

THE MEDIATING ROLE OF TOURIST SATISFACTION IN THE EFFECTS OF SERVICE QUALITY, DESTINATION IMAGE, TOURIST ATTRACTION, AND PRICE PERCEPTION ON REVISIT INTENTION: EVIDENCE FROM LUKUP BADAK WHITE-WATER RAFTING DESTINATION, CENTRAL ACEH, INDONESIA.

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Abstract

This study examines the mediating role of visitor satisfaction in the effects of service quality, destination image, tourist attraction, and perceived price on tourist revisit intention at the Lukup Badak Rafting destination in Central Aceh Regency. All variables were measured using a Likert scale. Primary data were obtained through questionnaires distributed to 250 tourists visiting Lukup Badak Rafting. Data were analyzed using path analysis and Partial Least Squares Structural Equation Modeling with WarpPLS version 7.0. The findings show that service quality, destination image, tourist attraction, and perceived price significantly affect visitor satisfaction. Visitor satisfaction, tourist attraction, and perceived price significantly affect revisit intention, whereas service quality and destination image do not have significant direct effects on revisit intention. Path analysis further shows that visitor satisfaction mediates the effects of service quality, destination image, and tourist attraction on revisit intention, but does not mediate the effect of perceived price. These findings emphasize visitor satisfaction as an important mechanism linking destination attributes with tourists' post-visit behavioral intention.

Keywords: destination image; perceived price; revisit intention; service quality; visitor satisfaction

INTRODUCTION

Tourism has developed into a strategic service industry that contributes to regional and national economic activity through employment, local business income, infrastructure development, and regional revenue. Tourism services combine accommodation, transportation, recreation, food, attractions, and supporting facilities, making service performance and visitor experience central to destination development (Muallim et al., 2024; Butarbutar et al., 2025). In Aceh, tourism development is supported by natural, cultural, and religious attractions. Among the nature-based activities offered in the province, rafting is a special-interest form of adventure tourism because visitors do not merely observe scenery but participate directly in activities that involve challenge, teamwork, and physical experience (Purba & Ratno, 2017).

Central Aceh Regency contains several rafting destinations. The thesis identifies Lukup Badak Rafting in Bies District as one of the most widely known and visited rafting destinations in the region. Initial interviews indicated that its accessibility, relative proximity to Takengon, and the availability of transport options made the location attractive to visitors. Lukup Badak Rafting uses the Peusangan River for an approximately 4.5-km rafting route and offers family and semi-extreme packages. During the trip, visitors encounter coffee plantations, grassland, and rice-field scenery, while the operator provides helmets, life jackets, and local rafting guides (Asmunda, 2024). These destination characteristics make Lukup Badak an appropriate setting for examining post-visit behavior, particularly the intention to return.

Revisit intention is important because repeated visits can support destination continuity and strengthen the market position of a tourism attraction. Lai et al. (2020) describe revisit intention as repeated visiting behavior that reflects a tourist's motivation to return based on earlier experience. Nurfa et al. (2022) similarly connect positive experiences with the desire to repeat a visit. In the context of Lukup Badak, this issue became particularly relevant after the flash flood that affected Aceh and neighboring provinces in November 2025. The destination was

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temporarily closed for approximately two months and resumed rafting services in early February 2026 after the river was considered safe for tourism activities (Rijaya, 2026). The recovery period increased the importance of understanding what makes visitors willing to return.

Visitor satisfaction is one factor that may explain revisit intention because it reflects the visitor's overall evaluation of whether a destination experience meets or exceeds expectations. Havifa et al. (2024) explain that satisfaction results from visitors' evaluations of destination services and their ability to meet needs and expectations. Previous studies cited in the thesis, including Oriade and Schofield (2019) and Azzahra and Pramadanti (2025), found significant relationships between satisfaction and revisit intention. At Lukup Badak, satisfaction is related not only to the rafting activity itself but also to service, facilities, safety, scenery, and the perceived fairness of the costs paid by visitors.

