The Influence of Culture, Personal Growth, Price, and Attractions on Ecotourism Satisfaction and Revisit Intention to Grafika Cikole Tourism Terminal (TWGC)

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Abstract

This study investigates the impact of cultural elements, personal development, pricing strategies, and tourist attractions on visitor satisfaction and their intent to revisit the Grafika Cikole Tourism Terminal (TWGC) in West Java, Indonesia. The central research problem addressed is the fluctuating number of tourists at TWGC in recent years, potentially threatening the site's sustainability as an ecotourism destination. This fluctuation prompts the need to understand the underlying factors that influence tourist satisfaction and revisit intentions. Utilizing a sample of 210 respondents, data were analyzed through Structural Equation Modeling (SEM) to elucidate the relationships among the identified variables. The findings indicate that pricing emerged as the most significant determinant of customer satisfaction and tourists' propensity to return to TWGC. Additionally, cultural engagement was found to play a pivotal role in enhancing visitor experiences. Based on these insights, several managerial implications are proposed to bolster tourist interest and satisfaction. These include the enhancement of cultural events, diversification of traditional culinary offerings, the organization of regularly scheduled performances aimed at senior visitors, the introduction of innovative events, and the establishment of competitively priced tour packages. This research contributes to the understanding of the critical factors influencing tourist satisfaction and retention in Indonesian tourism, providing actionable recommendations for stakeholders in the industry.

Keywords: Consumer satisfaction, Culture, Ecotourism, Price, Tourist attraction.

A. INTRODUCTION

Ecotourism is a nature-oriented tourism idea in which ecotourism is developing rapidly and showing better competitiveness. To gain an advantage in the market, ecotourism must provide quality services to meet the expectations and needs of tourists (Lin, 2019). Professional management is necessary to attract tourists, especially for products that tourists are satisfied with. Tourist satisfaction is one of the most important issues in the tourism industry since it determines the success or failure of the tourism business (Mafi et al., 2020). In an increasingly competitive tourism market, each destination strives to develop different attractions, which makes tourist destination managers interested in knowing what motivates tourists to revisit a particular destination (Lee et al., 2014).

One of the attractions tourists seek is the culture significance of a travel destination. In order to strengthen the cultural importance of tourism as a tourist destination, it is necessary to develop cultural preservation strategies to promote tourism sustainably and competitively. Other important factors are cultural factors, the most important of which is the level of uniqueness (Kirom et al., 2018). Unique cultural attributes enhance visitor satisfaction and foster a desire for repeat visits, as evidenced by findings that link destination uniqueness with positive tourist experiences (Viana et al., 2021). The more unique the

destination, the happier visitors are and the more they want to return. The cultural attributes of a destination greatly improve the overall satisfaction and unique experience of tourists to the destination, therefore, widely recognized (Atsiz & Akova, 2021).

Tourists' engagement in a location is linked to their perceived cost. Experience quality and perceived cost are particularly important in the tourism sector due to their strong relationship with traveler satisfaction. Although travelers can compare with competitors' prices, it is not easy to assess the meaning of price before the experience of a destination. Meanwhile, travelers can also weigh whether the destination and the experience are worth the price (Rehman et al., 2023). In addition, attractions are an integral part of encouraging tourists to participate in tourism. Therefore, the attractiveness of a destination and the quality of services provided to tourists can affect the number of tourist arrivals; this is directly related to the willingness of tourists to return.

Customer satisfaction is one of the most important post-purchase behavioral intentions because it greatly improves the customer's perception of the product or service. It can also lead customers to make a return attempt in the future. Travelers happy with the product or service purchase and the overall visit experience will likely return, recommend future consumers, and spread the word about the place (Abdullah & Rahman, 2022). Zhang et al. (2018) observed that pleasurable travel increases consumer satisfaction and leads to return intentions. In addition, consumer satisfaction increases consumers' desire to purchase goods or services (Adirestuty, 2019). Satisfaction has much to do with an overall assessment of a product's various attributes and emotional value and is usually achieved when one's expectations for a particular product are fully met (Shaykh-Baygloo, 2021).

The fierce competition in today's tourism industry requires facility providers to develop innovative ideas to maintain visitor numbers. This is one step in developing a successful and effective marketing strategy to increase visitor satisfaction and interest in returning to their destination. Facts have proved that the willingness of tourists to return often determines the success or failure of a destination. For example, Grafika Cikole Tourism Terminal (TWGC) has several attractions and facilities; however, the number of visitors varies yearly. The biggest declines have occurred over the past three years. The reduction in the number of tourists will affect the development of ecotourism and the potential of future ecotourism.

Despite the growing body of literature on tourist satisfaction and revisit intentions, there remains a notable gap in understanding how cultural attractions specifically influence loyalty through repeat visits. Recent studies have indicated that higher satisfaction levels correlate with stronger intentions to return, yet the complexity of this relationship, particularly concerning switching costs, requires further exploration (Bayih & Singh, 2020). The gap this study seeks to address is that tourists are satisfied with the cultural attractions of their destination to build loyalty through repeat visits (Atsiz & Akova, 2021). This research referred to consumer behavior theory and loyalty theory. Higher satisfaction levels are associated with stronger repurchase and revisit intentions, but the relationship with switching costs is not that straightforward. Higher satisfaction levels generate more positive behavioral intentions (Prayag et al., 2019).

The current high competition in the tourism sector means that tourism object provider companies have to innovate to maintain the number of tourist visits. This is a step in developing an effective and efficient marketing strategy to increase tourist satisfaction and interest in returning to tourist sites. Therefore, it can be said that the interest of revisiting tourists largely determines the success of a tourist spot.

Although TWGC attractions offer various facilities and rides, TWGC experiences fluctuations in the number of visitors yearly. The most significant decline occurred over the last three years. This decline in the number of visitors can undoubtedly affect the development of ecotourism and the prospects for

ecotourism in the future. This can be caused by the satisfaction and interest of tourists to revisit tourist attractions. Based on the problems that have been described, the research question is how the influence of culture, personal development, price, and tourist attraction (environmental conditions, supporting infrastructure, and supporting facilities for tourism activities) on the satisfaction and interest of returning tourists at the Graphic Cikole Tourism Terminal.

