Thuan province.

Despite these insights, research examining these interrelationships in the specific context of Gen Z tourists visiting local destinations in Indonesia—particularly high-profile agrotourism sites like Alas Harum in Tegallalang, Bali—remains limited. Alas Harum offers a compelling case study as a multidimensional attraction combining nature, adventure, and cultural education. The destination features iconic rice terrace views, adrenaline-driven rides like the Super Extreme Swing and sky bike, and immersive coffee production tours. Additionally, its Instagrammable photo spots and high-end facilities like the Cretya Ubud beach club align with Gen Z's visual culture and desire for shareable experiences (Indozone, 2022; Mindsite, 2024).

This study proposes a conceptual model that integrates service quality and perceived risk as antecedents of revisit intention, with tourist satisfaction as a mediating variable. Seven hypotheses are formulated to test the direct and indirect relationships among these constructs, grounded in the Theory of Planned Behavior (TPB). The research employs a quantitative approach using a cross-sectional survey design, targeting Gen Z tourists from Jakarta who have visited Alas Harum, a popular agrotourism destination in Bali. Data were collected via structured online questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which allows for simultaneous assessment of measurement and structural models. This methodological approach is appropriate for testing complex models

involving latent variables and mediating relationships. Through this framework, the study aims to empirically validate the theoretical pathways influencing Gen Z's revisit intention and provide insights for both academic and managerial applications.

This study addresses a population gap that remains underexplored in current literature. While prior research has examined revisit intention in diverse contexts—including ecotourism in Malaysia (Chan et al., 2021), mountain destinations in Indonesia (Gatot et al., 2023), and urban hospitality settings in Korea (Kim et al., 2020)—few studies focus on Gen Z as a distinct segment within Indonesia's domestic tourism market. Even fewer explore this group in relation to specific local destinations such as Alas Harum, which offers a hybrid experience of agritourism, adventure tourism, and digital engagement. Given that Gen Z travelers from metropolitan areas like Jakarta have different motivations, risk perceptions, and service expectations compared to international tourists or older domestic cohorts, their behaviors warrant separate analysis. As highlighted by IDN Research Institute (2022), the travel aspirations of Indonesian Gen Z have shifted significantly post-pandemic, yet empirical research that investigates how these changes manifest in behavioral intention remains scarce.

In addition to the population gap, this study also contributes to resolving a theoretical gap in the tourism behavior literature. Much of the existing research tends to examine perceived risk, service quality, and satisfaction as isolated predictors of revisit intention. However, there remains a lack of integrated models that test the mediating role of tourist satisfaction between both positive (service quality) and negative (perceived risk) antecedents in the same framework, especially within the Gen Z context. By explicitly positioning tourist satisfaction as a mediator between perceived risk, service quality, and revisit intention, this study aims to refine the understanding of how experiential and psychological evaluations translate into behavioral intention.

2. Literature Review

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen (2020), is one of the most widely applied psychological frameworks to predict and understand human behavior. According to TPB, an individual's intention to perform a behavior is the most immediate predictor of that behavior. Intention itself is influenced by three critical antecedents: attitude toward the behavior, subjective norms, and perceived behavioral control. These components reflect a person's overall evaluation of the behavior (attitude), perceived social pressure to perform or not perform the behavior (subjective norms), and perceived ease or difficulty in performing the behavior (perceived control), respectively.

In this research, service quality and perceived risk are conceptualized as exogenous constructs influencing tourist satisfaction, which in turn impacts revisit intention—aligning with the TPB's cognitive-affective-conative sequence. Attitudes toward Bali tourism among Gen Z are shaped by service quality and perceived risk (cognitive inputs), which form tourist satisfaction (affective response), and eventually result in

revisit intention (conative outcome). This conceptualization bridges TPB with destination loyalty modeling, addressing both theoretical rigor and contextual relevance in post-pandemic tourism behavior. Thus, by integrating TPB with satisfaction as a mediating factor, and perceived risk and service quality as antecedents, this study not only extends the applicability of the TPB framework to Gen Z tourism but also responds to recent calls in literature for hybrid behavioral-intention models that better capture post-COVID tourist decision-making.