The thesis examines four antecedents of satisfaction and revisit intention. First, service quality concerns the ability of destination managers and guides to provide reliable, responsive, competent, accessible, courteous, communicative, credible, and safe service (Alana & Putro, 2020). Second, destination image represents tourists' perceptions and impressions of the destination, including the travel environment, natural attraction, infrastructure, accessibility, relaxation, outdoor activity, price, and value (Lestari et al., 2022). Third, tourist attraction reflects the destination's attractions, facilities, infrastructure, transportation, hospitality, accessibility, and activities (Yandi et al., 2023). Fourth, perceived price represents tourists' judgments regarding affordability, pricing, the match between price and service quality, the match between price and benefits, price competitiveness, and price stability (Lating & Zulfikar, 2023).

A preliminary observation of 35 visitors who had repeatedly visited Lukup Badak indicated that the intention to return was associated with satisfaction, service quality, destination image, tourist attraction, and perceived price. The largest positive response was related to the destination's attraction, followed by satisfaction and service quality. The original preliminary observation is retained in Table 1 because it provides the empirical context that motivated the main study.

Table 1. Preliminary Observation of Tourist Revisit Intention at Lukup Badak Rafting

Reasons for Tourist Revisit Intention	Number		Percentage	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied
Revisit because of satisfaction	32	3	91.43%	8.57%
Revisit because of good service quality	31	4	88.57%	11.43%
Revisit because of the positive destination image	27	8	77.14%	22.86%
Revisit because of the attraction of Lukup Badak Rafting	33	2	94.29%	5.71%
Revisit because the price is consistent with the experience received	29	6	82.86%	17.14%
Average	30	5	86.86%	13.14%

Source: Preliminary Observation (2025)

Based on this empirical background, the study tests whether service quality, destination image, tourist attraction, and perceived price influence visitor satisfaction and revisit intention, and whether visitor satisfaction mediates those relationships. The study therefore retains the thirteen hypotheses formulated in the thesis: four hypotheses linking the antecedent variables to satisfaction, five direct-effect hypotheses on revisit intention including the satisfaction effect, and four mediation hypotheses in which visitor satisfaction transmits the effects of the four antecedent variables to revisit intention.

LITERATURE REVIEW

Revisit Intention

Revisit intention refers to the willingness or intention of tourists to return to a destination after an earlier visit. It is closely associated with loyalty because visitors who intend to return may also recommend the destination to others. Sappewali et al. (2022) define revisit intention as the drive to visit a tourism destination again, while Azzahra and Pramadanti (2025) emphasize that a satisfactory first experience can strengthen the intention to return in the future. Lai et al. (2020) also link revisit intention with the visitor's motivation to repeat a destination experience that has been evaluated positively.

The thesis adopts the measurement of revisit intention from Nurfa et al. (2022), covering intention to revisit, willingness to recommend, preference over other destinations, satisfaction-based loyalty, image, prioritization of the place, and information. These indicators reflect both the behavioral intention to return and the broader post-visit orientation toward the destination. In the Lukup Badak context, revisit intention therefore represents more than a single future visit; it also reflects positive communication, destination preference, and the placement of Lukup Badak among tourists' preferred future travel options.

Visitor Satisfaction

Visitor satisfaction is an evaluative response after a tourism experience. Azzahra and Pramadanti (2025) describe it as the visitor's feeling of satisfaction or dissatisfaction after visiting a destination, while Lapotulo et al. (2022) define it as the degree of satisfaction experienced during a visit or event. Darojat (2021) further explains satisfaction as a post-visit evaluation of destination services. The common element in these definitions is the comparison between expectations and the actual experience received during and after the visit.

The satisfaction indicators used in the thesis follow Lapotulo et al. (2022): satisfaction with the visit, satisfaction with destination services, willingness to visit again, lack of interest in other destinations, willingness to recommend, and willingness to promote the destination. In tourism marketing, satisfaction is particularly relevant because a positive evaluation may create loyalty, extend the relationship between visitors and destinations, and encourage positive word of mouth. For this reason, satisfaction is positioned in the model both as an outcome of destination attributes and as an antecedent of revisit intention.

Service Quality

Service quality represents the degree to which destination services meet or exceed visitor expectations. Lai et al. (2020) associate higher service quality with stronger satisfaction, while Kusumawati and Putra (2025) describe service quality as the destination's ability to fulfill visitor expectations and needs. In a rafting destination, service quality also includes safety-related interaction because guides and staff must provide clear information, reliable assistance, and professional service in an activity that involves physical risk.

