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Mountain Bromo Tourist Satisfaction: The Impact of Sapta Pesona on Revisit Intentions

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ABSTRACT

Purpose: The purpose of this research is to analyse the effect of sapta pesona on tourist satisfaction, the effect of sapta pesona on revisit intention, the effect of tourist satisfaction on revisit intention, the effect of sapta pesona on revisit intention through tourist satisfaction. The object of this research is the tourism destination of Mount Bromo.

Research methods: Using quantitative explanatory research methods with numerical data collection and analysis using statistical techniques. The population of this research is tourists who have travelled to Mount Bromo before, the number of samples is not known with certainty. Sampling Indonesian tourists aged at least 17 years or more, and were on Mount Bromo when the research took place as many as 112 respondents. The data analysis technique uses descriptive analysis and inferential analysis using Structural Equetion Modelling (SEM) which will be processed using the AMOS program.

Results and discussion: The results showed that sapta pesona had a significant positive effect on tourist satisfaction, sapta pesona had a significant positive effect on revisit intentions, tourist satisfaction had a significant positive effect on revisit intentions, and tourist satisfaction was able to mediate the effect of sapta pesona on the revisit intentions of Mount Bromo tourists.

Implication: Based on the results of the study, recommendations for future researchers to conduct research with this research model, because there are not many studies that examine the impact of the mediating variable of tourist satisfaction on the effect of Sapta Pesona on revisit intentions.

Keywords: Sapta Pesona, Tourist Satisfaction, Revisit Intention

INTRODUCTION

Indonesia's tourism sector is growing rapidly in various regions, becoming the driving force of the national economy through job creation, including the destination of Mount Bromo which offers a variety of attractions and tourist activities, such as climbers, Mount Bromo crater, sand seas, sunrise views, luhur poten bromo temple, and so on. Along with the increasing public need for recreation as a balance to the quality of life, tourism destinations are required to continue to improvise in order to attract tourists to return to visit. The intention to revisit tourists is a psychological impulse that comes from within tourists to return to experience travelling in the same place (Kotler et al., 2022).

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The intention of tourists to visit again is a reaction to the fulfilment of tourist satisfaction with a destination. As affirmed by (Graefe & Burns, 2013), satisfaction arises when one's expectations are met. Satisfied tourists tend to spend more money and extend their stay, thus contributing to increased tourism sector revenue. Revisit intention is an internal stimulus in tourists triggering the desire to revisit the same tourism destination (Kotler, et al., 2017; Kotler et al., 2022).

Revisit intention refers to a person's likelihood or desire to return to a specific location or activity in the future, typically based on a prior positive or satisfying experience (Baker & Crompton, 2000). Another opinion explains that the intention to revisit a tourism destination has been interpreted as a person's ability or willingness to make a repeat visit to the same destination, making a decision to revisit the same destination (Stylos et al., 2016). This view is in accordance with (Elmas et al., 2024; Tsai et al., 2022; Ubjaan et al., 2018) which states that tourist satisfaction affects revisit intentions. evisit intentions can be measured through: (1) Revisit tourist attractions in the future, (2) Have feelings and emotional relationships with tourist attractions, and (3) Make tourist attractions a top priority when returning to a tourist city (Asiku et al., 2020; Chan et al., 2022).

The success of a tourism destination largely depends on tourist satisfaction (Elmas, et al., 2024). Tourist satisfaction is a comprehensive evaluation of the experience obtained, which involves cognitive assessments and emotional responses to the match between expectations and reality (Oliver, 2010) and a subjective evaluation of the travel experience obtained by tourists, which reflects the level of individual satisfaction with the trip (Keller & Kotler, 2016; Kotler, Armstrong, et al., 2017). Tourist satisfaction, as described by (Kotler, et al., 2017) reflects a person's contentment following a trip or vacation. It's a subjective assessment of the overall tourist experience, influencing future travel decisions, such as revisiting the destination or recommending it to others (Kotler et al., 2005).