Hypothesis Development

Service quality has long been recognized as a critical determinant of customer satisfaction in the service industry. A study by Kusmanto et al. (2023) in the Indonesian banking sector demonstrated that higher service quality significantly enhances customer satisfaction. Customers who perceive the service as reliable, timely, and professional are more likely to express higher satisfaction levels. Similarly, Cahyono et al. (2023) and Sutriani et al. (2024) found that in Indonesia's service and fashion industries, service quality had a significant and positive effect on customer satisfaction. This finding is echoed by Firdaus et al. (2023), who studied the retail and food service sector, and by Lee (2022), who confirmed the same effect among coffee shop customers in South Korea. Based on these findings, this study proposes the following hypothesis:

H1: Service quality has a positive and significant effect on tourist satisfaction.

Conversely, perceived risk is generally associated with lower satisfaction levels due to the uncertainty and potential loss it represents. Khasbulloh and Suparna (2022) found that perceived risk negatively and significantly affected user satisfaction with the e-commerce application Bukalapak. In line with this, Cheng and Jiang (2020) as well as Firdaus et al. (2023), in the context of Indonesian street food consumers, found that higher perceived risks led to reduced consumer satisfaction. Viet et al. (2020) further supported this in their study on tourism behavior in Vietnam. However, not all findings are consistent—Bernarto et al. (2022) reported that perceived risk did not significantly affect satisfaction among Japanese restaurant customers in Jakarta. Nonetheless, the broader consensus suggests that perceived risk tends to lower satisfaction in tourism settings.

H2: Perceived risk has a negative and significant effect on tourist satisfaction.

In terms of behavioral outcomes, service quality is also shown to directly influence revisit intention. Wiogo and Pattyranie (2025) demonstrated that high service quality positively and significantly increases revisit intention among health clinic clients, a finding supported by Talukder et al. (2023) in the hospitality sector in Bangladesh. In the Indonesian tourism context, Sumarni et al. (2024) found that service quality significantly affects revisit intention among domestic visitors, especially when the service experience aligns with local cultural expectations and digital habits. These findings underscore the importance of maintaining consistent service quality to drive return behavior, particularly among young travelers who are highly sensitive to customer experience.

H3: Service quality has a positive and significant effect on revisit intention.

The negative influence of perceived risk on revisit intention has been widely documented in tourism literature. Cong (2021) found that increased perception of risk reduces tourists' willingness to revisit destinations, particularly when risk awareness overshadows positive past experiences. Consistently, Viet et al. (2020) found that perceived risk negatively and significantly affects revisit intention in Vietnam's tourism industry. Julyastini et al. (2024) also discovered that perceived risk has negative and significant effect on the revisit intention of the visitors of Royal Sport Horse Bali in Bali, Indonesia. Tourists who perceive a destination as high-risk are less likely to return due to safety concerns, uncertainty, or previous negative experiences. These studies highlight that, for risk-averse segments like Gen Z, perceived risk can act as a strong deterrent to behavioral loyalty.

H4: Perceived risk has a negative and significant effect on revisit intention.

Tourist satisfaction itself is widely documented as a strong predictor of revisit intention. Kim et al. (2020) found that in South Korea's hospitality industry, customers who had a satisfying experience were more inclined to revisit. Similar results were reported by Viet et al. (2020) in Vietnam and by Sitaniapessy (2024) in Ambon, Indonesia. Masriah et al. (2024), in their study on tourists in Bogor, also confirmed that satisfaction positively and significantly influences revisit intention. Satisfied tourists tend to develop positive emotions and loyalty toward a destination, increasing the likelihood of return visits.

H5: Tourist satisfaction has a positive and significant effect on revisit intention.

Further extending the conceptual model, several studies have explored the mediating role of satisfaction in the relationship between service quality and revisit intention. Sumarni et al. (2024) found that among visitors to Jakarta's tourism destinations, service quality indirectly affects revisit intention through tourist satisfaction. Likewise, Soleimani and Einolahzadeh (2018) and Hafidz and Dominicius (2023) demonstrated that satisfaction acts as a significant mediator between service quality and revisit behavior. Tourists who perceive high service quality are more likely to be satisfied and thus more likely to revisit the destination.

H6: Service quality has a positive and significant effect on revisit intention, mediated by tourist satisfaction.

Finally, the mediating role of satisfaction is also relevant in the context of perceived risk. Gatot et al. (2023) found that financial risk negatively influenced revisit intention through the mediating effect of satisfaction among domestic tourists in Indonesia. This suggests that high levels of perceived risk reduce satisfaction, which in turn lowers the likelihood of return visits. Therefore, the negative effects of perceived risk on revisit intention are partially explained by its impact on satisfaction.