Destination Image

Destination image is the set of perceptions, ideas, impressions, and evaluations tourists associate with a destination. Lestari et al. (2022) explain that destination image can be influenced by promotional information, mass media, and other information sources, while Kumar et al. (2020) emphasize that the image held by visitors can affect perception, behavior, attitude, and destination choice. A positive image may therefore shape expectations before a visit and influence the visitor's evaluation after the experience has taken place.

Tourist Attraction

Tourist attraction includes the natural, cultural, historical, recreational, and supporting elements that motivate visitors to select and experience a destination. Yandi et al. (2023) describe attraction as anything that has value for visitors and encourages them to visit a particular destination. Ngajow et al. (2021) similarly position attraction as a major motivation for travel. At Lukup Badak, the rafting experience, natural scenery, facilities, access, transportation, hospitality, and supporting activities collectively form the destination's attraction.

Perceived Price

Perceived price refers to a visitor's judgment of whether the price of a tourism experience is reasonable, affordable, competitive, and consistent with the value received. Kusumawati and Putra (2025) describe perceived price as an emotional and evaluative judgment of whether a price is acceptable or excessive relative to alternatives.

Lating and Zulfikar (2023) similarly define perceived price as an assessment of whether a price is reasonable, acceptable, and justifiable.

Conceptual Relationships and Hypotheses

The conceptual model places service quality, destination image, tourist attraction, and perceived price as exogenous variables; visitor satisfaction as a mediating variable; and tourist revisit intention as the endogenous outcome. The thirteen hypotheses preserve the thesis formulation. H1-H4 predict significant effects of the four exogenous variables on visitor satisfaction. H5 predicts a significant effect of visitor satisfaction on revisit intention. H6-H9 predict direct effects of service quality, destination image, tourist attraction, and perceived price on revisit intention. H10-H13 predict that visitor satisfaction mediates each of the four relationships between the exogenous variables and revisit intention.

METHOD

The research was conducted at the Lukup Badak Rafting destination in Lukup Badak Village, Bies District, Central Aceh Regency. The research subjects were visitors or tourists who experienced the Lukup Badak Rafting destination. The population consisted of all tourists visiting the destination, but the total population size was unknown. The sample size was determined using the Hair formula applied in the thesis. With 41 indicators and a multiplier of six, the minimum calculated sample was 246 respondents. The number was rounded to 250 respondents for the empirical analysis.

The sampling procedure used probability sampling with simple random sampling. Primary data were collected directly from respondents through a questionnaire. Each construct was measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The operational measures remained the same as those used in the thesis: eight service-quality indicators from Alana and Putro (2020), seven destination-image indicators from Lestari et al. (2022), seven tourist-attraction indicators from Yandi et al. (2023), six perceived-price indicators from Lating and Zulfikar (2023), six visitor-satisfaction indicators from Lapotulo et al. (2022), and seven revisit-intention indicators from Nurfa et al. (2022).

Data analysis used Partial Least Squares Structural Equation Modeling with WarpPLS version 7.0. The analytical sequence consisted of descriptive statistics, measurement-model evaluation, structural-model evaluation, direct-effect testing, indirect-effect testing, and mediation interpretation. Convergent validity was assessed using indicator loadings and Average Variance Extracted (AVE). Reliability was assessed using Composite Reliability (CR) and Cronbach's Alpha (CA). Structural-model evaluation used goodness-of-fit indices, R-square, Q-square, effect size, path coefficients, and p-values. A relationship was interpreted as statistically significant when the p-value was below 0.05, consistent with the analytical rules used in the thesis.

The first structural equation models visitor satisfaction as a function of service quality, destination image, tourist attraction, and perceived price. The second structural equation models revisit intention as a function of visitor satisfaction and the same four exogenous variables. Mediation was evaluated by comparing direct and indirect effects and by identifying whether the inclusion of visitor satisfaction produced full mediation, partial mediation, or no mediation.

RESULTS AND DISCUSSION

Respondent Characteristics

The study analyzed 250 respondents. Most respondents were men, most were between 30 and 45 years old, and the largest education group held bachelor's degrees. Students were the largest occupational group. The visit-frequency profile shows that most respondents had visited Lukup Badak between six and ten times, followed by those who had visited two to five times and more than ten times. Table 2 retains the original structure and data of the respondent-characteristics table from the thesis.