Satisfaction, as defined by Sunyoto (2015), is a post-purchase evaluation where a chosen option meets or surpasses a traveler's expectations. It's a subjective judgment, assessed after each purchase and consumption experience (Elmas, et al., 2024). Tourist satisfaction can be measured through: (1) Satisfied with the attractiveness of the destination, (2) Satisfied with the recreational facilities, (3) Satisfied with the hospitality of the people, (4) Satisfied with the safety of the destination, (5) Satisfied with public services, and (6) Satisfied with the destination tagline (Asiku et al., 2020; Elmas, et al., 2024; Ubjaan et al., 2018). Sapta Pesona, encompassing safety, orderliness, cleanliness, a pleasant atmosphere, beauty, friendliness, and memorable experiences, is a key factor influencing tourist satisfaction (Safarani et al., 2024). Similarly, (Oktanisa & Mareta, 2022) research also demonstrated the significant influence of Sapta Pesona on revisit intention, mediated by tourist satisfaction. This highlights the importance of understanding the factors that drive tourist satisfaction, such as the implementation of Sapta Pesona.

Sapta pesona is a concept initiated by the Indonesian Ministry of Tourism as an effort to improve the quality of tourism destinations throughout the archipelago (Peraturan Menteri Kebudayaan Dan Pariwisata Nomor PM.04/UM.001/MKP/2008 Tentang Sadar Wisata, 2008). "Sapta Pesona" outlines the idea of tourism awareness, focusing on how local communities can

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contribute to a thriving tourism sector. It emphasizes the community's role in fostering a positive environment that supports tourism growth by embodying seven key principles: safety, orderliness, cleanliness, coolness (referring to a pleasant atmosphere), beauty, friendliness, and memorability. Sapta pesona is a set of criteria that should be a joint movement in tourism including tourist attractions (Asmoro & Bachri, 2021). Sapta Pesona should also be used as an instrument to measure the quality of tourist attractions. The idea launched since 1989 has proven to be still useful as a reference standard in the development of tourist attractions. In fact, we find many tourist attractions in Indonesia that have not been able to fulfil all the elements contained in Sapta Pesona.

Sapta pesona can be measured through: (1) Security, namely creating a safe and comfortable environment for tourists. (2) Order, namely maintaining an orderly and regular environment. (3) Cleanliness, namely ensuring the cleanliness of the environment and tourism facilities. (4) Coolness, namely creating a cool and refreshing atmosphere, especially in natural tourism areas. (5) Beauty, namely maintaining natural and cultural beauty. (6) Friendliness, namely showing hospitality and hospitality to tourists. and (7) Memories, namely creating memorable experiences for tourists, by displaying the uniqueness of local culture, serving typical food and drinks, and providing interesting and practical souvenirs. (Nasution et al., 2020; Safarani et al., 2024).

This research primary objective is to analyze how Sapta Pesona, a program implemented by the Indonesian government to foster a positive and appealing tourism environment, impacts tourist satisfaction. The premise is that Sapta Pesona significantly influences satisfaction, as a safe, orderly, clean, pleasant, beautiful, friendly, and memorable environment enhances tourists' comfort and satisfaction during their travels. This aligns with research by (Nukuhaly et al., 2024; Nurwati & Fitri, 2017; Sunerlan et al., 2023) which confirms Sapta Pesona's significant impact on tourist satisfaction. The second objective is to analyze Sapta Pesona's influence on revisit intention. It's argued that Sapta Pesona plays a crucial role in shaping tourists' decisions to return, as a safe, orderly, clean, pleasant, beautiful, friendly, and memorable tourism environment can encourage revisits. Prior studies, such as (Manik, 2024; Safarani et al., 2024) support this notion, highlighting the link between Sapta Pesona and revisit intentions.

The third and fourth objectives are to examine the impact of tourist satisfaction on revisit intention, and the indirect effect of Sapta Pesona on revisit intention through tourist satisfaction. The underlying principle is that a high-quality tourism environment (safe, orderly, clean, pleasant, beautiful, friendly, and memorable) leads to tourist satisfaction. This satisfaction, as (Kotler et al., 2017) suggest, is a primary motivator for repeat visits, a view echoed by research from (Dewi & Musmini, 2023; Elmas, Widji, et al., 2024; Izhar & Suasti, 2023) which demonstrates the significant influence of tourist satisfaction on revisit intentions.