H7: Perceived risk has a negative and significant effect on revisit intention, mediated by tourist satisfaction.

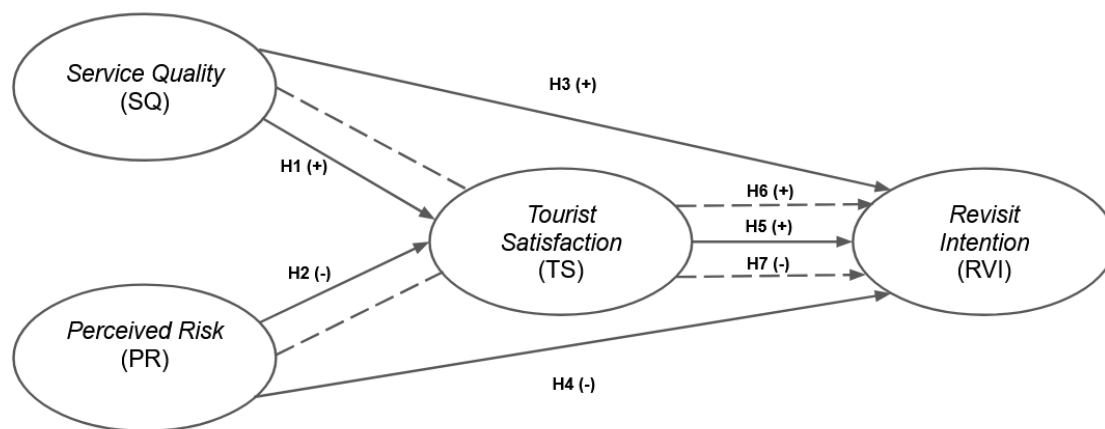Based on the hypotheses above, the research model is depicted in Figure 1.

Figure 1. Research Model

3. Research Method

This study employed a quantitative cross-sectional research design, which is well-suited to examine relationships between variables at a single point in time (Malhotra, 2020). The research population consisted of Generation Z tourists residing in Jakarta who had previously visited Alas Harum, a prominent agrotourism destination located in Tegallalang, Bali. Gen Z was selected as the target demographic due to their growing influence in domestic tourism, as well as their distinct digital behaviors and travel preferences. To ensure that the sample was aligned with the research objectives, a purposive sampling technique was adopted, following the recommendations of Sekaran and Bougie (2020). The main criteria for inclusion were that participants must be born in the year of 1997 to 2012 (the Gen Z range), currently living in Jakarta, and have visited Alas Harum at least once.

Data were collected using a structured online questionnaire designed to measure the core variables of the study: service quality, perceived risk, tourist satisfaction, and revisit intention. Each item was assessed using a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The questionnaire was distributed digitally through Google Forms and shared via social media platforms. A total of 232 valid responses were obtained and included in the final analysis. All data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS 4.0 software. This method was chosen for its robustness in handling complex models and its ability to accommodate non-normal data distributions (Hair et al., 2022). The PLS-SEM analysis included two main components: the outer model, which assessed the reliability and validity of the measurement instruments, and the inner model, which examined the causal relationships among the constructs in the proposed research framework.

The use of Partial Least Squares Structural Equation Modeling (PLS-SEM) in this study is justified for several reasons. First, PLS-SEM is suitable for exploratory and theory-extending research, particularly when the goal is to predict key target constructs

such as revisit intention (Hair et al., 2022). Second, PLS-SEM is robust in handling complex models that include multiple mediation paths, as in this study which examines both direct and indirect effects involving service quality, perceived risk, and satisfaction. Third, PLS-SEM does not require multivariate normality, making it ideal for social science data collected through online surveys, which may not meet the assumptions of covariance-based SEM (CB-SEM). Additionally, the relatively small sample size (n = 232) aligns with PLS-SEM's flexibility in accommodating smaller datasets without compromising statistical power. Therefore, PLS-SEM was chosen as the most appropriate analytical technique to address the research objectives and structural complexity of the proposed model.