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Table 2. Respondent Characteristics

No.	Description	Number	Percentage
1	Gender:	158	63.20%
	Male	92	36.80%
	Female		
2	Age:		
	< 30 years	97	38.80%
	30-45 years	122	48.80%
	> 45 years	31	12.40%
3	Education:		
	Senior High School/Equivalent	58	23.20%
	Diploma III/Equivalent	45	18.00%
	Bachelor	105	42.00%
	Master	23	9.20%
	Other	19	7.60%
	Occupation:		
4	Student	77	30.80%
	Civil Servant	29	11.60%
	Private Employee	54	21.60%
	Entrepreneur	29	11.60%
	Trader	44	17.60%
	Other	17	6.80%
	Number of Visits:		
5	1 time	7	2.80%
	2-5 times	74	29.60%
	6-10 times	103	41.20%
	> 10 times	66	26.40%

Source: Research Results (2026)

Measurement Model

The measurement-model assessment in the thesis reports that the indicators were considered adequate for further analysis. Indicator loading values ranged from 0.621 to 0.874 and the reported p-values were 0.001. The AVE values for all six constructs were above 0.50, while Composite Reliability and Cronbach's Alpha values were above the reliability thresholds used in the study. The original AVE and reliability table forms are reproduced in Tables 3 and 4.

Table 3. Average Variance Extracted (AVE) Results

Variable	AVE	Description
Service Quality	0.591	Valid
Destination Image	0.627	Valid
Tourist Attraction	0.670	Valid
Perceived Price	0.671	Valid
Visitor Satisfaction	0.684	Valid
Tourist Revisit Intention	0.684	Valid

Source: Research Results (2026)

Table 4. Reliability Test Results

Variable	Inner Model		Description
	CR	CA	
Service Quality	0.920	0.900	Reliable
Destination Image	0.921	0.900	Reliable
Tourist Attraction	0.934	0.918	Reliable
Perceived Price	0.925	0.902	Reliable
Visitor Satisfaction	0.928	0.907	Reliable
Tourist Revisit Intention	0.938	0.922	Reliable

Source: Research Results (2026)

The reliability results show consistently high internal consistency across the constructs. The highest Composite Reliability value was 0.938 for revisit intention, while the lowest was 0.920 for service quality. Cronbach's Alpha ranged from 0.900 to 0.922. These results support the use of the constructs in the subsequent structural analysis, as interpreted in the original study.

Structural Model Fit, Explanatory Power, and Effect Size

The structural-model evaluation used the WarpPLS goodness-of-fit indices reported in the thesis. APC, ARS, and AARS were statistically significant at $p = 0.001$. AFVIF, GoF, SPR, RSCR, SSR, and NLBCDR met the criteria applied in the study, while AVIF did not meet its criterion because the index value was 5.824. The thesis nevertheless concluded that the model was acceptable because only one of the reported fit indices did not meet its criterion.

Table 5. Coefficient of Determination and Predictive Relevance

Latent Variable	R-Square	Q-Square
Visitor Satisfaction	0.735	0.731
Tourist Revisit Intention	0.773	0.770

Source: Research Results (2026)

The R-square value of 0.735 indicates that service quality, destination image, tourist attraction, and perceived price explain 73.5% of the variance in visitor satisfaction. The R-square value of 0.773 indicates that visitor satisfaction together with the four exogenous variables explains 77.3% of the variance in revisit intention. The Q-square values of 0.731 and 0.770 are both above zero, which the thesis interprets as evidence that the model has good predictive relevance for the two endogenous constructs.

The effect-size results show that visitor satisfaction has the largest contribution to revisit intention, with $F^2 = 0.537$, which is categorized as large in the thesis. For visitor satisfaction, service quality has the largest effect size among the four antecedents at 0.342, followed by tourist attraction at 0.279 and destination image at 0.160. Perceived price has a smaller effect on satisfaction at 0.124. For revisit intention, tourist attraction and perceived price have medium effect sizes, while the direct effect sizes of service quality and destination image are small.

Direct Effects

The direct-effect analysis produced nine path estimates. Service quality, destination image, tourist attraction, and perceived price all significantly affected visitor satisfaction. Visitor satisfaction had a strong and significant direct effect on revisit intention. Tourist attraction and perceived price also had significant direct effects on revisit intention. In contrast, the direct effects of service quality and destination image on revisit intention were not statistically significant. The original direct-effect table structure and coefficient values are retained in Table 8.

