



International Journal of Business Innovation and Research

ISSN online: 1751-0260 - ISSN print: 1751-0252

<https://www.inderscience.com/ijbir>

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DOI: [10.1504/IJBIR.2026.10081453](https://doi.org/10.1504/IJBIR.2026.10081453)

Article History:

Received:	10 February 2026
Last revised:	04 June 2026
Accepted:	05 June 2026
Published online:	23 October 2026

The interplay of service quality and servicescape in shaping tourist revisit intention: a moderated mediation model with experience and technology

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Abstract: This paper evaluates how service quality and servicescape influence the revisit intention of tourists visiting digital tourism destinations in Indonesia. Based on survey data from 354 domestic tourists and a quantitative PLS SEM model, this study examines customer experience as a mediating variable and technology use as a moderating variable. The results show that service quality and customer experience have positive and significant effects on revisit intention. Customer experience partially mediates the relationship between service quality and revisit intention, as indicated by a VAF value of 52.83%. Servicescape has a positive effect on customer experience, but its direct effect on revisit intention is negative, suggesting that physical destination attributes may reduce revisit intention when they do not meet tourist expectations. Technology use significantly strengthens the relationship between service quality and revisit intention but does not significantly moderate the effects of customer experience and servicescape on revisit intention. These findings highlight the importance of integrating service quality, customer experience, servicescape management, and appropriate technology use in strengthening tourist revisit intention in Indonesian digital tourism.

Keywords: service quality; servicescape; customer experience; technology use; revisit intention.

Reference to this paper should be made as follows: Ambarwati, M.F.L., So, I.G., Abdinagoro, S.B. and Pradipto, Y.D. (2026) 'The interplay of service quality and servicescape in shaping tourist revisit intention: a moderated mediation model with experience and technology', *Int. J. Business Innovation and Research*, Vol. 41, No. 6, pp.1–30.

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1 Introduction

Tourism has been identified as one of the most vibrant industries associated with world economic growth and job creation in different nations. After a severe contraction due to the COVID 19 pandemic, the tourism sector in Indonesia has slowly recovered during 2023 and 2024. This recovery has been achieved not only through the loosening of travel restrictions and the adoption of mass vaccination policies, but also through the accelerated development of digital based service innovations. Tourism is a key industry in Indonesia, and it contributes significantly to national income, job creation, and regional economic empowerment through its wide multiplier effects (Badan Pusat Statistik, 2025; Rhena et al., 2024).

Being an archipelagic nation with abundant natural and cultural resources, Indonesia makes tourism one of the main foundations of national development and a major line of the economic recovery agenda. To become more competitive in the international market, the government has encouraged the growth of priority destinations, infrastructure development, and the digitalisation of tourism services (Ramdani, 2025; Rhena et al., 2024). In addition to cocommunities andate revenue, this sector is vital in spurring innovation, empowering local communities, and supporting Indonesian cultural diplomacy on the global stage. The resilience of Indonesian tourism in facing disruption and adjusting to evolving tourist behaviour in the digital age is reflected in the improved performance of the industry over the last two years.

International tourist arrivals to Indonesia have been rising in recent years, reaching 11.68 million in 2023 and increasing further to 13.90 million in 2024, indicating annual growth of approximately 18% to 19%. Nevertheless, this figure remains approximately 14% below the pre pandemic peak in 2019 of 16.1 million arrivals, which means that recovery and innovation still need to continue (Road Genius, 2025; Badan Pusat Statistik, 2025; Ramdani, 2025). The growth in international arrivals has been influenced by visa free policies with partner countries, the promotion of super priority destinations, and improvements in tourism services and facilities. The rapid digitalisation of travel services, increased access to information through online platforms, and traveller confidence in health and safety measures have also supported the recovery (Ramdani, 2025; Rhena et al., 2024). This development is consistent with recent tourism studies

showing that digital technology has become an important element in improving visitor experience, memorable experience, satisfaction, and behavioural intention in tourism contexts (Elgammal et al., 2020; Sustacha et al., 2023).

Overall, the recovery of Indonesian tourism has affected not only the hospitality and service industries, but also MSMEs, the creative industry, transportation, and the digital economy. Various stimulus policies, investment support, and destination development programmes have provided opportunities for inclusive and sustainable growth. This highlights the need to strengthen the interdependence of government, industry actors, and society to create a tourism ecosystem that is dynamic, adaptive, and capable of competing in the global market (Badan Pusat Statistik, 2025; Ramdani, 2025; Rhena et al., 2024). In this context, digital technology should not be viewed merely as a supporting tool, but also as a strategic mechanism that transforms tourism marketing, destination management, service delivery, and tourist interaction (Sharma and Sharma, 2023).