Building upon existing research (Nukuhaly et al., 2024; Nurwati & Fitri, 2017; Sunerlan et al., 2023) showing Sapta Pesona's impact on tourist satisfaction, and studies highlighting its influence on revisit intentions (Manik, 2024; Safarani et al., 2024) along with research confirming the link between satisfaction and revisits (Dewi & Musmini, 2023; Elmas, Widji, et al., 2024; Izhar & Suasti, 2023) this research novelty lies in its integrated model. It specifically examines the effect of Sapta Pesona on revisit intention *mediated by* tourist

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satisfaction among Mount Bromo tourists. By exploring these relationships, the research aims to contribute to the growth of sustainable tourism in Indonesia.

RESEARCH METHOD

This research employs a quantitative explanatory approach to test hypotheses and determine the causal relationships between variables. Numerical data will be collected and analyzed using statistical methods (Sekaran & Bougie, 2016). The population of this research is tourists who have travelled to Mount Bromo before, the number of samples is not known with certainty. Sampling Indonesian tourists aged at least 17 years or more, and were on Mount Bromo when the research took place as many as 112 respondents. The number of respondents refers to the theory (Hair et al., 2014) with a criterion of at least 5 to a maximum of 10 times the number of research indicators. This research uses purposive random sampling technique, which is a sampling method that is carried out deliberately and not randomly with a specific purpose (Sanusi, 2011).

The first data analysis technique uses descriptive analysis by providing a description of the characteristics of the respondents. Second, using inferential analysis using Structural Equetion Modelling (SEM) which will be processed using the AMOS program.

RESEARCH RESULTS AND DISCUSSION

Description of Respondents

According to the results of distributing questionnaires to respondents conducted while conducting research. It can be explained that the description of the respondents of Mount Bromo, as follows:

Table 1: Recapitulation of the Respondents' Description

	Element	Resp.	Persentage
Age	17 - 26 years	45	40.18
	27 - 36 years	36	32.14
	37 - 46 years	19	16.96
	> 46 years	12	10.71
	Total	**112**	**100**
Gender	Male	63	56.25
	Female	49	43.75
	Total	**112**	**100**
Occupation	Self-employed	25	22.32
	Student	24	21.43
	Business	23	20.54
	Civil Servant	18	16.07
	Police/National Army	13	11.61
	Other	9	8.04
	Total	**112**	**100**

[Source: Primary data processed, 2025]

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The table explains that the age range of tourists during the study with ages 17-26 years was 40.18%, ages 27-36 years was 32.14%, ages 37-46 years was 16.96%, and ages above 46 years was 10.71%. This shows that Mount Bromo tourists are dominated by young people who like camping, mountain climbing, and exploring nature / mountains. Based on the gender of tourists, it is explained that men are 56.25% and women are 43.75%. This shows that today's men are more interested in holidays to mountain destinations, adventure to the mountains, can enjoy the cool air, and challenge themselves to explore Mount Bromo. And based on occupation, it was found that Self-employed as much as 22.32%, Student as much as 21.43%, Business as much as 20.54%, Civil Servant as much as 16.07%, Police / National Army as much as 11.61%, and others as much as 8.04%. This shows that the majority of self-employed people and students who travelled to Mount Bromo have more interest in trying to visit various tourism destinations to add new experiences, unwind from work and academic activities, as well as community social interaction.

Validity Test

The assessment for the instrument validity test uses Pearson's product moment correlation with the results on each research instrument as follows:

Table 2 : Instrument Validity Test

Item	R_{count}	R_{table}	Result
X11	0.521	0.1857	Valid
X12	0.608	0.1857	Valid
X13	0.627	0.1857	Valid
X14	0.601	0.1857	Valid
X15	0.642	0.1857	Valid
X16	0.556	0.1857	Valid
X17	0.652	0.1857	Valid
Z11	0.624	0.1857	Valid
Z12	0.648	0.1857	Valid
Z13	0.604	0.1857	Valid
Z14	0.591	0.1857	Valid
Z15	0.617	0.1857	Valid
Z16	0.632	0.1857	Valid
Y11	0.612	0.1857	Valid
Y12	0.634	0.1857	Valid
Y13	0.673	0.1857	Valid

[Source: Primary data processed, 2025]

The table demonstrates that all variable instruments are valid, as their calculated r_{values} (r_{count}) exceed the table r-values (r_{table}). This indicates that each instrument effectively measures its intended variable.