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Table 6. Direct Effect Results

	Variable	β	p	Result
Service Quality	Visitor Satisfaction	0.342	0.001	Accepted
Destination Image	Visitor Satisfaction	0.160	0.005	Accepted
Tourist Attraction	Visitor Satisfaction	0.279	0.001	Accepted
Perceived Price	Visitor Satisfaction	0.124	0.023	Accepted
Visitor Satisfaction	Revisit Intention	0.537	0.001	Accepted
Service Quality	Revisit Intention	0.073	0.122	Rejected
Destination Image	Revisit Intention	0.059	0.173	Rejected
Tourist Attraction	Revisit Intention	0.224	0.001	Accepted
Perceived Price	Revisit Intention	0.173	0.003	Accepted

Source: Research Results (2026)

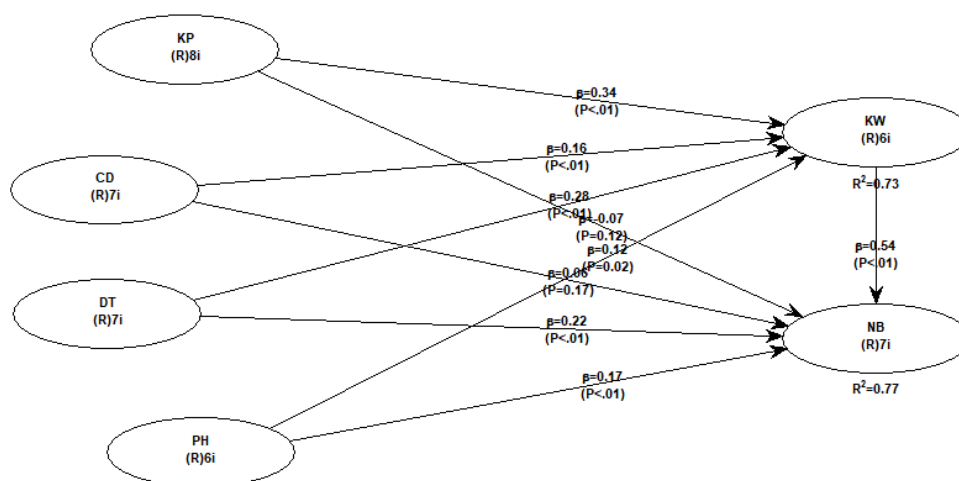


Image 2. Structural Equation Modeling Results (original WarpPLS output from the thesis)

Service Quality, Satisfaction, and Revisit Intention

Service quality had a significant effect on visitor satisfaction ($\beta = 0.342$; $p = 0.001$), supporting H1. The finding indicates that the quality of service experienced by visitors contributes to their overall evaluation of Lukup Badak. The discussion in the thesis relates this effect to services that were generally viewed as responsive, courteous, attentive, and supported by staff and guides with adequate service ability. This interpretation is consistent with the studies of Kumar et al. (2020), Hussain et al. (2023), Han et al. (2021), and Khan et al. (2025), which are cited in the thesis as evidence that service quality can improve visitor satisfaction.

Service quality, however, did not have a significant direct effect on revisit intention ($\beta = 0.073$; $p = 0.122$), so H6 was rejected. The thesis explains that some visitors may regard service quality as a basic expectation rather than the main differentiator driving a return decision. It also notes that visitors can place greater emphasis on the total emotional and experiential value of the destination. This result is aligned in the thesis with Khasanah and Mahendri (2023), Faturrahman (2024), Aziz et al. (2024), and Dita and Zaini (2022), which reported non-significant direct relationships in their respective settings.

Destination Image, Satisfaction, and Revisit Intention

Destination image significantly affected visitor satisfaction ($\beta = 0.160$; $p = 0.005$), supporting H2. The thesis interprets this finding in relation to the positive impressions formed by the natural environment, rafting experience, and reputation of Lukup Badak as a tourism destination in Central Aceh. A positive image can create expectations before a visit, and satisfaction is strengthened when the experience is consistent with those expectations. The finding is compared in the thesis with Wang (2025), Marques et al. (2021), Jebbouri et al. (2022), and Mbira (2024), all of which are presented as evidence of a significant image-satisfaction relationship.