4. Results and Discussion

4.1. Results

Outer Model Analysis

This research conducts an outer model assessment of the proposed model. The average variance extracted (AVE) and factor loadings (FL) are employed to evaluate convergent validity. According to Hair et al. (2022), factor loadings should ideally exceed 0.7, as values above this threshold indicate that the indicators have a strong correlation with the latent construct they represent. The AVE values are also shown to exceed 0.5, which means that more than 50% of the variance in the indicators is explained by the latent construct, thereby confirming convergent validity (Hair et al., 2022). As shown in Table 1, all factor loadings and the AVE values in Table 2 in this study meet these criteria.

While some AVE values, such as 0.549 and 0.551, are only slightly above the minimum threshold of 0.50, they are still considered acceptable in the context of this study. Hair et al. (2022) note that as long as AVE values exceed 0.50, the construct explains more variance than the error term. Additionally, in exploratory or early-stage research, marginally acceptable AVE values are tolerable provided that other validity and reliability indicators (such as factor loadings and composite reliability) are sufficiently strong. Given that all factor loadings exceed 0.7 and CR values are above 0.7, the convergent validity of the constructs remains supported.

To assess construct reliability, this study uses Cronbach's Alpha (α) and Composite Reliability (CR). As recommended by Hair et al. (2022), values above 0.7 indicate acceptable internal consistency. In this research, both α and CR values for each construct exceed 0.7, demonstrating that the indicators consistently measure their respective constructs (Ghozali, 2021) (see Table 2).

For discriminant validity, this research utilizes the Heterotrait-Monotrait Ratio (HTMT). Hair et al. (2022) propose a conservative threshold of 0.85, while values up to 0.90 are acceptable in social sciences. Values below this cut-off indicate that each construct is empirically distinct from the others. As shown in Table 3, all HTMT values in this study fall below 0.90, thus supporting discriminant validity.

Table 1. Loading Factors

Measurement Items	Source	FL
SQ = Service Quality	Adapted from Hasan et al. (2024), Lee (2022), Utama et al. (2024)	
The tourist site and environment at Alas Harum are clean and comfortable		0.716
Alas Harum offers high-quality food and beverages		0.770
The staff at Alas Harum are friendly and courteous		0.771
Alas Harum provides complete and well-maintained facilities		0.711
PR = Perceived Risk	Adapted from Setiawan et al. (2024), Chen et al. (2020)	
I am concerned about the potential for accidents while visiting Alas Harum		0.709
I am concerned about the potential for increased prices of food and entrance tickets at Alas Harum		0.807
I am concerned about the possibility of bad weather while visiting Alas Harum		0.740
I am concerned about the potential for natural disasters while visiting Alas Harum		0.740
TS = Tourist Satisfaction	Adapted from Perez-Aranda et al. (2023), Gül et al. (2023), Viet et al. (2020), Chan et al. (2021), Pai et al. (2020)	
I am satisfied with my tourism experience at Alas Harum		0.760
My tourism experience at Alas Harum met my expectations		0.765
I am satisfied with my decision to visit Alas Harum		0.729
Alas Harum fulfilled my tourism goals		0.707
RVI = Revisit Intention	Adapted from Lin (2024), Torres-Morraga et al. (2024), Setiawan et al. (2024), Hu & Xu (2021), Jian et al. (2021), Hasan et al. (2020)	
I intend to visit Alas Harum again in the future		0.799
Alas Harum will be a tourism destination I choose when vacationing in Bali		0.827
I would like to visit Alas Harum more frequently		0.820

Table 2. AVE, Cronbach's Alpha, and Composite Reliability

	AVE	α	CR
SQ = Service Quality	0.551	0.729	0.831
PR = Perceived Risk	0.562	0.739	0.837
TS = Tourist Satisfaction	0.549	0.725	0.829
RVI = Revisit Intention	0.665	0.749	0.856

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	PR	RVI	SQ	TS
PR				
RVI	0.658			
SQ	0.618	0.699		
TS	0.450	0.756	0.738	

Inner Model Analysis

Based on the results of the coefficient of determination (R^2), the revisit intention variable has an R^2 value of 0.441 (Table 4). This indicates that approximately 44.1%

of the variance in customer loyalty can be explained by the variables included in the model. The remaining 55.9% is attributed to other factors not accounted for in this study. Revisit intention is considered to fall within the moderate explanatory power category, suggesting that while the model has a reasonable level of influence, there is still room for further exploration of additional determinants.