Construct Reliability Test

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The reliability test measures the extent to which the research questionnaire produces consistent answers from respondents. The results of this test will show the level of reliability of the questionnaire:

Table 3 : Construct Reliability Test

Variable	Item	CRcount	cut off	Result
Sapta Pesona	9	0.908	0.6	Reliable
Tourist Satisfaction	6	0.913	0.6	Reliable
Revisit Intention	3	0.844	0.6	Reliable

[Source: Primary data processed, 2025]

Based on the table of evaluation results of the comparison of the Cronbach's Alpha coefficient values of each research variable, it can be seen that all coefficient values exceed the minimum limit of 0.6. This indicates that the research instrument has a good level of consistency and is reliable for use in this research.

Normality Test

Evaluation of the normality assumption of observation data is carried out to determine whether the data is normally distributed. Univariate and multivariate normality testing uses the skewness ratio with a value range between -2.58 to +2.58. The results are as follows:

Table 4 : Normality Test

Variable	skew	c.r.	kurtosis	c.r.
Y13	-0.16	-0.67	-0.531	-1.147
Y12	-0.18	-0.77	-0.56	-1.21
Y11	0.137	0.592	-0.288	-0.621
Z16	0.026	0.114	0.101	0.219
Z15	-0.29	-1.27	0.016	0.035
Z14	-0.49	-2.11	-0.22	-0.475
Z13	-0.21	-0.89	-0.831	-1.796
Z12	0.051	0.218	-0.299	-0.647
Z11	-0.51	-2.2	0.389	0.841
X17	-0.42	-1.8	1.055	2.28
X16	-0.34	-1.45	0.323	0.698
X15	-0.01	-0.05	-0.127	-0.274
X14	-0.32	-1.4	-0.677	-1.462
X13	-0.47	-2.05	0.329	0.71
X12	-0.2	-0.85	-0.649	-1.403
X11	-0.17	-0.74	-0.574	-1.241
Multivariate			-2.809	**-0.619**

[Source: Primary data processed, 2025]

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From the table above, it can be seen that the critical ratio values of skewness and kurtosis are between -2.28 and +2.58, both for univariate and multivariate data. This means that this research data has a normal distribution.

Structural Equation Test Results

The research data has met the assumption of normality and is ready to be analysed using the structural equation model with AMOS. The results of the structural equation model analysis are presented in the following figure.