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Destination image did not have a significant direct effect on revisit intention ($\beta = 0.059$; $p = 0.173$), so H7 was rejected. The thesis links this result to limitations still perceived in supporting facilities and accessibility. It also explains that destination image may be more important before an initial visit, while tourists who already possess direct experience rely more heavily on their evaluation of the actual visit. This interpretation is connected with findings reported by Rohmania (2022), Kurniawan and Sengaji (2025), Rosi and Fathor (2024), and Hasriana and Usman (2025).

Tourist Attraction, Satisfaction, and Revisit Intention

Tourist attraction had a significant effect on visitor satisfaction ($\beta = 0.279$; $p = 0.001$), supporting H3. The thesis attributes this result to the attraction of the rafting activity, adequate supporting facilities, access, transportation, and the friendliness of destination personnel and the surrounding community. A strong attraction creates an experience that visitors perceive as enjoyable, distinctive, and memorable. The result is consistent with Hussain et al. (2023), Zeng and Li (2021), Nooney et al. (2023), and Reitsamer et al. (2016), as cited in the thesis.

Tourist attraction also significantly affected revisit intention directly ($\beta = 0.224$; $p = 0.001$), supporting H8. The result shows that the attraction itself remains a direct reason for intending to return, even after satisfaction is included in the model. The thesis emphasizes the combination of adventure, natural scenery, social interaction, and destination activities as factors that can make the rafting experience difficult to substitute with another destination. This result is compared with Ngajow et al. (2021), Peng et al. (2023), Peng et al. (2025), and Wei et al. (2024).

Perceived Price, Satisfaction, and Revisit Intention

Perceived price significantly affected visitor satisfaction ($\beta = 0.124$; $p = 0.023$), supporting H4. The thesis interprets this result as evidence that visitors evaluate whether the price paid for Lukup Badak Rafting is appropriate relative to service quality, facilities, benefits, and the experience received. A fair and transparent price can strengthen positive evaluations because visitors do not feel burdened by costs that are inconsistent with the value obtained. The finding is aligned in the thesis with Ali et al. (2018), Muskat et al. (2019), Alderighi et al. (2022), and Lou et al. (2018).

Perceived price also had a significant direct effect on revisit intention ($\beta = 0.173$; $p = 0.003$), supporting H9. This result indicates that tourists may consider the affordability and competitiveness of Lukup Badak directly when deciding whether they intend to return. The thesis compares this finding with An et al. (2019), Liu and Lee (2020), Celik et al. (2017), and Waheed and Hassan (2016), which are presented as studies showing that price perceptions can shape future behavioral intentions.

Visitor Satisfaction and Revisit Intention

Visitor satisfaction significantly affected revisit intention ($\beta = 0.537$; $p = 0.001$), supporting H5 and producing the largest direct coefficient in the structural model. The thesis interprets this result as evidence that satisfaction is central to tourists' willingness to return to Lukup Badak. Visitors who are satisfied with services, facilities, and the overall rafting experience are more likely to consider returning and to communicate the destination positively to others. This result is consistent with Oriade and Schofield (2019), Kumar et al. (2020), Peng et al. (2023), and Zheng and Khai (2026), as cited in the thesis.

Indirect Effects and the Mediating Role of Visitor Satisfaction

The indirect-effect analysis shows that visitor satisfaction significantly transmits the effects of service quality, destination image, and tourist attraction to revisit intention. The indirect effect of perceived price through satisfaction was not significant. Table 7 retains the original indirect-effect structure and values, while Table 8 retains the original mediation-interaction structure used to classify the mediation type.

Table 7. Indirect Effect Results

Variable	β	P	Result
Service Quality	0.183	0.001	Accepted
Destination Image	0.086	0.027	Accepted
Tourist Attraction	0.150	0.001	Accepted
Perceived Price	0.067	0.066	Rejected

Source: Research Results (2026)

Table 8. Mediation Interaction Results

Variable	Direct		Indirect		Description
	β	P	β	P	
Service Quality	0.073	0.122	0.183	0.001	Full Mediation
Destination Image	0.059	0.173	0.086	0.027	Full Mediation
Tourist Attraction	0.224	0.001	0.150	0.001	Partial Mediation
Perceived Price	0.173	0.003	0.067	0.066	No Mediation

Source: Research Results (2026)

