Amkop Management Accounting Review, E-ISSN 2828-2248
This work is Licensed under a Creative Commons Attribution 4.0 International License

The Influence of Economic Sustainability, Social Sustainability, and Environmental Sustainability on Revisit Intention to Tourist Destinations on Madura Island

Pribanus Wantara ✉ [1)], **Herry Yulistiyono** [2)], **Mutiara Dwi Sari** [3)], **Athoullah Mondir** [4)], **Musrifah** [5)], **Widya Rizka Arfy** [6)]

[1,4,5,6)] *Management Department, Economic and Businiss Faculty, University of Trunojoyo Madura*
[2)] *Economic Department, Economic and Businiss Faculty, University of Trunojoyo Madura*
[3)] *Faculty of Education, Social Science and Islamic Studies (FESSIS), Universiti Muhammadiyah Malaysia*

Received: 2026, 08,12 **Accepted**: 2026, 10, 07
Available online: 2026, 10, 15

Abstract

Purpose: This study examines how economic, social, and environmental sustainability influence tourists' revisit intentions at destinations in Madura, focusing on the mediating roles of perceived value and destination image.

Research Method: A survey was conducted among tourists who had visited cultural, religious, marine, and natural attractions in Madura. The proposed relationships and mediation effects were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM).

Results and Discussion: Economic, social, and environmental sustainability positively influence perceived value and destination image. Both perceived value and destination image positively influence revisit intention and mediate the relationships between the sustainability dimensions and revisit intention.

Implications: Local governments and destination managers can strengthen tourists' loyalty by integrating economic, social, and environmental considerations into destination planning and management. Further research could examine these relationships across other destinations and tourist groups.

Originality: This study applies the Stimulus–Organism–Response framework to explain how three dimensions of sustainability shape revisit intention through tourists' perceived value and destination image in Madura.

Keywords: Economic sustainability; social sustainability; environmental sustainability; perceived value; destination image; revisit intention; Madura.

Copyright (c) 2027 Pribanus Wantara

✉ Corresponding author :
Email Address : pribanus.wantara@trunojoyo.ac.id

1) Introduction

Tourism has developed into a strategic sector that contributes significantly to economic growth, job creation, and regional development in various countries, including Indonesia. According to the World Tourism Organization (UN Tourism), tourism not only serves as an economic driver but also as an instrument of sustainable development that can improve the welfare of local communities, preserve culture, and maintain environmental sustainability. In recent years, the tourism development paradigm has shifted from a purely growth-oriented approach to a more sustainable approach that considers the balance between economic, social, and environmental aspects, known as the Triple Bottom Line (TBL) concept (Elkington & Rowlands, 1999).

The concept of sustainability in tourism has become increasingly important as various tourist destinations face challenges such as environmental degradation, the loss of local cultural identity, and the unequal distribution of economic benefits resulting from poorly managed tourism activities. Therefore, the success of a destination is no longer measured solely by the number of tourist visits, but also by its ability to create economic benefits for local communities, maintain social harmony, and preserve natural resources for future generations (Choi & Sirakaya, 2006). In this context, economic,

social, and environmental sustainability are crucial factors that can influence tourists' perceptions of a destination and determine their decision to visit.

Madura Island is one of the regions in Indonesia with diverse tourism potential, ranging from cultural tourism, religious tourism, marine tourism, to nature tourism. Destinations such as Jaddih Hill, Lombang Beach, Slopeng Beach, and Giliyang Island have become increasingly popular tourist attractions for both domestic and international tourists. In addition to its natural riches, Madura also boasts unique cultural strengths, such as the Karapan Sapi (Bull Race) and Sapi Sonok (Sonok Cow Race), Madurese batik, and various religious sites that serve as pilgrimage destinations. This potential makes Madura a destination with significant potential for development through a sustainable tourism approach.

However, the development of tourist destinations in Madura also faces various challenges. The growth of tourism activities that is not balanced with adequate environmental management has the potential to damage coastal ecosystems and tourist areas. Furthermore, local community involvement in tourism economic activities still needs to be increased so that economic benefits can be shared equitably. Furthermore, preserving local culture is also a crucial issue given the increasing flow of modernization and globalization, which can impact local social values. This situation indicates that economic, social, and environmental sustainability must be a primary concern in the development of Madura's tourist destinations.

From a tourist behaviour perspective, various studies indicate that modern tourists are increasingly paying attention to the sustainability practices implemented by a destination. Tourists tend to have a higher preference for destinations that demonstrate social responsibility, environmental protection, and economic contributions to local communities (Sánchez-Fernández et al., 2019). Positive perceptions of destination sustainability can enhance tourists' evaluations of the quality of their tourism experience, strengthen the destination's image, and encourage intention to visit or revisit (Pham & Khanh, 2021; Stavrianea & Kamenidou, 2022; Torabi et al., 2022).

Within the Stimulus-Organism-Response (S-O-R) theory framework developed by Mehrabian and Russell, economic, social, and environmental sustainability can be viewed as external stimuli received by tourists during their interactions with the destination (Mehrabian & Russell, 1974). These stimuli are then processed cognitively and affectively, shaping tourists' evaluations of the destination, ultimately resulting in a behavioural response in the form of intention to visit. Thus, tourists' perceptions of destination sustainability practices are an important factor in explaining tourist behaviour in selecting a particular tourist destination.

Although the relationship between sustainability and tourist behaviour has been extensively studied, most previous research has focused on the context of international destinations or developed tourist areas. Research specifically examining the influence of economic, social, and environmental sustainability on tourists' intention to visit tourist destinations in Madura is relatively limited. Furthermore, some previous studies tend to treat sustainability as a single construct, thus failing to explain the contribution of each sustainability dimension separately to tourist behaviour.

This research gap is crucial to examine given Madura's unique characteristics as a cultural, religious, and nature-based tourism destination. A deeper understanding of how tourists assess economic, social, and environmental sustainability will provide theoretical contributions to the development of sustainable tourism literature and offer practical implications for local governments, destination managers, and tourism industry players in formulating strategies for developing more competitive and sustainable destinations.

Based on this description, this study aims to analyze the influence of economic, social, and environmental sustainability on tourists' visit intentions to tourist destinations in Madura. The results are expected to provide a more comprehensive understanding of the sustainability factors considered by tourists in determining destination choices and support the development of sustainable tourism in Madura.

2) Literature Review and Hypothesis Development

This study uses the Stimulus–Organism–Response (S-O-R) framework to explain how tourists' perceptions of sustainability may shape their intention to revisit destinations in Madura. In this framework, **economic, social, and environmental sustainability** represent external stimuli (S). **Perceived value** and **destination image** represent tourists' internal evaluations (O), while **revisit intention** represents the behavioural response (R).