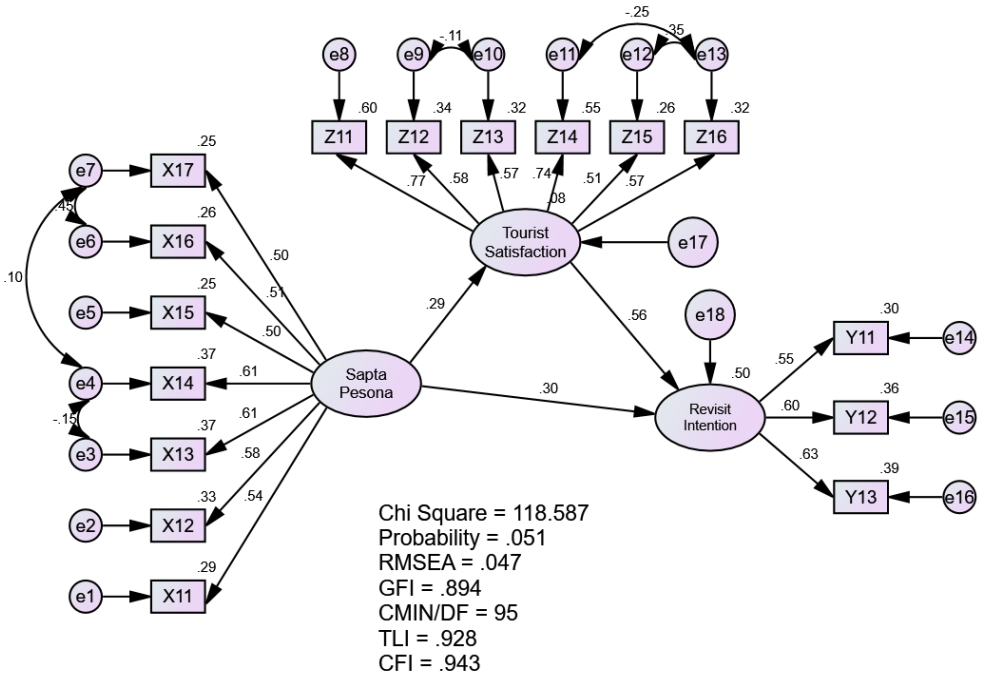


Figure 1: SEM Model of the Effect of Sapta Pesona on Revisit Intention Through Tourist Satisfaction
[Source: Primary data processed, 2025]

Based on the figure above, the research model has fulfilled the criteria of a good goodness of fit. Therefore, further testing is required to ensure the model is truly appropriate.

Goodness of Fit Test Results of Structural Equation Model

The structural equation model's feasibility is assessed by comparing its goodness-of-fit values against recommended thresholds. The resulting model's goodness-of-fit indices are presented in the following table:

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Table 5 : Goodness of Fit Test Result

Goodness of fit index	**Result**	***Cut off value***	**Result**
X^2 *Chi-Square* (df = 95, α = 0,05)	118.59	*Chi-Square* $_{tabel}$ (df = 95, α = 0,05) = 118,752	Good
Probability (p)	0.051	≥ 0,05	Good
CMIN/DF	1.248	≤ 2,00	Good
RMSEA	0.047	≤ 0,08	Good
GFI	0.85	≥ 0,9	Marginal
TLI	0.928	≥ 0,9	Good
CFI	0.943	≥ 0,9	Good

[Source: Primary data processed, 2025]

Based on the table above, the structural equation model meets the criterion of good goodness of fit. The chi-square and probability values are in accordance with the recommended standards, and other parameters also meet the recommended cut-off values. Therefore, this model can be used to analyze the influence between research variables and test research hypotheses.

Hypothesis Testing Results

This research tests the four hypotheses that have been proposed. The following are the test results of each of these hypotheses.

Table 6 : First, Second, and Third Hypothesis Testing

No	**Variable**	**Standardised Coefficient**	**Prob**	**α**	**Result**
1	Sapta Pesona --> Tourist Satisfaction	0.29	0.03	0.05	Accepted
2	Sapta Pesona --> Revisit Intention	0.3	0.05	0.05	Accepted
3	Tourist Satisfaction --> Revisit Intention	0.56	0	0.05	Accepted

[Source: Primary data processed, 2025]

Table 7 : Fourth Hypothesis Testing

No	**Variable**	**Standardised Coefficient of Direct Effect**	**Standardised Coefficient of Indirect Effect**	**Standardised Coefficient of Total Effect**	**Result**
1	Sapta Pesona --> Tourist Satisfaction --> Revisit Intention	0.3	0.16	0.46	Accepted

[Source: Primary data processed, 2025]

The table reveals a statistically significant positive relationship between Sapta Pesona and both tourist satisfaction and revisit intention at Mount Bromo.

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Specifically, Sapta Pesona has a significant effect on tourist satisfaction (coefficient 0.029, $p<0.05$), supporting the first hypothesis. It also significantly influences revisit intention (coefficient 0.30, $p<0.05$), thus confirming the second hypothesis. Furthermore, tourist satisfaction itself significantly impacts revisit intention (coefficient 0.56, $p<0.05$), proving the third hypothesis.

The fourth hypothesis, which explored the indirect effect of Sapta Pesona on revisit intention through tourist satisfaction, was also supported. The total effect (0.46) was greater than the direct effect (0.3), demonstrating that tourist satisfaction acts as a mediator in the relationship between Sapta Pesona and tourists' intention to revisit Mount Bromo.