An important point to be analysed is that international tourist source countries that contribute the largest number of visitors to Indonesia need to be understood to develop effective tourism strategies. In 2024, Malaysia was recorded as the largest source of foreign tourists to Indonesia with 2.28 million visitors, followed by Australia with 1.67 million visitors and Singapore with 1.41 million visitors. Other top contributing countries included China, Timor Leste, and India. The variety of countries of origin indicates the need to introduce more specific promotional approaches, strengthen services, and design tourism products that suit the needs of each market (Road Genius, 2025).

These main source markets form the basis of market segmentation and priority setting in Indonesian tourism development. The market is dominated by Southeast Asia and Australia, which requires specific marketing innovation and increased regional cooperation. This is particularly important for facilitating cross country connectivity and the growth of super priority destinations that meet the expectations of large source markets. Collaboration between government and industry players is essential to achieving these goals (Rhena et al., 2024).

Besides the increase in foreign arrivals, the dynamics of domestic tourism have been at the centre of the post pandemic revival of the national tourism industry. The number of domestic tourism trips in Indonesia grew by 21% to 758 million in the first half of 2024, or January through September, compared with the same period in the previous year. It is estimated that the number of domestic trips will exceed 1.021 billion in 2024, which provides strong evidence of public interest and purchasing power in supporting the domestic tourism sector (Badan Pusat Statistik, 2025).

This growth is also reflected in monthly data, where December 2024 recorded 101.08 million domestic trips, an increase of 11.63% over the previous year. During the same month, the number of international arrivals reached 1.24 million, representing 8.72% year on year growth. These figures demonstrate that the recovery of Indonesian tourism is not only driven by international travellers, but also significantly by the strength of the domestic market. Domestic tourism is crucial for sustaining tourism businesses, strengthening the MSME ecosystem, and distributing the benefits of the creative economy across different regions (Ramdani, 2025).

Domestic tourism has therefore emerged as one of the central pillars of Indonesia's post pandemic recovery. The strong increase in domestic travel indicates shifting consumption patterns and preferences among Indonesian tourists in the new normal era. This supports the role of domestic tourism as a leading contributor to the tourism economy at national and regional levels (Badan Pusat Statistik, 2025). Government

stimulus, the introduction of new destinations, and national tourism promotion campaigns further support this positive trend and have influenced transportation, accommodation, MSMEs, and local creative industries.

Despite this development, tourism management issues are being experienced in several popular destinations beyond Bali, including Yogyakarta, Labuan Bajo, Lombok, and Lake Toba. The increase in visitor numbers in these destinations may place pressure on infrastructure capacity, environmental conservation, and local cultural sustainability. This problem of overtourism has spread beyond Bali, requiring government and destination managers to adopt data driven policies, carrying capacity management, and adaptive visitor regulations (Ramdani, 2025; Rhena et al., 2024). Some responsive measures have included visitor quotas, conservation fees, and digitalised reservation systems, all of which are intended to maintain sustainability while improving visitor experiences. Effective data driven and technology driven management is necessary to ensure that the economic benefits of tourism are more widely distributed across Indonesia rather than concentrated in several major destinations (Rhena et al., 2024; Ramdani, 2025). Recent evidence further indicates that smart tourism technologies can enhance tourism experience, particularly through information quality and interactivity, although privacy and security concerns may reduce the positive value of technology if they are not properly managed (Sustacha et al., 2023).

Although the impact of service quality and servicescape on revisit intention has been discussed in previous studies, there are still discrepancies in understanding the actual mechanisms of tourist loyalty during the digital era (Alshiha, 2022; Manyangara et al., 2023; Damayanthie et al., 2024; Masrokhah et al., 2025; Li et al., 2024). Service quality has been shown to influence satisfaction and revisit intention in hospitality and tourism contexts, while self service technology and corporate image can also strengthen customer satisfaction and customer revisit intention (Li, 2020). Similarly, tourist revisit intention is shaped by antecedents such as service quality, destination image, and satisfaction, confirming that tourist loyalty is not formed by a single factor, but through a combination of service based, experiential, and affective mechanisms (Martins, 2023). In the digital context, e tourism service quality also contributes to traveller loyalty through elements such as reliability, web design, security, privacy, and trust (Ghosh et al., 2025).