The framework proposes that tourists interpret destination-related information and experiences before forming behavioural intentions. When tourists perceive that a destination generates local economic benefits, respects its host community, and protects the environment, they may evaluate the experience more positively. These evaluations can strengthen perceived value and destination image, which may, in turn, encourage them to revisit. The model also examines whether perceived value contributes to destination image.

Economic sustainability refers to a destination's ability to generate lasting economic benefits for local communities, businesses, and other stakeholders while supporting future development. It includes creating employment, increasing local income, supporting local businesses, distributing tourism benefits equitably, and strengthening the regional economy. In sustainable tourism, economic success therefore involves more than increasing visitor numbers: tourism benefits should also contribute to local welfare and development (Bentley, 2024). Tourists may view a destination more favourably when tourism supports local products, small businesses, and employment. Such perceptions can make a visit feel more valuable because tourists receive an experience while also seeing that tourism contributes to the host community. In Madura, these benefits may be associated with local cultural and creative industries, including batik, religious tourism, and culinary businesses (Bentley, 2024; Meneses et al., 2024). Economic sustainability may also shape destination image by signalling that tourism is managed responsibly and that its benefits are shared with local communities.

Based on this reasoning, the following hypotheses are proposed:

H1: Economic sustainability positively influences perceived value.
H4: Economic sustainability positively influences destination image.

Social sustainability concerns the capacity of a destination to preserve its cultural identity, support community well-being, encourage local participation, and maintain positive relationships between tourists and host communities. It includes respect for local values, cultural heritage preservation, community involvement in tourism management, and fairness in the distribution of tourism benefits (Bentley, 2024). Cultural authenticity and meaningful interactions with local communities can contribute to tourists' experience of a destination. When visitors perceive that local traditions are respected and that the community participates in and benefits from tourism, they may consider the experience more meaningful. This can increase perceived value and distinguish the destination in tourists' minds. In Madura, cultural practices such as Karapan Sapi and Sapi Sonok, Madurese batik, religious tourism, and community participation in destination management provide relevant contexts for social sustainability (Bentley, 2024).

Previous research has connected social and cultural experiences with tourists' evaluations of value and destination image (Gallarza & Saura, 2006; Chi & Qu, 2008; M. A. Iniesta-Bonillo et al., 2016). Building on this literature, the following hypotheses are proposed:

H2: Social sustainability positively influences perceived value.
H5: Social sustainability positively influences destination image.

Environmental sustainability refers to efforts to conserve natural resources, protect ecosystems and biodiversity, manage waste, and reduce the environmental impacts of tourism. These practices

help maintain the environmental quality on which many tourism experiences depend (Campos et al., 2024). A clean and well-maintained environment can improve tourists' experience and contribute to their evaluation of the benefits received. Environmental conservation may also create a favourable impression of a destination, particularly where natural scenery and ecological quality are important attractions. In Madura, sustainable environmental management is relevant to beaches, coastal areas, and small islands, where tourism activities may place pressure on natural resources (Serio et al., 2024). Prior research suggests that environmental quality and conservation practices can affect tourists' evaluations and perceptions of destinations (Bernini et al., 2021; Pham & Khanh, 2021). Accordingly, this study proposes:

H3: Environmental sustainability positively influences perceived value.
H6: Environmental sustainability positively influences destination image.

Perceived value is a tourist's overall assessment of the benefits received in relation to the costs incurred. These costs may include money, time, and effort, while the benefits may be economic, functional, emotional, social, or experiential. In this sense, perceived value reflects tourists' assessment of what they receive compared with what they give up during a visit (Zeithaml, 1988). In tourism, perceived value is associated with tourists' evaluations of destinations and their behavioural intentions. When visitors consider an experience worthwhile, distinctive, and consistent with their expectations, they may form more favourable perceptions of the destination and become more willing to revisit. Previous studies have examined the relationship between perceived value, destination image, and behavioural intentions (Gallarza & Saura, 2006; M. A. Iniesta-Bonillo et al., 2016; Ramseook-Munhurrun et al., 2015). Within the S-O-R framework, perceived value represents an internal evaluation formed in response to destination-related stimuli and experiences. A positive evaluation may contribute to a more favourable destination image and stronger revisit intention. Therefore, the following hypotheses are proposed:

H7: Perceived value positively influences destination image.
H8: Perceived value positively influences revisit intention.

Destination image refers to tourists' perceptions, beliefs, impressions, and feelings about a place. It develops through direct experience, information from media and promotions, recommendations, and interactions with the destination. Destination image is commonly understood to include a **cognitive component**, concerning tourists' knowledge and beliefs, and an **affective component**, concerning their feelings toward the destination (Baloglu & McCleary, 1999; Afshardoost & Eshaghi, 2020). A favourable image can make a destination seem attractive, distinctive, and worth visiting again. Research has associated destination image with visit and revisit intentions, recommendations, and other forms of tourist behaviour (Afshardoost & Eshaghi, 2020; Ramseook-Munhurrun et al., 2015). For Madura, the image of the destination may be shaped by its cultural, religious, marine, and natural attractions, as well as by tourists' perceptions of how these attractions are managed and presented.

Based on this literature, the following hypothesis is proposed:

H9: Destination image positively influences revisit intention.

Revisit intention is a tourist's willingness or likelihood to return to a destination in the future, based on prior experience (Zhang et al., 2018; Paisri et al., 2022). It is commonly treated as an indicator of tourist loyalty. A favourable experience and positive evaluations of a destination may encourage visitors to return and, in some cases, recommend the destination to others (Gholipour Soleimani & Einolahzadeh, 2018; Meng & Han, 2018). Revisit intention may be associated with perceived value, destination image, satisfaction, experience quality, and trust. In the Madura context, understanding

these relationships can help destination managers identify how sustainable tourism practices relate to tourists' willingness to return (Respati et al., 2025).

3) Research Method

This study employed a quantitative, cross-sectional survey to examine the relationships among economic, social, and environmental sustainability, perceived value, destination image, and tourists' revisit intention. A survey design was appropriate for collecting tourists' evaluations of destinations they had recently visited and testing the proposed relationships between the study constructs. The target population comprised tourists who had visited at least one destination on Madura Island during the 12 months before completing the survey. Respondents were recruited using purposive, criteria-based sampling because participation required recent experience of tourism on the island (Etikan et al., 2016). To qualify, respondents had to confirm that they had visited a Madura destination during the specified period and had observed or experienced at least one economic, social, or environmental aspect of sustainability there. Screening questions were used to assess eligibility. Data were collected over eight weeks, from April to May 2026, using a self-administered questionnaire created in Google Forms. The survey link was distributed through Instagram, LINE, Facebook, and WhatsApp. This online approach enabled the researchers to reach tourists through digital channels (Hlee et al., 2018). The survey yielded 260 usable responses. The questionnaire measured respondents' perceptions of the sustainability dimensions, perceived value, destination image, and revisit intention. The measurement scale, response anchors, and item sources should be reported here to make the instrument replicable; these details were not provided in the study information above.