This research aims to address this gap by examining the impact of cultural factors, personal development, pricing, and tourist attractions on satisfaction and revisit intentions at the Grafika Cikole Tourism Terminal (TWGC) in Indonesia. The urgency of this research is underscored by the declining visitor numbers at TWGC over recent years, which poses a threat to the sustainability of ecotourism in the region (Dethan et al., 2020). This study seeks to contribute to the existing literature by employing diverse dimensions and indicators to measure consumer satisfaction, thereby providing insights that can inform effective marketing strategies and enhance the overall tourist experience. This study differs from previous studies in that it applied different dimensions and indicators for each latent variable to measure consumer satisfaction.

B. LITERATURE REVIEW

Decision-Making Process

Decisions are made by attempting to determine a choice from the multitude of options available (Stankevich, 2017). The intended result is goals or targets derived from decision-makers' mental activity that leads to a final decision (Kozioł-Nadolna & Beyer, 2021). For example, the decision-making of a tour path (tour path selection) is to select a high-quality path scheme from many schemes as a part of the overall operation scheme (Cui & Ma, 2022).

A tourist's decision-making process is a complicated and multi-faceted process influenced by various internal and external factors. The four main elements that influence consumer behavior are cultural factors, social factors, personal factors, and psychological factors are analyzed. Cultural factors consist of cultural elements, sub-cultures, and social classes. Social factors are related to group, family, role, and status. Age and life cycle, occupation, economic situation, lifestyle, and personality are used in formulating personal factors, and psychological factors can be divided into the categories of motivation, perception, learning, beliefs, and attitudes (Seyidov & Adomaitienė, 2017).

Culture

Cultural attractions, sights, and events provide important travel incentives, and tourism creates culture. However, in recent decades, the relationship between culture and tourism was more clearly identified as a specific form of consumption, cultural tourism (Richards, 2018). Cultural tourism is a form in which culture is the main attraction. The tour is designed to educate tourists about the culture and traditions of the local people. In addition, it presents visitors with perspectives and inspirations on local values and life systems, local arts and local cuisine (Nafila, 2013). The field of culture tourism is broad, but it can be summarized as culture tourism originating from human behavior as culture owners; this identity is manifested in artifacts, ideafacts, and socio-facts (Prasodjo, 2017).

Personal Development

The pleasure of visiting natural resources and spending time in nature is physical and has an emotional component that influences visitors' current and future perspectives (Burukina & Yandovsky, 2015). Therefore, only those areas of personal development going through major changes and transformations should consider this when conceptualizing backpackers' personal development. First, 11

personality development constructs were identified as abilities, occupation and social network, character, hobbies, cultural understanding, emotions, lifestyle, physical health, self-esteem, skills, and worldview (Chen & Huang, 2017).

Price

Price is the amount of money charged for a product or service. As a result, the price has become a major factor influencing buyer choice. There are indicators used to measure product prices, namely: (1) price following product quality, (2) price affordability, (3) price, and (4) price comparison of other products (Herawati et al., 2019). Product pricing is the only direct element that generates revenue and indicates the success or failure of a product or service (Zhao et al., 2021).

Tourist Attraction

Tourist attractions include nature, culture, recreation, and activities (Biswas, Omar, & Rashid-Radha, 2020). Therefore, the five essential components of a tourist attraction are the attraction itself, the things that attract the attention of tourists, the necessary facilities, the infrastructure of the attraction, transportation, and hospitality. In addition, a tourist attraction can be an intangible human creation, such as museums, historical relics, ancient heritage, culture arts, and entertainment venues, which means a combination of artificial and natural conditions (Erislan, 2018).

Consumer Satisfaction

Consumer satisfaction is a judgment that a product or service features, or the product or service itself, provides a pleasurable level of consumption-related fulfillment, including levels of under or over-fulfillment (Terziyska, 2021). Ecotourism has three satisfaction factors: nature, culture, infrastructure, and service. The satisfaction factor of nature and culture with the service strongly influences the intention to recommend and to say positive things about the destination, while the satisfaction factors of nature and culture with infrastructure strongly influence the return of tourists (Carvache-Franco et al., 2022). Tourism is important to destinations, especially the marketing department. As a result, providing the most effective service to please tourists is one of the objectives of managing tourist destinations (Rohman, 2018).

Intention to Revisit

The theory of repurchase interest references the desire to revisit ecotourism graphics because it is equivalent to the intention to repurchase ecotourism tickets. Repurchase intention is related to the concept of loyalty. Revisit intention, and customer satisfaction are interconnected and change according to customer experience. Repurchase thinking is an attitude that arises after the purchase is completed and indicates that the customer is satisfied with the product, brand, or service they have purchased (Haritaoglu et al., 2022).

Relationship between Culture and Consumer Satisfaction

Kirom et al.'s (2018) research show that culture significantly affects tourist satisfaction. Cultural factors as the main determinant of tourists visiting cultural attractions. Larasati and Rahmawati (2017) also concluded that culture affects tourist satisfaction. In addition, Abu-Alhaija et al. (2018) have demonstrated that culture and customer satisfaction are linked, which can lead to a more comprehensive understanding of customer needs. Furthermore, the interplay between cultural experiences and customer satisfaction is further supported by , who found that perceived service quality and cultural elements significantly mediate the relationship between tourist satisfaction and loyalty in urban destinations like

Ho Chi Minh City (Khương et al., 2019). This suggests that cultural attributes not only enhance the immediate satisfaction of tourists but also foster long-term loyalty, reinforcing the hypothesis that culture has a significant effect on customer satisfaction. In summary, the literature consistently supports the hypothesis that culture significantly affects customer satisfaction in the tourism sector. Cultural attributes not only enhance the immediate experiences of tourists but also play a crucial role in shaping their overall satisfaction and loyalty towards a destination.

H1: Culture has a significant effect on customer satisfaction.

Relationship between Personal Development and Consumer Satisfaction

The relationship between personal development and consumer satisfaction in the context of tourism has garnered significant attention in recent research. Personal development, particularly through educational opportunities, plays a crucial role in enhancing tourist satisfaction. For instance, (Asmelash & Kumar, 2019) emphasized that tourists' educational experiences during travel can significantly influence their knowledge and satisfaction levels, particularly when they engage with the unique cultural aspects of a destination. Moreover, the intangible cultural heritage tourism of the Lipu Yi costumes and found that perceived value, which includes educational aspects, plays a crucial role in promoting tourist satisfaction (Fu et al., 2023). This underscores the importance of integrating educational opportunities into tourism offerings to enhance perceived value and satisfaction.