There are gaps especially in studies that do not consider the full mediating role of customer experience or that treat technology use as a universal solution rather than a context sensitive moderator (Godovykh and Tasci, 2020; Lesmana et al., 2024; Akter et al., 2024; Nazir et al., 2023). Previous studies have confirmed the importance of digital technology in improving visitor experience and tourism service interaction (Elgammal et al., 2020; Sharma and Sharma, 2023; Sustacha et al., 2023). However, the literature still provides limited explanation of how service quality, servicescape, customer experience, and technology use operate together in one integrated moderated mediation model, particularly in the context of domestic tourists in Indonesian digital tourism destinations.

To fill these gaps, this paper develops a new theoretical and empirical model that incorporates service quality, servicescape, customer experience, and technology utilisation into a mediated model simultaneously. The study contributes to Customer Experience Theory by demonstrating that customer experience is a key mediating mechanism, while also extending the Technology Acceptance Model literature by showing that the moderating effect of technology use on revisit intention is not always positive and consistent, but depends on destination digitalisation and traveller

characteristics (Pine and Gilmore, 1998; Venkatesh and Davis, 2000; Li et al., 2024). The result also adds to expectation confirmation theory (ECT) by demonstrating how digital experience, physical experience, expectations, and behavioural intention align in the rapidly changing tourism industry in Indonesia (Ajzen, 1991; Bhattacharjee, 2001; Oliver, 1980).

The integrated model offers additional empirical insights by providing a more comprehensive explanation of how service quality, servicescape, customer experience, and technology utilisation may jointly influence revisit intention in digital tourism. Rather than claiming to resolve all inconsistencies in previous studies, this study contributes by offering further evidence on the direct, indirect, and moderating relationships among these constructs. In this regard, the study adds to the theoretical discussion on tourist loyalty and provides practical insights for practitioners and policymakers in designing more adaptive and efficient tourism management strategies in the digital era.

2 Literature review

2.1 The ECT

The foundational concept of the consumer behaviour literature is the ECT which had been firstly developed by Oliver (1980) and further expanded upon by other researchers like Bhattacharjee (2001) and Al-Kumaim et al. (2023) in reference to services, tourism, and technology. According to ECT, customer satisfaction and loyalty would arise when there is confirmation between the initial expectations and the perceived product or service performance. In cases where the actual experience is at least equal or higher to the expectations, the confirmation happens resulting in satisfaction and increased chances of positive behaviours like repurchase or revisit intention. On the other hand, when the real experience is lower than the expectation, negative disconfirmation is likely to cause dissatisfaction and loss in customer loyalty (Oliver, 1980; Bhattacharjee, 2001). The theory is organised in terms of four main aspects, namely: expectation, perceived performance, and confirmation or disconfirmation, and satisfaction. Regarding the context of digital tourism, these expectations can be informed by the perceived service quality, physical setting (servicescape), and digital exposures to information. After the first-hand experience, the tourists evaluate the perceived performance of everything such as the use of technology and the service delivery. After that, they make a comparison between their expectations and what they get, and it can lead to positive confirmation that runs satisfaction or disconfirmation that can lead to less satisfaction and loyalty (Liu et al., 2024; Battour et al., 2025).

Many studies have supported the applicability of ECT in describing psychological consideration and customer behaviour in service and tourism. Lin et al. (2023) have also discovered that confirmation of initial expectation is a prime predictive of both satisfaction and revisit intention in tourists. Equally, Chiu et al. (2022) established that in the context of digital services, customer expectations confirmation is a key factor that influences continuance intention and user loyalty. These findings were subsequently reinforced by Dhiman and Jamwal (2022) who revealed that the confirmation and the perceived usefulness of digital technologies including chatbots are directly related to satisfaction and repeat intention in tourism contexts. More recently, Liu et al. (2024)

underlined the importance of ECT to explain the ways service quality and customer experience lead to revisit intention in the restaurant and tourism business as a strong impact of satisfaction and loyalty is mainly determined by the relationship between expectations and actual experience. Also, the studies of Wang et al. (2023) and Al-Kumaim et al. (2023) has further extended the use of ECT to the technology-based service industries and has revealed that technological innovation and accessibility are key determinants of how modern customer demands are confirmed.