The data were analyzed using SmartPLS 4.0 and partial least squares structural equation modelling (PLS-SEM). PLS-SEM was selected because the study examines a prediction-oriented model with multiple endogenous constructs and mediation paths, and because it can be used with survey data that may not follow a normal distribution (Hair et al., 2019, 2021; Ringle et al., 2022). The analysis proceeded in two stages. First, the measurement model was assessed for indicator reliability, internal consistency, convergent validity, and discriminant validity. Standardized outer loadings of at least 0.70 were used to assess indicator reliability. Cronbach's alpha and composite reliability values of at least 0.70 were considered acceptable, while an average variance extracted (AVE) above 0.50 was used as evidence of convergent validity (Fornell & Larcker, 1981; Hair et al., 2021). Discriminant validity was assessed using the Fornell–Larcker criterion, the heterotrait–monotrait (HTMT) ratio, and cross-loadings. HTMT values below 0.90 were treated as acceptable, with values below 0.85 providing a more conservative assessment (Henseler et al., 2015). Second, the structural model was assessed. Collinearity was examined using variance inflation factors (VIF). Path significance was tested through bootstrapping with 5,000 resamples and a two-tailed significance level of 0.05. The model's explanatory power was assessed using R^2, and the effect sizes of the predictors were assessed using f^2, with 0.02, 0.15, and 0.35 representing small, medium, and large effects, respectively (Cohen, 1988). Predictive relevance was evaluated using PLS-Predict with 10-fold cross-validation. Model fit was also assessed using the standardized root mean square residual (SRMR); the study used a value below 0.12 as its acceptance criterion (Henseler et al., 2015, 2017).

Table 1. Study Variables and Measurement Domains

Variable	Code	Measurement domains	Major reference
Economic sustainability	ES	Local employment and income; support for local businesses and products; distribution of tourism benefits; contribution to regional development	Bentley (2024); Meneses et al. (2024)
Social sustainability	SS	Cultural heritage and local values; community participation; quality of life; relationships between tourists and host communities	Bentley (2024)

Environmental sustainability	ENS	Environmental conservation; waste management; biodiversity protection; resource efficiency and environmental quality	Campos et al. (2024); Serio et al. (2024)
Perceived value	PV	Tourists' overall assessment of the benefits received relative to the money, time, and effort spent	Zeithaml (1988)
Destination image	DI	Cognitive perceptions and beliefs about the destination; affective feelings and impressions	Baloglu and McCleary (1999); Afshardoost and Eshaghi (2020)
Revisit intention	RI	Intention to return to the destination; willingness to recommend it to others	Zhang et al. (2018); Paisri et al. (2022); Gholipour Soleimani and Einolahzadeh (2018)

4) Results and Discussion

a) Results

Respondent Overview

The following presents tourist respondents who have visited tourist destinations on Madura Island.

Table 2. Demographic Characteristics of Respondents (N = 260)

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	118	45,4
	Female	142	54,6
Age	< 20 years	22	8,5
	21–30 years	104	40,0
	31–40 years	68	26,2
	41–50 years	42	16,2
	> 50 years	24	9,2
Final Education	High School/Equivalent	74	28,5
	Diploma	38	14,6
	Bachelor (S1)	112	43,1
	Master (S2)	36	13,8
Jobs	Student/Students	56	21,5
	Civil Servants	38	14,6
	Private Employees	82	31,5
	Entrepreneurship	47	18,1
	Others	37	14,2
Monthly Income	< Rp3.000.000	64	24,6
	Rp3.000.000–Rp5.000.000	88	33,8
	Rp5.000.001–Rp8.000.000	57	21,9
	Rp8.000.001–Rp10.000.000	29	11,2
	> Rp10.000.000	22	8,5

A total of 260 respondents participated in this study. Based on gender, the majority of respondents were female (142 respondents) (54.6%), while 118 were male (45.4%). In terms of age, the 21–30 age group dominated the sample with 104 respondents (40.0%), followed by the 31–40 age group with 68 respondents (26.2%). This finding indicates that the majority of respondents are in the productive age group, relatively active in accessing information and engaging in consumption activities.

Based on education level, the majority of respondents had a bachelor's degree (S1) (112 respondents) (43.1%), followed by high school graduates (74 respondents) (28.5%). In terms of occupation, private sector employees constituted the largest group with 82 respondents (31.5%), followed by students (56 respondents) (21.5%), and entrepreneurs (47 respondents) (18.1%).

In terms of income level, the majority of respondents (88 respondents) had a monthly income between Rp3,000,000 and Rp5,000,000, while 57 respondents (21.9%) had an income between Rp5,000,001 and Rp8,000,000.

DOI: 10.37531/amar.v7i1.3998

These demographic characteristics indicate that the study sample was dominated by productive-age individuals with relatively high levels of education and diverse work backgrounds, thus considered capable of providing relevant information related to the phenomenon under study.

Convergent Validity and Reliability Analysis

Convergent validity and reliability tests included factor loading (FL), Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE). These tests aimed to ensure that each indicator measured the intended construct consistently and validly.

Table 3. Convergent Validity and Reliability

Constructs	Item	FL	CA	CR	AVE
Destination Image	DI_1	0.906	0.859	0.906	0.708
	DI_2	0.794			
	DI_3	0.751			
	DI_4	0.904			
Economic sustainability	ES_1	0.748	0.812	0.877	0.641
	ES_2	0.750			
	ES_3	0.807			
	ES_4	0.890			
Environnment Sustainability	EvS_1	0.829	0.853	0.900	0.692
	EvS_2	0.898			
	EvS_3	0.807			
	EvS_4	0.789			
Perceived Value	PV_1	0.787	0.838	0.891	0.672
	PV_2	0.796			
	PV_3	0.848			
	PV_4	0.847			
Revisit Intention	RI_1	0.845	0.834	0.888	0.666
	RI_2	0.825			
	RI_3	0.751			
	RI_4	0.840			
Social Sustainability	SS_1	0.806	0.754	0.859	0.669
	SS_2	0.844			
	SS_3	0.803			

Note:

a. FL: Factor Loading ≥ 0.7; CA: Cronbach's Alpha ≥ 0.7; CR: Composite Reliability ≥ 0.7; AVE: Average Variance Extracted ≥ 0.5.

b. DI=Destination Image, ES=Economic sustainability, EvS=Environment Sustainability, PV= Perceived Value, RI= Revisit Intention, SS= Social Sustainability

Based on the analysis results in Table 3, all indicators have factor loading values above the recommended threshold of 0.70 (Hair et al., 2021). For the Destination Image construct, loading values ranged from 0.751 to 0.906, with indicator DI_1 showing the highest contribution (0.906). This construct had a Cronbach's Alpha value of 0.859, a Composite Reliability of 0.906, and an AVE of 0.708. These values indicate that the Destination Image construct has excellent reliability and convergent validity.