Based on Sarbaitinil & Pristiwasa (2018), the educational opportunity of tourists in conducting travel and its influence on the level of knowledge and satisfaction of tourists get the opportunity to learn the uniqueness of culture. Therefore, tourists obtain the opportunity to learn about the uniqueness of culture. Educational opportunity is information for tourists traveling on tour to match tourist satisfaction. Knowledge positively and significantly affects satisfaction (Layuk, Tamsah, & Kadir, 2017). Zhang (2020) also contributed to this discourse by identifying the significance of tourist experience in historical and cultural destinations, emphasizing that educational experiences are integral to shaping tourists' perceptions of quality and satisfaction. This is further supported by (Wen & Li, 2023), who found a positive correlation between consumer engagement with educational content and overall satisfaction in tourism contexts.

In addition, explored dissatisfaction responses among tourists at the Havana World Heritage Site, revealing that higher levels of satisfaction do not necessarily correlate with a greater willingness to revisit cultural destinations (Lam-González et al., 2021). This finding suggests that while educational opportunities can enhance satisfaction, they must be coupled with other factors to encourage repeat visits. In summary, the literature consistently supports the hypothesis that personal development through educational opportunities significantly influences consumer satisfaction in tourism. By enhancing knowledge and understanding of cultural contexts, educational experiences contribute to a more fulfilling and satisfying travel experience.

H2: Personal development has a significant effect on customer satisfaction.

Relationship between Price and Consumer Satisfaction

The relationship between price and consumer satisfaction is a well-explored area in tourism research, with recent studies highlighting the significant impact of pricing strategies on tourist satisfaction. A previous study by Siregar et al. (2022) found that price positively and significantly affects consumer satisfaction. Perceived price fairness positively affects consumer satisfaction, emphasizing the need to consider both price and product quality in evaluating customer satisfaction in tourism contexts (Ahmed et

al., 2022). This aligns with the findings of (Viana et al., 2021), who indicated that the price of tourism services, along with destination image and accessibility, significantly influences tourist satisfaction and their intention to revisit a destination. Furthermore, it is important to consider factors that affect customer satisfaction, including price and product quality. Previous studies found a relationship between price and satisfaction (Febinanda et al., 2018; Khansa & Farida, 2016; Sulistiyana et al., 2015). As a result, price and quality are also considered a component of the tourist's evaluation of a tourist attraction (Kencana, 2018). Their research suggests that a well-structured pricing strategy can enhance the overall tourist experience and satisfaction levels.

Further supporting this relationship, Zardi et al. (2019) examined the impact of price on customer satisfaction in the restaurant industry, concluding that transparent pricing and perceived value are critical factors influencing customer loyalty and satisfaction. Moreover, the study by Dethan et al. (2020) reinforced the idea that price is a dominant element of the marketing mix that positively affects tourist satisfaction. They noted that effective pricing strategies are essential for attracting tourists and ensuring their satisfaction with the overall experience. Similarly, Muskat et al. (2019) explored the interplay between perceived quality, authenticity, and price in dining experiences, revealing that price fairness is a crucial determinant of tourist satisfaction. Perceived price reasonableness on tourist satisfaction, finding that it significantly moderates the relationship between price and satisfaction (Rehman et al., 2023). Overall, the literature consistently supports the hypothesis that price has a significant effect on consumer satisfaction in the tourism sector. By strategically managing pricing, tourism providers can enhance customer satisfaction and foster loyalty among tourists (Mai et al., 2019).

H3: Price has a significant effect on consumer satisfaction.

Relationship between Tourist Attraction and Consumer Satisfaction

The relationship between tourist attraction and consumer satisfaction has been a focal point in recent tourism research. Various studies have highlighted the significant impact that different aspects of tourist attractions have on overall tourist satisfaction. For instance, Xu and Li (2023) found that the quality of tourist attractions, including their scenic beauty, cultural significance, and available services, plays a crucial role in enhancing consumer satisfaction. This aligns with the findings of previous research that the attractiveness of tourist facilities, accessibility, and services are primary determinants of tourist satisfaction (Satria & Komara, 2020).

The tourist attraction is proven to be very influential on tourist satisfaction at Gunung Api Purba Nglanggeran (Hermawan et al., 2019). Attractiveness, tourist facilities, accessibility, and services are the primary factors determining satisfaction. This will instill happiness in tourists when visiting attractions (Ghani & Brahmanto, 2015; Rinova, 2020). Customer satisfaction is not solely dependent on the attractions themselves but also on the overall experience, including service quality and pricing strategies (Zardi et al., 2019). In summary, the literature consistently supports the hypothesis that tourist attractions significantly affect consumer satisfaction. The attractiveness of a destination, combined with quality services and facilities, plays a crucial role in enhancing the overall tourist experience and satisfaction.

H4: Tourist attraction has a significant effect on consumer satisfaction.

Relationship between Consumer Satisfaction and Tourists Revisit Intention

The relationship between consumer satisfaction and tourists' revisit intention is a critical area of research in the tourism sector. Numerous studies have demonstrated that higher levels of consumer satisfaction significantly influence the likelihood of tourists returning to a destination. Consumers'

satisfaction is of paramount importance in increasing their desire to return. This approach provides a unique experience that can impact consumers' hearts, which leads to consumers having an interest in returning. Furthermore, Morshed et al. (2020) stated that tourist satisfaction influences tourists to revisit their intention. The findings of Rehman et al. (2022) also contribute to this discourse by indicating that tourist satisfaction partially mediates the relationship between destination image and revisit intention, further underscoring the importance of satisfaction in the tourism experience. In summary, the literature provides robust evidence that consumer satisfaction is a critical determinant of tourists' revisit intentions. By enhancing the overall experience and satisfaction levels, tourism providers can effectively encourage repeat visits.

H5: Consumer satisfaction has a significant effect on interest in revisiting.