Table 4. The Result of R2

Variable	R-square	Conclusion
RVI	0.441	Moderate

Table 5. Hypothesis Testing Results

Hypothesis	Original Sample	T-statistics	P-values	Evaluation
H1: SQ → TS	0.494	9.870	0.000	Supported
H2: PR → TS	-0.107	1.651	0.050	Supported
H3: SQ → RVI	0.199	3.043	0.001	Supported
H4: PR → RVI	-0.284	4.082	0.000	Supported
H5: TS → RVI	0.362	5.338	0.000	Supported
H6: SQ → TS → RVI	0.179	4.351	0.000	Supported
H7: PR → TS → RVI	-0.039	1.624	0.053	Not Supported

Based on the assessment result of the 7 hypotheses in Table 5, 6 hypotheses are supported with T-statistics above 1.65 and p-value below 0.05. Based on the testing result, service quality is shown to be positively and directly linked to tourist satisfaction (P-values = 0.000, H1 supported). Perceived risk is shown to be negatively and directly associated with tourist satisfaction (P-values = 0.050, H2 supported). Service quality is proven to have a positive and direct effect on revisit intention (P-values = 0.001, H3 supported). Perceived risk is also shown to be directly and negatively linked to revisit intention (P-values = 0.000, H4 supported). Similarly, tourist satisfaction is shown to have a direct and positive influence on revisit intention (P-values = 0.000, H5 supported). Furthermore, service quality is shown to be directly and positively linked to revisit intention through the mediation of tourist satisfaction (P-values = 0.000, H6 supported). However, it is confirmed that perceived risk does not have an effect on revisit intention through the mediation of tourist satisfaction (P-values = 0.053, H7 not supported).

4.2. Discussion

Service Quality and Tourist Satisfaction

The finding that service quality has a positive and significant effect on tourist satisfaction is consistent with a wide range of previous literature (e.g., Cahyono et al., 2023; Kusmanto et al., 2023). In the context of this study, Gen Z tourists who visited Alas Harum and perceived the service as responsive, the food and beverages to have high quality, and the location had a good level of hygiene, were more likely to report higher satisfaction levels. This supports the theoretical framework that service quality plays a crucial role in shaping cognitive and affective responses during tourism

experiences. Service personnel who are attentive and well-trained enhance the tourist's perception of value, creating an impression of professionalism and care. For Gen Z travelers—who often document and share their experiences online—positive service interactions can be especially impactful, contributing to an overall sense of enjoyment and worth. Additionally, the alignment between service quality and Gen Z's preference for quick, tech-savvy, and respectful communication may strengthen the effect of service quality on satisfaction. This result emphasizes the importance for tourism destination managers to maintain service excellence as a strategic priority to retain younger travelers.

Perceived Risk and Tourist Satisfaction

The result indicating that perceived risk negatively and significantly affects tourist satisfaction is well-aligned with previous findings in tourism behavior studies (Firdaus et al., 2023; Viet et al., 2020). Gen Z tourists who perceived higher levels of health, safety, or financial risks while visiting Alas Harum reported lower satisfaction. This suggests that even in attractive and well-branded destinations, the subjective experience of risk can erode the perceived quality of the overall visit. For Gen Z, who are typically confident and exploratory, perceived risks related to safety (e.g., extreme activities like swings or skybikes), hygiene, or uncertain procedures may diminish emotional comfort. This supports the application of the Theory of Planned Behavior (TPB), where high perceived risk lowers both perceived behavioral control and affective responses like satisfaction. As such, risk management, clear safety protocols, and effective communication strategies are essential to reduce ambiguity and enhance the sense of security. These findings also reinforce the role of trust and transparency in destination management, particularly for young tourists who value both adventure and assurance.

Service Quality and Revisit Intention

The study's confirmation that service quality has a positive and significant impact on revisit intention resonates with earlier findings by Wiogo and Pattyranie (2025), Talukder et al. (2023), and Sumarni et al. (2024). Tourists who evaluated the service at Alas Harum favorably expressed a stronger desire to revisit the destination. In the context of Gen Z visitors, positive service encounters contribute to the formation of loyalty behaviors, including recommendation and return visits. This underscores the importance of personalized and efficient service delivery, especially as Gen Z tourists often base future travel choices on past service experiences and digital reviews. Friendly staff, cleanliness, and quality food contribute to a perception of professionalism and care, which translate into favorable behavioral intentions. This result supports TPB by confirming the role of cognitive evaluations—like service quality—in shaping conative outcomes such as revisit intention. It also highlights that, for tourism destinations to foster repeat visitors among Gen Z, maintaining consistently excellent service is a vital long-term strategy.