The Economic Sustainability construct showed factor loading values between 0.748 and 0.890. A Cronbach's Alpha value of 0.812 and a Composite Reliability of 0.877 indicate adequate internal consistency. Furthermore, the AVE value of 0.641 exceeds the minimum threshold of 0.50, indicating that the indicators in this construct are able to explain more than 64% of the variance in the latent construct.

For the Environmental Sustainability construct, all indicators had high loading values, ranging from 0.789 to 0.898. This construct achieved a Cronbach's Alpha value of 0.853, a Composite Reliability of 0.900, and an AVE of 0.692. These results indicate that the Environmental Sustainability construct has strong reliability and very adequate convergent validity.

The Perceived Value construct also demonstrated good measurement quality, with factor loading values between 0.787 and 0.848. A Cronbach's Alpha value of 0.838 and a Composite Reliability of 0.891 confirmed high internal consistency. Meanwhile, the AVE value of 0.672 indicates that more than 67% of the indicator variance can be explained by the Perceived Value construct.

Furthermore, the Revisit Intention construct has a factor loading value ranging from 0.751 to 0.845. A Cronbach's Alpha value of 0.834 and a Composite Reliability value of 0.888 indicate excellent reliability. The AVE value of 0.666 also meets the required criteria, thus the construct's convergent validity is acceptable.

The Social Sustainability construct obtained a factor loading value between 0.803 and 0.844. Although it has the lowest Cronbach's Alpha value compared to the other constructs, at 0.754, this value is still above the recommended minimum limit of 0.70. The Composite Reliability of 0.859 and the AVE of 0.669 further confirm that this construct has adequate reliability and convergent validity.

Overall, all constructs in the research model meet the convergent validity and reliability criteria suggested by Hair et al. (2021), namely factor loading > 0.70, Cronbach's Alpha > 0.70, Composite Reliability > 0.70, and AVE > 0.50. Thus, it can be concluded that the research instrument has good measurement quality and is suitable for use in subsequent structural model analysis.

Discriminant Validity Analysis

Fornell–Larcker Criterion

Discriminant validity testing uses the Fornell–Larcker criteria. This criterion aims to ensure that each construct has a better ability to explain its own indicators than other constructs (Fornell & Larcker, 1981; Hair et al., 2021).

Table 4. Fornell-Larcker Criterion

	DI	ES	EvS	PV	RI	SS
Destination Image	0.841					
Economic sustainability	0.617	0.801				
Environnment Sustainability	0.524	0.447	0.832			
Perceived Value	0.693	0.573	0.445	0.820		
Revisit Intention	0.776	0.566	0.577	0.632	0.816	
Social Sustainability	0.787	0.573	0.483	0.636	0.663	0.818

Notes: DI= Destination Image, ES= Economic sustainability, EvS= Environnment Sustainability, PV= Perceived Value, RI= Revisit Intention, SS= Social Sustainability

Based on the test results in Table 4, all constructs meet the Fornell–Larcker criteria. The Destination Image (DI) construct has a square root mean AVE of 0.841, which is higher than its correlations with Economic Sustainability (0.617), Environmental Sustainability (0.524), Perceived Value (0.693), Revisit Intention (0.776), and Social Sustainability (0.787). This indicates that the Destination Image construct has good discriminant validity.

The Economic Sustainability (ES) construct has a square root mean AVE of 0.801, higher than its correlations with other constructs, which range from 0.447 to 0.617. Similarly, Environmental Sustainability (EvS) has a square root mean AVE of 0.832, which exceeds all its correlations with other constructs, which range from 0.445 to 0.577.

For the Perceived Value (PV) construct, the square root mean squared AVE (AVE) of 0.820 is also greater than its correlations with Destination Image (0.693), Economic Sustainability (0.573), Environmental Sustainability (0.445), Social Sustainability (0.636), and Revisit Intention (0.632). Furthermore, the Revisit Intention (RI) construct exhibits a square root mean squared AVE of 0.816, which is higher than all its correlations with other constructs. The Social Sustainability (SS) construct

DOI: 10.37531/amar.v7i1.3998

also meets the criteria, with a square root mean squared AVE of 0.818, which is greater than all inter-construct correlations.

Overall, the Fornell–Larcker test results indicate that each construct has an adequate level of differentiation and is able to represent distinct concepts. Thus, the model's discriminant validity can be declared met.

Heterotrait-Monotrait Ratio (HTMT)

In addition to the Fornell–Larcker criteria, discriminant validity is also evaluated using the Heterotrait-Monotrait (HTMT) ratio, which is considered a more sensitive method for detecting discriminant validity issues (Henseler et al., 2017). The recommended HTMT value is generally below 0.90, although some researchers may accept values up to 0.95 for constructs with high conceptual relevance.

Table 5. HTMT Ratio

	DI	ES	EvS	PV	RI	SS
Destination Image						
Economic sustainability	0.729					
Environnment Sustainability	0.597	0.519				
Perceived Value	0.807	0.683	0.505			
Revisit Intention	0.892	0.670	0.673	0.741		
Social Sustainability	0.976	0.718	0.597	0.780	0.824	

Notes: DI= Destination Image, ES= Economic sustainability, EvS= Environnment Sustainability, PV= Perceived Value, RI= Revisit Intention, SS= Social Sustainability

Based on Table 5, most HTMT values are below the 0.90 threshold. The highest HTMT value is found in the relationship between Destination Image and Social Sustainability, at 0.976. This value slightly exceeds the conservative limit of 0.90 and is also above the tolerance limit of 0.95, indicating a very high conceptual closeness between the two constructs. This finding suggests that respondents tend to view destination image and social sustainability as closely interrelated aspects within the context of the tourist destinations studied.

Meanwhile, the relationship between Destination Image and Revisit Intention has an HTMT value of 0.892, which is still below the 0.90 threshold, although very close to the threshold. Other relationships showed relatively low HTMT values, such as Economic Sustainability–Environmental Sustainability (0.519), Environmental Sustainability–Perceived Value (0.505), Economic Sustainability–Perceived Value (0.683), and Social Sustainability–Revisit Intention (0.824). These values indicate that the tested constructs have quite clear conceptual differences.