Conceptual Framework

The implementation of research involves analyzing the effect of culture, personal development, price, and tourist attraction on the desire to visit eco-tourism sites. The conceptual framework is illustrated in Figure 1.
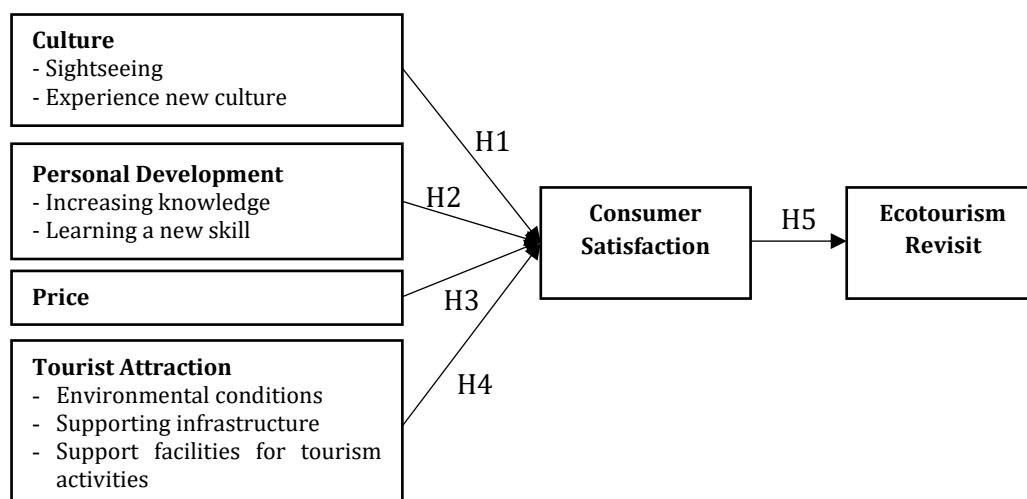

Figure 1. Conceptual Model

C. RESEARCH METHOD

This study employed a quantitative research design utilizing a survey methodology to gather data from tourists visiting the Grafika Cikole Tourism Terminal (TWGC). The target population for this study consisted of tourists who have visited TWGC. A convenience sampling method was utilized to select respondents who met the inclusion criteria: individuals aged 17 years and older who had visited TWGC at least once. This sampling technique was chosen due to its practicality and efficiency in accessing the target population within the tourism context. The sample size was determined to be 210 respondents, adhering to the guidelines established by Hair et al. (2017) , which suggest that a minimum sample size of 100-200 is necessary to mitigate bias in Structural Equation Modeling (SEM) estimates.

Data collection was conducted through direct interviews with respondents at TWGC. The survey instrument was designed to be comprehensive and user-friendly, consisting of three distinct sections: 1) Screening Questions: This initial section aimed to identify respondents who met the study's criteria. Questions included confirmation of age and whether the respondent had visited TWGC. 2) Profiling

Questions: The second section focused on gathering demographic and socio-economic information about the respondents. This included questions regarding age, educational background, profession, income level, and monthly spending on tourism-related activities. 3) Key Research Variable Questions: The final section comprised the primary research variables, which were assessed through a series of statements related to tourists' perceptions of culture, personal development, price, tourist attractions, tourist satisfaction, and interest in returning to TWGC. Respondents were asked to indicate their level of agreement with each statement using a five-point Likert scale, namely (1) strongly disagree, (2) disagree, (3) quite agree, (4) agree, and (5) strongly agree.

The study focused on both internal and external factors influencing tourist behavior. The internal factors (Y) included the desire for repeat visits and satisfaction with previous visits, while the external factors (X) encompassed culture, personal development, price, and tourist attraction. Table 1 presents a summary of the variables and their corresponding measurement items.

Table 1. Research Variables and Operational Definitions

Latent Variable	Operational Definition	Variable Indicators	Symbol
Culture			
Sightseeing	A trip to enjoy the scenery, natural beauty, community hospitality, cuisine, and more.	1. Feel the friendliness of the people around the tourist area	CUL1
Experience	New culture experiences gained at tourist sites.	2. Many choices of culinary menu 3. Feel the local culture (Sundanese)	CUL2
New Culture		4. Get a new culture experience	CUL3
			CUL4
Personal Development			
Increasing Knowledge	Increase your abilities after visiting tourist attractions.	1. Gaining new experiences 2. Get new inspiration 3. There is a sense of happiness	PD1 PD2 PD3
Learning a New Skill	New information/ Knowledge gained after traveling.	4. Get new things at tourist sites 5. Can develop a new perspective	PD4 PD5
Price			
	The price that tourists must pay to be able to enter to enjoy the destination, the price paid is on the Quality of service and the Quality of the facilities provided.	1. Affordable admission price 2. Affordable food prices 3. Affordable lodging prices 4. Affordable ride ticket prices 5. Affordable tour package prices	PR1 PR2 PR3 PR4 PR5
Tourist attraction			
Environmental conditions	The overall physical condition of an area includes the state of natural resources.	1. The games available are interesting 2. The available rides are interesting 3. Natural beauty in interesting tourist locations 4. The weather in the location is cool 5. It is a good tourist destination 6. It has its uniqueness	DTW1 DTW2 DTW3 DTW4 DTW5 DTW6
Supporting Infrastructure	Supporting infrastructure at tourist sites	7. The communication network is good 8. The electricity network at tourist sites is quite good 9. Clean water installation is good 10. Good road access	DTW7 DTW8 DTW9 DTW10

Latent Variable	Operational Definition	Variable Indicators	Symbol
Facilities for supporting tourism activities	Supporting facilities at tourist sites	11. Availability of toilets and cleanliness is quite good	DTW11
		12. The availability of restaurants on-site is sufficient	DTW12
		13. The availability of a ticket purchase counter is sufficient	DTW13
		14. Availability of sufficient prayer room	DTW14
		15. Availability of adequate trash bins	DTW15
		16. Adequate parking facilities	DTW16
Consumer Satisfaction	Customer feelings will be fulfilled when visiting tourist attractions.	1. Visitors are satisfied with the natural conditions	KK1
		2. Visitors are satisfied with the existing rides	KK2
		3. Visitors are satisfied with all the facilities	KK3
		4. Visitors are satisfied with the existing infrastructure	KK4
		5. Visitors are satisfied with the existing games	KK5
		6. Visitors are satisfied with the restaurant	KK6
		7. Visitors feel satisfied overall	KK7
Intention to Revisit	Consideration of customers who have visited at least once to revisit these tourist destinations	1. Interested in visiting again	MKU1
		2. Interested in visiting again by inviting family/friends	MKU2
		3. I will recommend it to friends/family	MKU3
		4. Will choose TWGC over other tourist destinations	MKU4

Adapted from: (Swarbrooke & Horner, 2007; Wilson et al., 2012; Tanaya & Rudiarto, 2014)

A reliability test for the questionnaire was conducted with 30 respondents, aside from the research respondents, to ensure the consistency of the measurement. All instruments are reliable because the Cronbach-Alpha value was greater than 0.6.