Perceived Risk and Revisit Intention

This study also found that perceived risk significantly and negatively influences revisit intention, which aligns with the conclusions of Viet et al. (2020), Julyastini et al. (2024),

and Cong (2021). Gen Z tourists who felt that visiting Alas Harum involved higher risks—such as safety concerns or inadequate facilities—showed reduced willingness to return. This supports the TPB assertion that perceived behavioral control is a crucial determinant of intention: the more difficult or risky a behavior appears, the less likely it is to be repeated. For Gen Z, who often seek smooth, low-friction travel experiences, disruptions caused by risk—real or perceived—can greatly influence future decisions. Destinations that do not proactively address safety or transparency in risk communication may inadvertently drive away potential return visitors. This finding reinforces the need for tourism managers to implement visible and effective safety measures, especially for physically demanding or unfamiliar activities, and to ensure that Gen Z tourists feel empowered and secure during their experience.

Tourist Satisfaction and Revisit Intention

Tourist satisfaction was found to be a significant and positive predictor of revisit intention, supporting the works of Sitaniapessy (2024), Kim et al. (2020), and Masriah et al. (2024). When Gen Z visitors were satisfied with their visit to Alas Harum, they were more likely to express the intention to return in the future. This affirms the central role of satisfaction in behavioral intention models and validates its place as an affective bridge between cognitive assessments and behavioral outcomes. Satisfaction acts as a cumulative emotional evaluation of the experience, and when it meets or exceeds expectations, it fosters positive memory and brand attachment. For Gen Z, who are emotionally driven and often socially influenced, satisfaction also increases the likelihood of sharing experiences online—further reinforcing loyalty through digital identity expression. These findings suggest that increasing visitor satisfaction through experience design, hospitality, and authenticity is crucial in ensuring return visits, particularly among younger travelers who are more experiential and expressive in their decision-making.

Mediation Role of Tourist Satisfaction

The mediation analysis revealed that tourist satisfaction significantly mediates the relationship between service quality and revisit intention, aligning with previous research by Sumarni et al. (2024), Hafidz and Dominicius (2023), and Soleimani & Einolahzadeh (2018). This result confirms that while service quality directly influences revisit intention, its impact is amplified when it first enhances satisfaction. Gen Z tourists who experience high-quality service are more likely to feel satisfied, and this emotional state subsequently drives their decision to revisit. This reinforces the sequential logic of the TPB's cognitive-affective-conative framework. The mediation effect also suggests that focusing solely on improving technical service quality may not be sufficient unless it translates into emotional fulfillment. Hence, service improvements should be designed not only to meet functional expectations but also to exceed them in ways that delight and engage young tourists. This implies a strategic opportunity for tourism providers to focus on satisfaction as an emotional conduit that transforms quality interactions into sustained loyalty.

Contrary to the initial hypothesis, the results show that tourist satisfaction does not mediate the relationship between perceived risk and revisit intention. While perceived

risk significantly reduced tourist satisfaction (as confirmed in H2), its indirect effect on revisit intention through satisfaction was found to be statistically insignificant. This suggests that although Gen Z tourists may feel less satisfied when perceiving high risk during their visit to Alas Harum, that reduction in satisfaction does not necessarily explain their decision to not return. This finding partially diverges from prior studies such as Gatot et al. (2023), which suggested that perceived risk affects revisit intention through the emotional channel of satisfaction.

One potential explanation lies in Gen Z's complex travel motivations: while they may report low satisfaction due to perceived risks, some may still consider revisiting for reasons such as social trends, content creation opportunities, or a sense of challenge. It is also possible that revisit decisions among younger tourists are more strongly influenced by rational risk-benefit analyses than by affective experiences like satisfaction. This underscores a nuanced behavioral mechanism wherein risk impacts behavior directly, rather than through emotional intermediaries. This result adds a new dimension to the literature, indicating that satisfaction does not always serve as a universal mediator in risk-based decision models—especially in contexts involving youth and adventure tourism.