In general, the HTMT test results support the discriminant validity of the research model, although the pair of constructs Destination Image and Social Sustainability showed a very high level of correlation, requiring more attention in interpreting the results. However, because all constructs met convergent validity criteria and most indicators of discriminant validity, the overall measurement model can still be considered adequate for proceeding with structural model analysis.

Cross Loading Analysis

Cross loadings are used to evaluate the discriminant validity of the measurement model. According to Hair et al. (2021), an indicator is said to have good discriminant validity if the loading value on the construct it measures is higher than the loading value on other constructs. In other words, each indicator must have the strongest relationship with the construct it represents.

DOI: 10.37531/amar.v7i1.3998

Table 6. Cross Loadings Matrix

Items	Destination Image	Economic sustainability	Environnment Sustainability	Perceived Value	Revisit Intention	Social Sustainability
DI_1	**0.906**	0.487	0.478	0.562	0.685	0.667
DI_2	**0.794**	0.529	0.413	0.634	0.640	0.653
DI_3	**0.751**	0.583	0.405	0.590	0.604	0.668
DI_4	**0.904**	0.474	0.462	0.543	0.675	0.655
ES_1	0.458	**0.748**	0.294	0.487	0.429	0.419
ES_2	0.435	**0.750**	0.364	0.378	0.388	0.386
ES_3	0.590	**0.807**	0.400	0.518	0.541	0.543
ES_4	0.462	**0.890**	0.366	0.424	0.425	0.458
EvS_1	0.509	0.364	**0.829**	0.435	0.547	0.437
EvS_2	0.437	0.338	**0.898**	0.369	0.521	0.419
EvS_3	0.317	0.197	**0.807**	0.281	0.383	0.330
EvS_4	0.438	0.547	**0.789**	0.363	0.433	0.399
PV_1	0.662	0.469	0.458	**0.787**	0.604	0.636
PV_2	0.522	0.482	0.344	**0.796**	0.466	0.465
PV_3	0.532	0.509	0.292	**0.848**	0.472	0.495
PV_4	0.528	0.413	0.340	**0.847**	0.504	0.454
RI_1	0.649	0.503	0.552	0.566	**0.845**	0.602
RI_2	0.515	0.462	0.490	0.495	**0.825**	0.486
RI_3	0.763	0.461	0.370	0.487	**0.751**	0.557
RI_4	0.541	0.403	0.477	0.503	**0.840**	0.487
SS_1	0.637	0.542	0.332	0.606	0.504	**0.806**
SS_2	0.689	0.436	0.429	0.503	0.574	**0.844**
SS_3	0.601	0.420	0.433	0.439	0.551	**0.803**

Based on the results in Table 6, all indicators showed the highest loading values for the measured constructs. For the Destination Image construct, indicators DI_1, DI_2, DI_3, and DI_4 had loading values of 0.906, 0.794, 0.751, and 0.904, respectively. All of these values were higher than the cross-loadings for the Economic Sustainability, Environmental Sustainability, Perceived Value, Revisit Intention, and Social Sustainability constructs. This finding indicates that these indicators effectively represent the Destination Image construct.

For the Economic Sustainability construct, indicators ES_1 to ES_4 had loading values ranging from 0.748 to 0.890 for their respective constructs. These values were higher than the correlations of the same indicators with other constructs. Indicator ES_4 had the largest contribution, with a loading value of 0.890, indicating that it is a very strong representation of the Economic Sustainability construct.

For the Environmental Sustainability construct, indicators EvS_1, EvS_2, EvS_3, and EvS_4 showed loading values of 0.829, 0.898, 0.807, and 0.789, respectively. All indicators had the highest loadings on the Environmental Sustainability construct compared to other constructs. The highest loading value was found for indicator EvS_2 (0.898), indicating its excellent ability to explain the environmental sustainability construct.

The Perceived Value construct also showed satisfactory results. The loading values for indicators PV_1 to PV_4 ranged from 0.787 to 0.848 and were all higher than the cross-loadings for the other constructs. Indicators PV_3 and PV_4 showed the highest loading values of 0.848 and 0.847, respectively, indicating that these two indicators are excellent measures of the Perceived Value construct.

For the Revisit Intention construct, indicators RI_1, RI_2, RI_3, and RI_4 have loading values ranging from 0.751 to 0.845. All indicators show the highest loadings on the Revisit Intention construct

DOI: 10.37531/amar.v7i1.3998

compared to other constructs. Although indicator RI_3 has a relatively high cross-loading with Destination Image (0.763), its loading value on the Revisit Intention construct (0.751) is still within an acceptable range, given the close conceptual relationship between destination image and revisit intention.

Furthermore, the Social Sustainability construct has three indicators with loading values of 0.806, 0.844, and 0.803, respectively. These three indicators have the highest loading values on the Social Sustainability construct compared to all other constructs. These results indicate that these indicators adequately depict aspects of social sustainability.

Overall, the cross-loading test results indicate that all indicators have the highest loading values on the constructs they measure compared to other constructs. Thus, the measurement model meets the criteria for discriminant validity based on the cross-loading method. This finding corroborates the results of previous tests using the Fornell–Larcker and HTMT criteria, which indicated that each construct in the study has a sufficient level of conceptual distinction and is capable of empirically measuring different phenomena.

However, it should be noted that several indicators exhibit relatively high cross-loadings with other constructs, particularly between Destination Image, Social Sustainability, and Revisit Intention. This indicates a strong conceptual link between these constructs. In the context of sustainable tourism destinations, a positive destination image is often formed through tourists' perceptions of the social sustainability implemented at the destination, which ultimately drives revisit intentions. Therefore, despite the relatively high correlations, the cross-loading results still indicate that each indicator represents its original construct more strongly than the others.

Direct analysis

Based on the direct analysis results in Table 6 and supported by Figure 1, all hypotheses proposed in this study are accepted because they have t-statistics values greater than 1.96 and p-values less than or equal to 0.05. This indicates that the relationships between constructs in the research model have adequate statistical significance.

Table 7 Direct analysis

Hypothesis	Construct	β	t-statistics	P Value	Results
H1	Destination Image → Revisit Intention	0.650	12.861	0.000	Supported
H2	Economic sustainability →Destination Image	0.142	2.873	0.004	Supported
H3	Economic sustainability → Perceived Value	0.280	4.234	0.000	Supported
H4	Environnment Sustainability → Destination Image	0.111	2.068	0.039	Supported
H5	Environnment Sustainability → Perceived Value	0.118	2.438	0.015	Supported
H6	Perceived Value → Destination Image	0.248	4.791	0.000	Supported
H7	Perceived Value → Revisit Intention	0.182	3.031	0.003	Supported
H8	Social Sustainability → Destination Image	0.494	10.073	0.000	Supported
H9	Social Sustainability → Perceived Value	0.418	6.496	0.000	Supported

Overall, the results of direct analysis show that all relationships between variables in the research model are supported empirically. Among all the relationships tested, the influence of Destination Image on Revisit Intention (β = 0.650) is the strongest, followed by the influence of Social Sustainability on Destination Image (β = 0.494) and Social Sustainability on Perceived Value (β = 0.418). These findings confirm that apart from economic and environmental aspects, the social sustainability dimension has a very important contribution in shaping the perceived value of tourists, strengthening the destination image, and ultimately encouraging tourists' intention to make repeat visits.