Table 2. Instrument Reliability

Variables	Reliability	
	Cronbach's Alpha	Conclusion
1. Culture	0.76	Reliable
2. Personal Development	0.78	Reliable
3. Price	0.78	Reliable
4. Tourist Attraction	0.75	Reliable
5. Consumer Satisfaction	0.74	Reliable
6. Intention to Revisit	0.80	Reliable

The collected data were analyzed using appropriate statistical techniques to examine the relationships between the identified variables. Descriptive statistics were employed to summarize the demographic profile of the respondents. The cause-effect relationship between the variables was analyzed using Structural Equation Modeling (SEM) method with LISREL 8.7 and the descriptive analysis was

analyzed using Statistical Package for the Social Sciences (SPSS) 24. To test nomological validity, confirmatory factor analysis is used in SEM.

Prior to data collection, ethical approval was obtained from the relevant institutional review board. Informed consent was secured from all participants, ensuring that they were aware of the study's purpose, their right to withdraw at any time, and the confidentiality of their responses. This methodology provides a structured approach to understanding the factors influencing tourist satisfaction and their intention to revisit TWGC. By employing a quantitative survey design and a robust sampling strategy, the study aims to contribute valuable insights into the tourism experience at TWGC, ultimately informing strategies for enhancing tourist engagement and satisfaction.

D.   RESULTS AND DISCUSSIONS

Profile of Respondents

Table 3 shows the demographic characteristics of respondents. Most respondents were between 19 and 29, with 80 visitors (38.1%), and a few were in the 50-plus, with 22 visitors (10.5%). Therefore, young people or teenagers are the most visitors to TWGC because they are enthusiastic about visiting tourist destinations.

Table 3. Profile of Respondents

Characteristics	Category	Number (n=210)	Percentage
Age	19 - 29 yo	80	38.1
	30 - 39 yo	65	30.9
	40 - 49 yo	43	20.5
	≥50 yo	22	10.5
Origin	Bandung	42	20.0
	Jakarta	44	21.0
	Bogor	48	22.9
	Depok	17	8.1
	Tangerang	7	3.3
	Bekasi	7	3.3
	Others	45	21.4
Level of Education	Senior High School	1	0.5
	Diploma	8	3.8
	Bachelor	185	88.1
	Postgraduate	16	7.6
Occupation	Student	14	6.7
	Civil servant	48	22.8
	Private employees	69	32.9
	Freelancing	40	19.0
	Housewife	26	12.4
	Business	13	6.2
Income per month	<3 Million Rupiahs	10	4.8
	3-5 Million Rupiahs	13	6.2
	6-10 Million Rupiahs	174	82.9
	>10 Million Rupiahs	13	6.2

The respondents' residences are divided into seven distinct groups: Bandung, Jakarta, Bogor, Depok, Tangerang, Bekasi, and others (located on Java, Kalimantan, and Sumatra islands). Most TWGC tourists are from Bogor, which is 22.9% of the total. This suggests that more visitors to the TWGC reside outside of Bandung than those who reside in Bandung. This is because of the strategic location and accessibility to tourists from other areas. Most visitorrs to the TWGC are undergraduates, with 88,1% holding this degree. Educational travelers' use their destination as an external stimuli for knowledge

transformation, resulting in meaningful changes in themselves or in their attitudes towards others (Teoh, Wang, & Kwek, 2024).

The type of employment affects the number of tourists; if someone has a more flexible job and doesn't require much time, that person has a greater chance of doing tourism. If someone has a steady schedule, they don't have time to travel and are likelier not to choose to visit tourist destinations (Koranti, Sriyanto, & Lestiyono, 2017). Based on the findings, visitors to the TWGC primarily had jobs as private employees, with a percentage of 32.9. Income significantly affects the number of visitors (Rahma & Handayani, 2013). The income of visitors to TWGC is primarily concentrated in the range of 6-10 million at 82.9%, and the lowest percentage is income less than 3 million at 4.8%. Higher income leads to greater tourism dedication.

Tourist Visit Characteristics

The characteristics of tourist visits are based on the number of visits, the source of information, the primary focus of attention, vehicles used, and games/activities attempted by respondents (Table 4).

Table 4. Tourist Visit Characteristics

Characteristics		Number	Percentage
Number of Visits	One time	69	32.8
	Two times	131	62.4
	Three times	10	4.8
Sources of Information About TWGC	Friend	79	37.6
	Family	3	1.4
	Website/Internet	128	61.0
Focus Attention at TWGC	Beautiful view	92	43.8
	Tourist sites	118	56.2
Vehicle	Private car	134	63.8
	Bus	76	36.2
Tried Rides/ Games	Horse Tour	24	11.4
	Paintball	12	5.7
	Angklung Music	7	3.3
	Tree House	30	14.2
	Flying Fox	22	10.4
	Indian Village	104	49.5
	Hobbit House	103	49.0
	Rope Bridge	14	6.6
	Downhill	7	3.3

The interviews demonstrated that 141 individuals had visited TWGC more than once. The average duration of tourist visits is over 5 hours, with arrivals from 9 am to 4 pm; most visitors only visit once and rarely spend the night. Most tourists are informed about TWGC via the internet and others recommended by friends or relatives. Tourists want to visit TWGC because of its strategic location as a tourist destination. The majority of visitors travel on wheels to visit TWGC. Although the games and rides at TWGC are not tourists' primary purposes or interests, many visitors also enjoy the games and attempt the rides. Majority of respondents participated in the Indian village rides, 49.5%.

Model Fit Evaluation

The goal of assessing the model's consistency is to verify the model's applicability to real data. (Hair et al., 2018) recommend several steps to assess the degree of model fit, including the overall model fit, the measurement model fit, and the structural model fit. The overall model's fit is evaluated using several metrics of model fit: RMR, RMSEA, GFI, AGFI, NFI, CFI, and RFI. In addition, the following information regarding the size of the goodness-of-fit in the model is documented in Table 5.

Table 5. The result of Goodness of Fit

Measurement Goodness of Fit	Cut of Value	Results	Conclusion
Root Mean Square Residual (RMR)	≤ 0.1	0.030	Good fit
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.040	Good fit
The goodness of Fit (GFI)	≥ 0.9	0.80	Marginal fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0.9	0.77	Marginal fit
Normed Fit Index (NFI)	≥ 0.9	0.98	Good fit
Comparative Fit Index (CFI)	≥ 0.9	0.99	Good fit
Relative Fit Index (RFI)	≥ 0.9	0.98	Good fit

Hair et al. (2018) suggested that the smaller the RMR, the more accurate the model. The model's appropriate level is 0.030, which indicates that the model is in the good fit category. The RMSEA was employed to counteract the tendency of the Chi-Square test to reject the model in large samples (Hair et al., 2018). The RMSEA match level is 0.040, which means that the model is acceptable.