Discussion

The effect of Sapta Pesona on tourist satisfaction

Sapta pesona is formed through several elements: security, order, cleanliness, coolness, beauty, friendliness and memories (Nasution et al., 2020; Safarani et al., 2024) can create tourist satisfaction on the attractiveness of Mount Bromo, on the recreational facilities provided, on the friendliness of the community around Mount Bromo, on the security of the recreational environment, on public services in the Mount Bromo recreation area (Asiku et al., 2020; Elmas, et al., 2024; Ubjaan et al., 2018). The creation of a tourism environment that is safe, orderly, clean, cool, beautiful, friendly, and provides memories, tourists will feel comfortable and satisfied while travelling. The results of this study are in line with research (Nukuhaly et al., 2024; Nurwati & Fitri, 2017; Sunerlan et al., 2023) which states that sapta pesona has a significant impact on tourist satisfaction.

The effect of Sapta Pesona on revisit intention

Sapta pesona is formed through several elements: security, order, cleanliness, coolness, beauty, friendliness and memories (Nasution et al., 2020; Safarani et al., 2024). The fresh and cool air on Mount Bromo provides comfort and relaxation from the stress of busy daily life. In addition, the safety, order, cleanliness, and natural beauty of Mount Bromo can encourage tourists to visit and travel back to Mount Bromo in the future, Mount Bromo is a priority for holidays because tourists feel they have strong emotions while travelling on Mount Bromo. With this experience, tourists are encouraged to visit Mount Bromo again to enjoy the destinations on offer. This is supported by research (Manik, 2024; Safarani et al., 2024) states the impact of sapta pesona on revisit intentions.

The effect of tourist satisfaction on revisit intentions

Tourists who are satisfied with the attractiveness of Mount Bromo, with the recreational facilities provided, with the hospitality of the people around Mount Bromo, with the safety of the recreational environment, with the public services available in the Mount Bromo recreation area (Asiku et al., 2020; Elmas, et al., 2024; Ubjaan et al., 2018) are encouraged to travel back to Mount Bromo in the future, Mount Bromo is a priority for holidays because tourists feel they have strong emotions in tourists. When tourists' expectations are met and they feel satisfied, the desire to return to enjoy the beauty of Mount Bromo in the future will be stronger. The results of this study are supported by research (Dewi & Musmini,

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2023; Elmas, Widji, et al., 2024; Izhar & Suasti, 2023) which states that tourist satisfaction has a significant impact on revisit intentions.

The influence of Sapta Pesona on revisit intentions through tourist satisfaction

Tourist satisfaction is able to bridge the influence of Sapta Pesona on revisit intentions of Mount Bromo tourists. This is indicated by the coolness of the air on Mount Bromo, providing comfort and relaxation from stress from the busyness of everyday life which encourages tourists to be satisfied with the attractiveness of Mount Bromo. In addition, security, order, cleanliness, beauty, friendliness and memories while travelling on Mount Bromo (Nasution et al., 2020; Safarani et al., 2024) can create tourist satisfaction with the recreational facilities provided, with the hospitality of the people around Mount Bromo, with the public services in the Mount Bromo recreation area (Asiku et al., 2020; Elmas, et al., 2024; Ubjaan et al., 2018) hich encourages tourists to visit and travel back to Mount Bromo in the future, Mount Bromo is a priority for holidays because tourists feel they have strong emotions while travelling on Mount Bromo. These results support the expert opinion (Kotler et al., 2022) which states that the intention to visit again is the desire or intention of tourists to revisit a tourism destination in the future.

CONCLUSION

Based on the results of the research, it shows that sapta pesona has a significant positive effect on tourist satisfaction, sapta pesona has a significant positive effect on revisit intentions, tourist satisfaction has a significant positive effect on revisit intentions, and tourist satisfaction is able to mediate the effect of sapta pesona on revisit intentions of Mount Bromo tourists.

Based on the results of the study, recommendations for future researchers to conduct research with this research model, because there are not many studies that examine the impact of the mediating variable of tourist satisfaction on the effect of Sapta Pesona on revisit intentions. Recommendations for the tourism manager of Mount Bromo are expected to continue to optimise the natural potential possessed by Mount Bromo, so that tourists remain satisfied and encourage tourists to travel on Mount Bromo.

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