DOI: 10.37531/amar.v7i1.3998

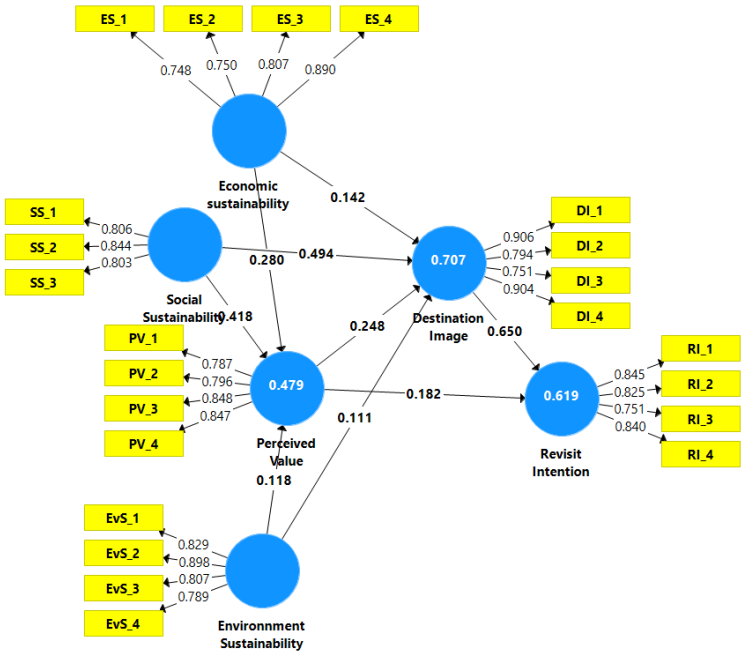


Figure 1. PLS-SEM Result Model

b) **Discussion**

The Effect of Economic Sustainability on Perceived Value

The results of this study indicate that economic sustainability has a positive and significant effect on tourists' perceived value. This finding indicates that tourists who perceive Madura tourism destinations as providing economic benefits to local communities will have a higher perceived value for their tourism experiences. Economic sustainability is reflected through job creation, empowerment of MSMEs, development of local creative industries, and the equitable distribution of economic benefits to communities surrounding the destination.

This finding aligns with the Perceived Value Theory proposed by Zeithaml (1988), which states that consumers evaluate value based on the comparison between benefits received and costs incurred. In the context of tourism, tourists not only gain recreational benefits but also moral satisfaction from knowing that their spending contributes to the well-being of local communities. This study also supports the findings of Iniesta-Bonillo et al. (2016), who stated that economic sustainability practices can increase tourists' perceived value of a destination (Iniesta-Bonillo et al., 2016).

In the Madurese context, tourists who purchase local batik products, enjoy regional culinary specialties, or use local services tend to feel that their visit provides benefits beyond mere tourism. Therefore, developing a community-based economy (community-based tourism) is an important strategy for increasing perceived value for tourists.

The Influence of Social Sustainability on Perceived Value

This study found that social sustainability has a positive effect on perceived value. These results indicate that cultural preservation, local community involvement, and harmonious social relations between tourists and local residents can increase tourists' perceived value of Madurese tourist destinations.

These findings support research by Gallarza & Saura (2006), which explains that social and cultural benefits are integral to the formation of tourist value. Modern tourists seek not only physical attractions but also authentic experiences that allow them to interact with the local culture and community. From the perspective of Experiential Consumption Theory, unique cultural experiences provide high emotional and symbolic value for tourists.

Madura boasts a rich cultural heritage, including Karapan Sapi (Bull Race), Sapi Sonok (Sonok Cow Race), traditional music, Madurese batik, and various religious traditions that can enhance the tourist experience. When this culture is preserved and presented in an attractive manner without losing its authenticity, tourists will experience a more meaningful experience, thereby enhancing the perceived value of their visit.

The Influence of Environmental Sustainability on Perceived Value

Research results show that environmental sustainability has a positive effect on perceived value. This finding indicates that good environmental quality is a key factor influencing tourists' evaluations of tourist destinations.

These results are consistent with research conducted by Bernini et al. (2021) and Pham & Khanh (2021), which found that destinations with good environmental management practices can enhance tourists' perceptions of quality and value. Environmental cleanliness, natural resource conservation, waste management, and ecosystem preservation are important indicators considered by tourists when evaluating a destination.

In the context of Madura, the presence of natural tourist destinations such as Lombang Beach, Slopeng Beach, Jaddih Hill, and Giliyang Island make environmental aspects a crucial component of the tourist experience. Tourists who encounter a clean, comfortable, and sustainable environment tend to give a more positive assessment of their overall travel experience.

The Influence of Economic Sustainability on Destination Image

Research results show that economic sustainability has a positive effect on destination image. This finding indicates that tourists perceive destinations that improve the welfare of local communities as more responsible, professional, and attractive destinations to visit.

According to Stylidis et al. (2014), the economic benefits experienced by local communities can signal that a destination is well-managed. When tourists observe the success of local communities in benefiting from tourism activities, they will form a positive perception of the destination.

In Madura tourist destinations, the presence of batik centres, culinary MSMEs, craft industries, and tourism-based economic activities conveys the image that the tourism sector significantly contributes to regional development. This can strengthen Madura's reputation as a tourist destination that is not only attractive but also provides sustainable socio-economic benefits.

The Influence of Social Sustainability on Destination Image

Research findings indicate that social sustainability has a positive influence on destination image. These results demonstrate that cultural preservation and social harmony play a significant role in shaping tourists' perceptions of a destination.

According to Chi & Qu (2008), positive social interactions and authentic culture are key components in shaping a destination's image. Tourists tend to remember destinations that offer unique and distinctive cultural experiences compared to other destinations.

In the Madurese context, a strong local culture is the primary identity of a tourist destination. Successfully maintaining cultural authenticity and involving the community in tourism management will create a stronger and more distinctive destination image compared to competing destinations. This finding underscores the importance of cultural preservation as a long-term destination image development strategy.

The Influence of Environmental Sustainability on Destination Image

Research results show that environmental sustainability has a positive effect on destination image. This finding indicates that tourists form a destination image based on the environmental conditions they observe during their visit.