The GFI value > 0.90 indicates that the model fits the data well. The GFI is a measure of the degree of freedom that is associated with the ratio. Hair et al. (2006) described the AGFI value as lower than the GFI value. The GFI and AGFI values are between 0 and 1, meaning the higher the value, the more accurate the model is. The data in Table 5 shows that the GFI and AGFI values have a marginal correlation of 0.80 and 0.77, respectively. As a result, the size of the model's fit is excellent in describing the empirical data.

Hair et al. (2006) described NFI, CFI, and RFI as comparing the model's effectiveness based on the observed data with a model that assumed the data were not correlated. The criteria for NFI, CFI, and RFI are 0-1 and becomes more accurate if the values increase. The values are 0.98 for NFI, 0.99 for CFI, and 0.98 for RFI, which indicates that the three models are in the appropriate range.

Based on the test results in Table 5, the overall size of the model's fit is quite good. This suggests that the model design is appropriate for the data collected. The model design can be employed to assess the effect of culture, personal development, price, and tourist attraction on satisfaction and interest to revisit; this allows for theoretical hypothesis testing to be conducted.

Measurement Model Fit

The model's fit was assessed based on constructed validity and reliability criteria. The first tests in the SEM model were derived from the Confirmatory Factor Analysis (CFA). The variables observed or measured on each latent variable must have a valid and reliable measurement. The second stage was to complete the requirements, the Second Order CFA. The output in the path diagram will describe the typical solution that describes the loading factor, the error variance, which shows the measurement error of the estimated parameter, and the standard error, which will be used to divide the estimated parameter value to calculate a t-value.

According to Hair et al. (2006), construct validity is considered valid if the loading factor's expected value is 0.5. Additionally, a valid indicator variable has a t-value of 1.96 and a 95% confidence level with an error of 0.05. The results of the reliability of each indicator can be observed in Table 6.

Table 6. Validity Test

Latent Variable	Indicator Variables	Loading Factor	t-value	CR	VE
Culture	CUL1	0.83	7.30*	0.90	0.69
	CUL2	0.72	8.02*		
	CUL3	0.84	7.95*		
	CUL4	0.84	8.55*		
Personal Development	PD1	0.85	7.70*	0.92	0.71
	PD2	0.84	7.44*		
	PD3	0.84	6.34*		
	PD4	0.83	7.81*		
	PD5	0.85	7.17*		
Price	PR1	0.83	6.71*	0.92	0.71
	PR2	0.83	8.73*		
	PR3	0.84	8.17*		
	PR4	0.83	9.69*		
	PR5	0.87	9.85*		
Tourist Attraction	DTW1	0.74	7.36*	0.97	0.63
	DTW2	0.79	8.24*		
	DTW3	0.80	7.19*		
	DTW4	0.78	8.23*		
	DTW5	0.85	10.39*		
	DTW6	0.80	6.22*		
	DTW7	0.80	8.35*		
	DTW8	0.82	7.36*		
	DTW9	0.84	9.18*		
	DTW10	0.84	8.27*		
	DTW11	0.79	8.30*		
	DTW12	0.80	7.14*		
	DTW13	0.75	6.94*		
	DTW14	0.73	6.46*		
	DTW15	0.80	8.89*		
	DTW16	0.80	6.74*		
Consumer Satisfaction	KK1	0.74	11.75*	0.90	0.56
	KK2	0.67	9.05*		
	KK3	0.70	9.04*		
	KK4	0.85	11.94*		
	KK5	0.74	8.92*		
	KK6	0.73	10.87*		
	KK7	0.80	10.20*		
Intention to revisit	MKU1	0.74	9.42*	0.86	0.61
	MKU2	0.82	8.68*		
	MKU3	0.79	9.43*		
	MKU4	0.78	8.60*		

Note: *) Significant at t-value ≥ 1.96

The standardized loading factor of an indicator is the percentage of the indicator's contribution to explaining the latent variable. Based on the data in Table 6, it is evident that the culture with the greatest loading factor, indicator number 3 (CUL3) and number 4 (CUL4), is 0.84, which means that the indicator is the largest contributor to explaining culture variables. The largest factor in explaining personal development is indicator 1 (PD1), which is 0.85. This indicates that the indicator is the largest contributor to explaining personal development. The indicator with the greatest loading factor is indicator 5 (PR5) of 0.87, indicating that the indicator is the primary factor in explaining the price variable. Finally, the tourist attraction variable with the largest loading factor is indicator number 5 (DTW5) of 0.85, which means that this indicator is the largest contributor to explaining the tourist attraction variable.

The standardized loading factor of each indicator is known to have exceeded 0.5 with a t-value of over 1.96, and this indicates that all of the measurement indicators have reflected the latent construct in

the model, all of the indicators in each latent construct are considered valid to be used as measurements of the latent construct.

The reliability assessment is divided into two main components: Construct Reliability (CR) and Variance Extracted (VE). The latent construct is considered reliable if the minimum value of CR is 0.7 and VE is 0.5. Based on Table 6, each variable's VE (variance extracted) is above 0.5, and the CR (construct reliability) is above 0.7. This demonstrates that all variables and indicators are reliable as measurement tools for the latent construct. Additionally, the greater value of CR indicates that the constituent indicators of a modifier of the latent variable are reliable indicators of the latent modifier.

Structural Model Fit

The model's fit can be evaluated based on the significance of the path coefficients. This study's significance was 0.05, with a 95% confidence; the significance of the t-value must be greater than 1.96.

A structural model was employed to analyze the effect of culture, personal development, price, and tourist attraction on satisfaction and interest in returning. The t-values for each path H1 to H5 are respectively 2.34 (H1), 2.03 (H2), 2.32 (H3), 0.14 (H4), and 4.47 (H5). This demonstrates that the association between latent variables is significant except for the tourist attraction. The first equation in this model is satisfaction = 0.35(CUL) + 0.24(PD) + 0.41(PR) + 0.01(DTW). The number of path coefficients indicates that the price has the greatest influence on consumer satisfaction compared to other variables, which is 0.41, meaning that the lower the price of tourist attractions, the higher the customer satisfaction associated with tourist visits.

As a result, the most significant factors affecting consumer satisfaction are culture, personal development, price, and tourist attraction. In the second equation, interest to visit is equal to 0.60*satisfaction. This result demonstrates that customer satisfaction significantly affects 60% of the interest to revisit. The standardized loading factor in the SEM model is shown in Figure 2.