For service quality, the direct effect on revisit intention was not significant while the indirect effect through satisfaction was significant ($\beta = 0.183$; $p = 0.001$). The thesis therefore classifies visitor satisfaction as a full mediator, supporting H10. The practical meaning of this pattern is that good service contributes to revisit intention primarily when visitors convert that service experience into an overall state of satisfaction. The thesis associates this mediation pattern with the findings of Soleimani and Einolahzadeh (2018), Arevin (2024), Tosun et al. (2021), and Manyangara et al. (2023). For destination image, the direct effect on revisit intention was not significant, but the indirect effect through satisfaction was significant ($\beta = 0.086$; $p = 0.027$). Satisfaction was therefore classified as a full mediator and H11 was supported. The thesis explains that a positive destination image can form favorable expectations, but those expectations need to be reinforced by a satisfying actual experience before they translate into a return intention. This interpretation is connected with Kanwei et al. (2019), Kim (2017), Viet et al. (2020), and Abubakar et al. (2017).

For tourist attraction, both the direct effect on revisit intention and the indirect effect through satisfaction were significant. The indirect coefficient was 0.150 with $p = 0.001$. The thesis therefore classifies satisfaction as a partial mediator and supports H12. The result indicates that attraction influences revisit intention in two ways: directly, because the destination itself motivates a return, and indirectly, because the attraction creates a satisfying experience that further strengthens the intention to revisit. The thesis compares this pattern with Zheng and Khai (2026), Seow et al. (2024), Peng et al. (2023), and Acharya et al. (2023).

For perceived price, the direct effect on revisit intention was significant, but the indirect effect through satisfaction was not significant ($\beta = 0.067$; $p = 0.066$). The thesis consequently identifies no mediation and rejects H13. The result is interpreted as an indication that visitors evaluate price in a more direct and rational manner when deciding whether to return. A visitor may be satisfied with the destination, but price can still independently influence the decision if it is judged to be less competitive or inconsistent with personal financial considerations. The thesis relates this result to Saputro et al. (2020), Aziz et al. (2024), Septiyanti and Jannah (2022), and Firdaus and Wiyadi (2025).

Theoretical and Managerial Implications

The theoretical implication reported in the thesis is that visitor satisfaction functions as a key mechanism in tourism marketing and post-visit behavior. The full mediation of service quality and destination image indicates that these variables do not automatically produce a return intention; instead, their influence is realized when visitors evaluate the experience as satisfying. Tourist attraction follows a different pattern because it retains a significant direct effect while also operating through satisfaction, producing partial mediation. Perceived price follows another pattern because its direct effect is significant while its indirect effect through satisfaction is not, indicating that not all determinants of revisit intention operate through the same affective route.

Managerially, the results suggest that the Lukup Badak Rafting management should prioritize visitor satisfaction as a central strategy for increasing revisit intention. Service quality should be maintained and improved because it is important for satisfaction, even though its direct effect on revisit intention was not significant. Destination image should be supported by consistent on-site experience, particularly through the improvement of facilities, access, safety, and reliable visitor information. Tourist attraction should continue to be developed through distinctive rafting experiences, supporting facilities, and safe activities because attraction has both direct and indirect effects on revisit intention. Perceived price should remain competitive, transparent, and consistent with the value of the experience because it influences revisit intention directly.

CONCLUSION

The study concludes that service quality, destination image, tourist attraction, and perceived price significantly influence visitor satisfaction at Lukup Badak Rafting in Central Aceh Regency. Visitor satisfaction significantly influences tourist revisit intention and produces the strongest direct effect in the model. Tourist attraction and perceived price also significantly influence revisit intention directly, whereas service quality and destination image do not have significant direct effects on revisit intention.

The mediation results show that visitor satisfaction fully mediates the effects of service quality and destination image on revisit intention, partially mediates the effect of tourist attraction, and does not mediate the effect of perceived price. Accordingly, H1-H5 and H8-H12 are supported, while H6, H7, and H13 are not supported. These results preserve the conclusions of the original thesis and indicate that satisfaction is the main mechanism through which service quality and destination image contribute to return intention, while tourist attraction and price retain important direct roles.

The thesis recommends that the Central Aceh Regency government and Lukup Badak destination managers improve service quality continuously, strengthen a consistent destination image, develop distinctive and sustainable attractions, maintain safety, improve supporting infrastructure, and manage prices transparently and competitively. Future research is encouraged to include additional variables such as trust, tourism experience, and perceived value, to compare different destinations, and to consider alternative methods or longitudinal designs for examining changes in tourist behavior over time.

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