Research conducted by Bernini et al. (2021) shows that tourists who witness good conservation and environmental management practices tend to have more positive perceptions of the destination. Maintained environmental conditions create the impression that the destination is committed to quality and sustainability.

For Madura, coastal area preservation, tourism waste management, marine ecosystem protection, and natural resource conservation can strengthen its image as a sustainable tourism destination. With increasing tourist awareness of environmental issues, this factor will become increasingly important in building destination competitiveness.

The Influence of Perceived Value on Destination Image

The results of this study indicate that perceived value has a positive effect on destination image. This finding suggests that tourists who perceive a high level of benefit from their visit tend to form a more positive image of the destination.

These results support research by Chi and Qu, which found that tourists' evaluations of tourism experiences form the basis for forming an overall destination image (Chi & Qu, 2008). When tourists perceive a destination as providing a satisfying, valuable, and fulfilling experience, they develop a positive impression that remains in their memory.

In the context of Madura tourism, high-value experiences such as experiencing local culture, culinary specialties, religious tourism, and natural panoramas can enhance the positive image of the destination in tourists' minds.

The Influence of Perceived Value on Revisit Intention

This study found that perceived value has a positive effect on revisit intention. This finding suggests that tourists who perceive a high level of benefit from their visit are more likely to return in the future.

These results are consistent with research conducted by M. A. Iniesta-Bonillo et al. (2016) and Zeithaml et al. (1996), which stated that perceived value is a key predictor of tourist loyalty. The greater the perceived benefits compared to the costs incurred, the greater the likelihood of a tourist returning.

For Madura tourist destinations, improving the quality of services, tourism experiences, and cultural values offered will be important factors in increasing tourists' intention to revisit.

The Influence of Destination Image on Revisit Intention

The results of this study indicate that destination image is a strong predictor of revisit intention. This finding suggests that tourists with positive perceptions of Madura are more likely to return and recommend the destination to others. These results align with Afshardoost & Eshaghi's (2020) meta-analysis, which concluded that destination image significantly influences various tourist behaviours, including loyalty and repeat visits. A positive destination image helps reduce uncertainty, increase trust, and strengthen tourists' emotional ties to the destination. In the context of Madura, its image as a unique cultural, religious, and natural tourism destination is a crucial asset that must be maintained to increase tourist loyalty.

The Mediating Role of Perceived Value and Destination Image

The research findings also confirm that perceived value and destination image act as mediators in the relationship between economic, social, and environmental sustainability and revisit intention. These results support the Stimulus-Organism-Response (S-O-R) theoretical framework, which states that external stimuli do not directly influence behaviour but are first processed through cognitive and affective mechanisms.

In this study, economic, social, and environmental sustainability act as stimuli that shape tourists' value perceptions. Perceived value then strengthens the destination image before ultimately

driving revisit intentions. Thus, tourists respond not only to sustainability practices directly but also through evaluating the benefits they perceive and the impressions they form of the destination.

These findings extend the sustainable tourism literature by demonstrating that destination sustainability in Madura functions not only as a resource management strategy but also as a destination marketing instrument capable of increasing tourist loyalty by creating positive values and images. Therefore, local governments and destination managers need to integrate economic, social, and environmental aspects in a balanced manner into every tourism development policy to create sustainable and competitive destinations.

5) Conclusion

This study aims to analyze the influence of economic sustainability, social sustainability, and environmental sustainability on tourists' revisit intention to tourist destinations in Madura through the role of perceived value and destination image. Based on the analysis using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach, this study shows that all three dimensions of sustainability are important determinants in shaping tourists' perceptions and behaviours toward tourist destinations. The research findings confirm that economic, social, and environmental sustainability significantly enhance tourists' perceived value. These results indicate that tourists evaluate destinations not only based on their natural beauty or the quality of their facilities, but also consider the extent to which tourism activities provide economic benefits to local communities, preserve cultural heritage, and protect the environment. In other words, sustainable tourism practices can enhance tourists' perceptions that a destination provides benefits commensurate with the cost, time, and effort they expend.

This study also found that all three dimensions of sustainability positively contribute to the formation of destination image. Sustainably managed tourist destinations are perceived as responsible, authentic, high-quality, and possessing greater appeal. In the context of Madura, the richness of local culture, religious tourism, marine tourism, and a commitment to environmental preservation are important elements that shape a positive destination image among tourists. These findings confirm that sustainability is not only a principle of destination management but also a marketing strategy capable of enhancing the competitiveness of tourist destinations.

Furthermore, the research results indicate that perceived value has a positive effect on destination image and revisit intention. Tourists who experience economic, emotional, social, and functional benefits during their visit tend to form a more positive destination image and have a greater desire to return. Furthermore, destination image has been shown to be a key determinant of revisit intention. A positive destination image strengthens tourists' confidence in the destination's quality, reduces perceived risk, and increases loyalty in the form of intentions to revisit or provide recommendations to other travelers.

This study also demonstrates that perceived value and destination image act as mediating variables in the relationship between sustainability and revisit intention. These results support the Stimulus–Organism–Response (S-O-R) theoretical framework, which explains that stimuli in the form of sustainable practices do not directly influence tourist behaviour but are first processed through cognitive and affective evaluations before producing a behavioural response. Therefore, successful implementation of sustainability in Madura tourist destinations will be more effective in increasing tourist loyalty if it can increase perceived value while simultaneously building a strong destination image.

Theoretically, this study contributes to the development of sustainable tourism literature by integrating the Triple Bottom Line Sustainability concept and the Stimulus–Organism–Response theory in explaining tourist behaviour. Unlike previous research that generally views sustainability as a single construct, this study demonstrates that economic, social, and environmental sustainability play complementary roles in shaping tourists' perceptions and behavioural intentions. These findings

broaden our understanding of the psychological mechanisms linking sustainability practices to tourist loyalty through perceived value and destination image.

Practically, the research findings offer implications for local governments, destination managers, and tourism industry players in Madura. Destination development strategies should not only focus on increasing tourist visits but also on strengthening sustainability practices through local economic empowerment, local cultural preservation, and environmental protection. Tourism-based MSME development programs, tourism area conservation, sustainable waste management, and community involvement in destination management are strategic steps that can enhance tourists' positive perceptions of Madura as a sustainable tourism destination. Furthermore, destination promotion should highlight cultural uniqueness, local values, and a commitment to sustainability to strengthen the destination's image and encourage repeat visits.