Research hypothesis testing was conducted by analyzing the path coefficient value and the t-value of the structural model. The diversity of factors was also assessed through the R-square model. The results of hypothesis testing are presented in Table 7.

Table 7. Hypothesis Test Results

Path	Path Coefficient	t-value >1.96	Conclusion
Culture → Consumer Satisfaction	0.35	2.34*	Accept H1
Personal Development → Consumer Satisfaction	0.24	2.03*	Accept H2
Price → Consumer Satisfaction	0.41	2.32*	Accept H3
Tourist attraction → Consumer Satisfaction	0.01	0.14	Reject H4
Consumer Satisfaction → Intention to Revisit	0.60	4.47*	Accept H5

Note: *) Significant at t-value ≥ 1.96

Based on Table 7, four of the five variables significantly impact consumer satisfaction, except for tourist attractions. Price has the greatest effect (path coefficient = 0.41, t-value = 2.32), indicating that affordable pricing strongly enhances consumer satisfaction. This finding suggests that, particularly in ecotourism, visitors are highly sensitive to price, and reasonable costs encourage positive evaluations of the destination. Conversely, tourist attractions had the smallest impact (path coefficient = 0.01, t-value = 0.14), suggesting they do not significantly affect satisfaction in this context. The following elaborates on the results to provide a comprehensive perspective on how each factor contributes to satisfaction in ecotourism, highlighting the unique contributions of this study.
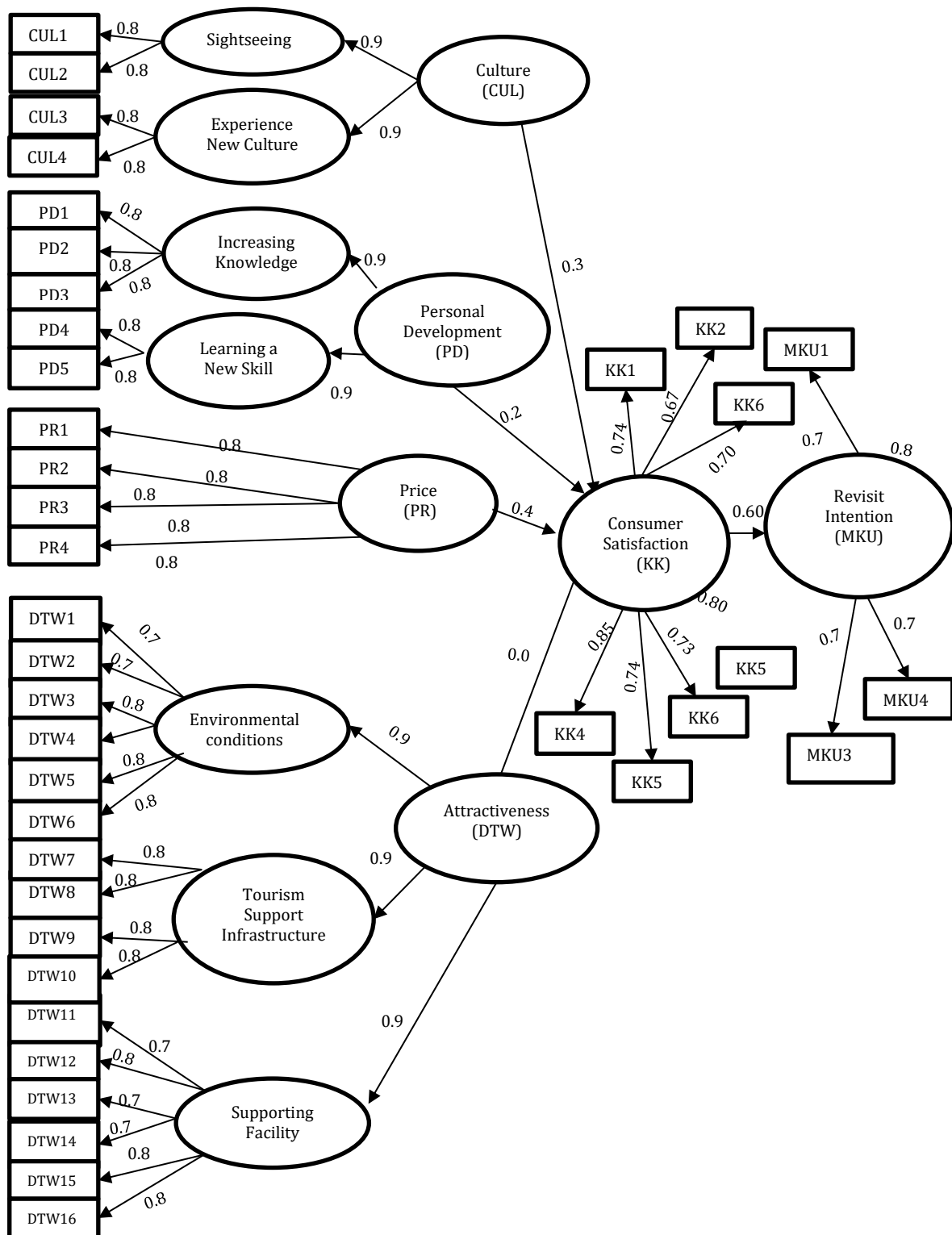
Note: (*) Significant at t-value 1.96
Figure 2. The standardized loading factor of the SEM model

The first hypothesis testing (H1) result indicated that culture positively affects consumer satisfaction. This shows that the more culture experiences visitors feel at a tourist attraction, the higher

consumer satisfaction will be. These findings align with previous research, which found that culture experiences influence consumer satisfaction and culture locations visited (Sukanthasirikul & Trongpanich, 2016; Terziyska, 2021). Another harmonious study is by Atsiz and Akova (2021), which mentioned that the cultural appeal of a destination affects overall tourist satisfaction. Two dimensions of building culture were sightseeing and experiencing new cultures. This means that visitors feel the more culture viscosities, and the more culture experiences they get, the more satisfied visitors will feel. By experiencing unique local cultural practices, visitors gain a sense of connection with the destination, amplifying the satisfaction derived from the trip. This result highlights the significance of cultural integration in ecotourism, where meaningful, place-based interactions play a key role in visitor satisfaction