Theoretical Contribution

This study makes several theoretical contributions, particularly in extending the Theory of Planned Behavior (TPB) with experiential tourism variables in a Gen Z domestic context. The confirmation of tourist satisfaction as a mediator between service quality and revisit intention supports the TPB's cognitive-affective-conative structure. However, the nonsignificant mediating role of satisfaction between perceived risk and revisit intention challenges the common assumption that affective responses always mediate cognitive predictors. This finding suggests that negative perceptions such as risk may influence behavior more directly, bypassing emotional constructs like satisfaction. It adds nuance to the TPB by showing that not all pathways follow the affective channel, particularly among Gen Z tourists who may weigh risks in a more pragmatic or even thrill-seeking manner.

Additionally, by situating the study in Indonesia's domestic tourism sector, the research contributes to an underrepresented context of population gap in TPB-based tourism models. The inclusion of both positive (service quality) and negative (perceived risk) factors, tested simultaneously, provides a more balanced view of what drives or inhibits revisit intention. These insights help evolve TPB into a more comprehensive decision-making framework that accommodates emotional, experiential, and contextual dimension.

Practical Contribution

From a managerial perspective, the study offers crucial guidance for designing strategies that enhance tourist loyalty. The significant role of service quality in influencing both satisfaction and revisit intention—directly and indirectly—highlights the importance of consistent service excellence. Tourism operators at destinations

such as Alas Harum should continue investing in staff friendliness, cleanliness, and quality food and beverages, especially given Gen Z's expectations of service quality.

Meanwhile, although perceived risk was found to reduce satisfaction, its nonsignificant indirect effect on revisit intention implies that reducing perceived risk may not necessarily enhance loyalty through satisfaction. Instead, destination managers should focus on directly managing risk perceptions through visible safety protocols, clear signage, and digital communication campaigns. This is particularly important for risk-prone activities, where transparent risk framing may help maintain revisit intention despite lower affective responses. For Gen Z, clear boundaries, informed consent, and control over experiences may matter more than emotional comfort. By tailoring service and communication strategies to the specific values and behavioral patterns of Gen Z, tourism managers can foster deeper engagement and long-term destination loyalty

5. Conclusion

This study examined the factors influencing revisit intention among Gen Z tourists from Jakarta who visited Alas Harum, Bali, by extending the Theory of Planned Behavior (TPB) framework with service quality, perceived risk, and tourist satisfaction. The results confirm that service quality enhances both satisfaction and revisit intention, and that tourist satisfaction significantly mediates this relationship. Conversely, while perceived risk negatively impacts satisfaction and revisit intention, tourist satisfaction does not mediate the link between risk and revisit intention—indicating a direct effect of perceived risk on behavioral outcomes, independent of emotional responses.

Theoretically, this study contributes to the enrichment of the Theory of Planned Behavior (TPB) by incorporating both positive (service quality) and negative (perceived risk) antecedents in a single model with tourist satisfaction as an affective mediator. While TPB generally assumes that affective evaluations mediate the effect of cognitive beliefs on behavioral intentions, this study reveals a boundary condition: perceived risk may bypass satisfaction entirely and directly influence revisit intention. This insight advances TPB by highlighting a more nuanced pathway in youth tourism contexts, especially when evaluating high-risk, high-reward travel experiences.

Societally, this study provides practical insights for tourism practitioners and policymakers to better engage with Gen Z travelers—a group that plays an increasingly influential role in shaping the domestic tourism landscape. By understanding the factors that drive or hinder revisit intention, tourism stakeholders can design more inclusive, engaging, and reassuring travel experiences. For instance, enhancing service quality not only boosts satisfaction but also fosters loyalty among younger tourists. At the same time, reducing perceived risk through visible safety measures and transparent communication can increase revisit rates. These findings can support more sustainable tourism development, community engagement, and economic resilience in regions like Bali.

However, this study is limited by its focus on Gen Z tourists residing in Jakarta, which may constrain generalizability. Future research should explore whether similar patterns hold across other age groups, regional origins, or types of destinations. Additionally, incorporating constructs like destination image, digital trust, or social media influence could enrich the model further. Longitudinal or experimental studies may also better capture how perceived risk and satisfaction influence behavior over time. Despite these limitations, this study makes a valuable contribution to understanding youth travel behavior in Indonesia's growing domestic tourism market.

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