However, this study has several limitations. First, the study used a cross-sectional design, thus not being able to capture changes in tourist perceptions over time. Second, the research object only focused on tourist destinations in Madura, so generalizing the research results to other destinations requires caution. Third, the research model did not include other variables that could potentially influence revisit intention, such as tourist satisfaction, memorable tourism experience, destination attachment, electronic word-of-mouth (e-WOM), or tourist trust. Therefore, further research is recommended to use a longitudinal design, expand the scope of the research area, and develop the conceptual model by including additional mediating and moderating variables to obtain a more comprehensive understanding of tourist behaviour in sustainable tourism destinations.

Acknowledgment

We would like to express our gratitude to Trunojoyo University of Madura for providing research grant funding for the 2026 budget. We also thank the Regency Governments of Bangkalan, Sampang, Pamekasan and Sumenep, as well as all parties who have assisted during the research process, and all staff who participated in this research.

Conflict of Interest

The authors declare that they do not have any conflict of interest.

Statement on the Use of Generative AI

During the preparation of this manuscript, the author used ChatGPT and other generative AI tools to improve the clarity, readability, and language of the text. The author reviewed and revised all AI-assisted content and takes full responsibility for the accuracy, integrity, and final content of the manuscript.

Author contributions

PW contributed to Conceptualization, Methodology, and Writing. HY, and MDS contributed to Methodology, Supervision, and Visualization. AM, M and WRA contributed to Data Curation and Formal Analysis.

References :

Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management, 81*, 104154. https://doi.org/10.1016/j.tourman.2020.104154

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research, 26*(4), 868–897. https://doi.org/10.1016/S0160-7383(99)00030-4

Bentley, L. (2024). Environmental sustainability and social justice in tourism: Towards a holistic approach. *UNISIA, 42*(1).

Bernini, C., Emili, S., & Vici, L. (2021). Are mass tourists sensitive to sustainability? *Tourism Economics, 27*(7), 1375–1397. https://doi.org/10.1177/1354816620923212

Campos, F., Gomes, C., Malheiros, C., & Lima Santos, L. (2024). Hospitality environmental indicators enhancing tourism destination sustainable management. *Administrative Sciences, 14*(3), 42.

Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management, 29*(4), 624–636.

Choi, H. C., & Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Tourism Management, 27*(6), 1274–1289. https://doi.org/10.1016/j.tourman.2005.05.018

Cohen, J. (1988). The effect size. In *Statistical power analysis for the behavioural sciences* (pp. 77–83).

Elkington, J., & Rowlands, I. H. (1999). Cannibals with forks: The triple bottom line of 21st century business. *Alternatives Journal, 25*(4), 42.

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics, 5*(1), 1–4.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39. https://doi.org/10.2307/3151312

Gallarza, M. G., & Saura, I. G. (2006). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel behaviour. *Tourism Management, 27*(3), 437–452.

Gholipour Soleimani, A., & Einolahzadeh, H. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). *Cogent Social Sciences, 4*(1), 1560651.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modelling (PLS-SEM) using R*. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Henseler, J., Hubona, G., & Ray, P. A. (2017). Partial least squares path modelling: Updated guidelines. In *Partial least squares path modelling* (pp. 19–39). Springer International Publishing. https://doi.org/10.1007/978-3-319-64069-3_2

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modelling. *Journal of the Academy of Marketing Science, 43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hlee, S., Lee, H., & Koo, C. (2018). Hospitality and tourism online review research: A systematic analysis and heuristic-systematic model. *Sustainability, 10*(4), 1141.

Iniesta-Bonillo, M. A., Sánchez-Fernández, R., & Jiménez-Castillo, D. (2016). Sustainability, value, and satisfaction: Model testing and cross-validation in tourist destinations. *Journal of Business Research, 69*(11), 5002–5007.

Iniesta-Bonillo, M. Á., & Sanchez-Fernandez, R. (2007). The concept of perceived value: A systematic review of the research. *Marketing Theory, 7*(4), 427–451.

Kock, N. (2015). Common method bias in PLS-SEM. *International Journal of E-Collaboration, 11*(4), 1–10. https://doi.org/10.4018/ijec.2015100101

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.

Meneses, D., Costa, C., Ferreira, F. A., & Eusébio, C. (2024). A bibliometric overview of economic sustainability in tourism. *European Journal of Tourism, Hospitality and Recreation, 14*(2), 245–257.

Meng, B., & Han, H. (2018). Working-holiday tourism attributes and satisfaction in forming word-of-mouth and revisit intentions: Impact of quantity and quality of intergroup contact. *Journal of Destination Marketing & Management, 9*, 347–357.

Paisri, W., Ruanguttamanun, C., & Sujchaphong, N. (2022). Customer experience and commitment on eWOM and revisit intention: A case of Taladtongchom Thailand. *Cogent Business & Management, 9*(1), 2108584.

Pham, H. S. T., & Khanh, C. N. T. (2021). Ecotourism intention: The roles of environmental concern, time perspective and destination image. *Tourism Review, 76*(5), 1141–1153.

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioural research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology, 88*(5), 879–903. https://doi.org/10.1037/0021-9010.88.5.879

Ramseook-Munhurrun, P., Seebaluck, V. N., & Naidoo, P. (2015). Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: Case of Mauritius. *Procedia - Social and Behavioural Sciences, 175*, 252–259. https://doi.org/10.1016/j.sbspro.2015.01.1198

Respati, A., Kusumawati, A., Yulianto, E., & Fahrudi, A. N. L. I. (2025). Exploring determinants and theoretical underpinnings of revisit intention in tourism: A PRISMA-based systematic literature review. *Sustainability, 17*(24), 11044.

Sánchez-Fernández, R., Iniesta-Bonillo, M. Á., & Cervera-Taulet, A. (2019). Exploring the concept of perceived sustainability at tourist destinations: A market segmentation approach. *Journal of Travel & Tourism Marketing, 36*(2), 176–190. https://doi.org/10.1080/10548408.2018.1505579

Serio, R. G., Dickson, M. M., de Graaff, T., & Pels, E. H. (2024). Environmental policies as a pull factor for tourists? Insights from Italy. *arXiv*. https://arxiv.org/abs/2404.08696

Stavrianea, A., & Kamenidou, I. (Eirini). (2022). Memorable tourism experiences, destination image, satisfaction, and loyalty: An empirical study of Santorini Island. *EuroMed Journal of Business, 17*(1), 1–20. https://doi.org/10.1108/EMJB-10-2020-0106

Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management, 45*, 260–274.

Torabi, Z.-A., Shalbafian, A. A., Allam, Z., Ghaderi, Z., Murgante, B., & Khavarian-Garmsir, A. R. (2022). Enhancing memorable experiences, tourist satisfaction, and revisit intention through smart tourism technologies. *Sustainability, 14*(5), 2721.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing, 52*(3), 2–22. https://doi.org/10.1177/002224298805200302

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioural 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.