The second hypothesis (H2) result indicates that personal development significantly positively affects consumer satisfaction. This shows that the personal development aspect affects consumer satisfaction, meaning that the more self-development visitors feel about the tourist attraction, the higher the level of satisfaction will be. This is in line with Parhusip & Arida (2018), which concluded that traveling means getting new experiences different from their place of origin and seeking a search for identity and self-development. Previous research supports this finding that consumers feel new experiences in traveling contribute to greater consumer satisfaction (Domínguez-Quintero, González-Rodríguez, & Paddison, 2020; Hung et al., 2019). This finding revealed the emergence of a well-acknowledged five-factor theory describing fundamental personality traits. The findings of this study conclude that not all aspects of personality affect customer satisfaction. Extraversion, conscientiousness, and agreeableness positively impact customer satisfaction, while neuroticism and openness to experience were insignificant (Butt, Suroor, Hameed, & Mehmood, 2021). Two dimensions of building personal development are increasing knowledge and learning a new skill. Thus, getting new experiences and developing new perspectives make visitors feel happy and satisfied with the tourist experience obtained. This finding suggests that personal development could be a valuable addition to the traditional factors of tourist satisfaction, distinguishing ecotourism as a sector that promotes both environmental awareness and personal growth.

The third hypothesis (H3) was the effect of the price. This shows that the price offered affects visitors' satisfaction with the tourist attraction. These findings align with previous research, which found that price significantly positively affected customer satisfaction (Wantara & Tambrin, 2019). Furthermore, Muskat et al. (2019) found that price fairness positively influences customer satisfaction. Furthermore, the research of Bernarto et al. (2022) also found that affordable prices have a significant positive effect on consumer satisfaction. Indicator with the biggest contribution is the price of affordable tour packages. This means that the more affordable the tour packages offered, the more satisfied visitors will be. Here, affordability appears crucial in differentiating TWGC from other destinations, suggesting that competitive pricing can significantly bolster tourist satisfaction and loyalty.

The fourth hypothesis (H4) test results show that the tourist attraction has no significant positive effect on satisfaction. Judging from the value of the loading factor, the influence of the indicator with the smallest contribution is the available attractive game (DTW1). This means that tourists visiting TWGC are unrelated to tourist behavior, especially tourist satisfaction. This study's results align with Kalebos's (2016) research, which revealed that tourist attraction does not affect tourist satisfaction. However, it does not follow Hermawan (2017) research which concluded that tourist attraction contributes positively to consumer satisfaction. However, this research is not in line with the results, showing that tourist attractions directly influence tourist loyalty and indirectly through customer satisfaction as an intervening variable. Therefore, tourist attractions partially have a positive and significant effect on tourist satisfaction (Surya & Ningsih, 2020). This finding challenges the conventional emphasis on physical attractions in tourism satisfaction research and suggests that, for ecotourism, the quality of experiences beyond physical infrastructure may be more relevant.

The fifth hypothesis (H5) test results shows that consumer satisfaction significantly positively affects the interest in revisiting. This shows that the higher customer satisfaction, the higher the interest to visit again. This research is in line with Darzi and Bhat (2018), there is an expected positive effect of satisfaction on retention. Therefore, consumer satisfaction influences the intention to revisit (Primadi et al., 2021). The largest contributing indicator to consumer satisfaction is satisfaction with infrastructure. Overall, the factor that satisfies visitors is good tourism-supporting infrastructures such as communication networks, electricity, clean water installations, and road access to good tourist objects. This underscores the importance of maintaining service standards to encourage long-term visitor engagement.

A more sustainable approach to ecotourism relies on meeting both visitor satisfaction and the ecological and cultural preservation goals of the destination. These findings underscore the value of aligning ecotourism offerings with visitor expectations—specifically, emphasizing affordable pricing, cultural immersion, and personal development. In today's competitive ecotourism market, managers should focus on affordability and unique cultural experiences, as these elements contribute significantly to satisfaction and encourage return visits.

Ecotourism sites like TWGC could benefit from more culturally oriented and educational programs that allow visitors to learn about local traditions and ecological practices. Given that satisfaction significantly affects revisit intentions, TWGC's management might consider enhancing cultural workshops and affordable packages, as these strategies directly address the primary factors of satisfaction identified in this study. By aligning with ecotourists' desires for meaningful and reasonably priced experiences, TWGC can strengthen its appeal and promote sustainable, long-term growth.

This study contributes new insights to the field of ecotourism by highlighting the value of personal development as a satisfaction factor, a dimension less explored in existing literature. The findings demonstrate that opportunities for learning and growth within ecotourism, such as educational tours or cultural immersion, resonate with visitors, enhancing their satisfaction and fostering loyalty. Additionally, the results challenge the traditional focus on physical attractions by showing that cultural and experiential elements play a more substantial role in satisfaction. These insights can guide ecotourism managers in tailoring their services to align more closely with visitor motivations for sustainable and meaningful experiences, thereby positioning ecotourism as a unique and growth-oriented tourism sector.

E. CONCLUSION

This study identifies key factors influencing consumer satisfaction and revisit intentions at the Grafika Cikole Tourism Terminal (TWGC), with price emerging as the most influential factor. The findings suggest that competitive, affordable, and value-driven pricing is essential to enhance visitor satisfaction and encourage repeat visits, aligning with tourists' need for accessible yet valuable experiences. Thus, TWGC management should prioritize pricing strategies that balance affordability for tourists and profitability for the organization to improve overall tourism performance.

In addition to price, cultural significantly impacts tourist satisfaction. The TWGC management could enhance cultural offerings by collaborating with local art studios to organize regular performances and incorporating traditional cuisine into restaurant menus. This approach aligns with findings from Youn (2024), which indicate that high cultural symbolic food can strengthen visitor purchase intentions and decrease perceived risks, thereby enriching the cultural experience. Moreover, introducing interactive activities, such as pine resin tapping workshops or tree planting, can provide visitors with unique, hands-on experiences that distinguish TWGC from other attractions in Cikole, enhancing both satisfaction and ecological awareness. Given the findings, TWGC should consider introducing more culturally immersive and educational activities, as these foster a deeper connection to the destination. Additionally, offering

diverse pricing packages for different visitor segments could attract a broader audience and encourage repeat visits.

This study is limited to one ecotourism site, and its findings may not generalize to other tourist attractions. Data collection also encountered challenges, as some visitors were reluctant to be interviewed, often due to travel disruption concerns or weather conditions. Future research should consider including lifestyle variables, such as activities, interests, and opinions, to better understand satisfaction and revisit intentions. Comparative studies across multiple ecotourism sites in Cikole are also recommended to enhance the generalizability and applicability of the findings.

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