The subjectivity of the customer expectations and a dynamic character of consumer behaviour in the digital age still have perspectives of ongoing theoretical debate despite its wide acceptance. As research by Chiu et al. (2022), Wang et al. (2023), and Battour et al (2025) found, expectations and actual experiences are becoming more influenced by situational factors, which include online reviews, word of mouth, and fast technological development. The trick of measuring and managing expectations has become complicated since tourists can easily make comparisons of services offered in different destinations and over the internet. Debate exists as well over negative disconfirmation effect, some studies indicate that it does not necessarily result in a drastic loss of loyalty especially when affected by emotional attachment or value (Bhattacharjee, 2001; Lin et al., 2023).

The ECT is included in the current research as a grand theory to describe the processes involved in the revisit intention, where customer experience mediates. The model builds on the conventional use of ECT by emphasising the fact that expectations are not only based on the foundation of service quality but also on the servicescape and use of technology, which are two features of digital tourism destinations. One of the contributions of this study is that it helps to enrich the ECT model whereby customer experience becomes one of the key mechanisms of the confirmation process. Customer experience is seen then not as an output, but as a dynamic mediator of the expectations and revisit behaviour. Customer experience that has met or surpassed the expectations confirms revisit intention of the customer whereas expectation that is unmet can undermine loyalty. This theoretical synthesis offers a holistic approach of comprehending tourist loyalty in the digital age with expectation management, innovation in customer experience, and technology integration as major points of focus in the contemporary tourism management.

2.2 *Tourist revisit intention*

Tourist revisit intention is one of the most essential concepts in tourism behaviour study as it is an intention or preference of a traveller to revisit a destination in the future (Hasan et al., 2019; Tosun et al., 2015). This construct throws some emphasis on the psychological, motivational and experiential aspect that determine the decision of a tourist to repeat visit. Revisit intention, when used in tourism, can be viewed as one of the primary indicators of tourist loyalty and one of the destination management success measures. Their intention to visit the destination again is not the only definition of revisit intention, which also implies that a tourist after visiting the destination may refer someone to the place, invite their friends or family to the place, and talk about a good experience they receive (Heiny et al., 2019). Revisit intention as a marketing aspect of tourism is an emotional commitment, which arises in situations where one becomes satisfied and achieves meaningful experiences in the initial tourism visit (Meijer and Foster, 1994).

Empirical research has realised that revisit intention is influenced by a few factors which include service quality, customer experience, servicescape and tourist satisfaction. The degree of high perception of the quality of the services as well as the positive experience of travelling, as emphasised by Hasan et al. (2019), also serves as robust predictors of the willingness of the tourist to visit the specified destination again. Similarly, Tosun et al. (2015) developed good relationships between loyalty, recommendations, and revisit intention. The measurement scales used in revisit intention in relation to this study are probability of revisiting, intention of referring others to visit, invitation to others to visit and sharing positive experience with others in the social circle of a tourist. The indicators are designed to determine the intensity, commitment and long-term consequences of the loyal tourist behaviour to the development of the destination (Heiny et al., 2019; Hasan et al., 2019). The ordinal scales may be enabled to facilitate a more vivid assessment of intensity of revisit intention.

The dynamism of revisit intention is the highlight in the modern literature in which the online recommendation by the social media platform and travel review sites is now a critical statement of revisit intention in the digital age. As recent studies suggest, destination managers would be highly concerned about the online experience and online communication as the component of generating loyalty and generating revisit intention (Hasan et al., 2019). The presence of the revisit intention as an academic concern is also explained in connection to the challenge of measuring the construct since it is not only dynamic and subjective but also influenced by other external factors such as the economic setting, tourism trends and the different tastes and preferences of the travellers. To get a clearer insight into tourist loyalty, some researchers propose to combine the measurement of intention with the actual repeat-visit behaviour (Meijer and Foster, 1994; Tosun et al., 2015). In addition, the question on the influence of segmentation remains controversial whereby the revisit intention may vary with age, culture, and nature of the destination, nature and cultural destination may be quite different than urban or entertainment destination. The destination management, in its turn, should be attentive to the needs of every segment of the market, which are aimed at to ensure that the revisit intention is translated into the actual repeat visitation. In this study, the revisit intention will be made as the endogenous variable and will be contingent on the services, servicescape, experience of the customers and use of technology. The holistic approach to measurement enables one to identify the direct and indirect pathways that provide strategic resources in the sustainable growth of the digital tourism destinations of Indonesia.

2.3 Service quality

Service quality is one of the central constructs in service marketing, which signifies the level of the excellence of services as judged by the clients by contrasting their basic expectations and the precise execution they acquire (Parasuraman et al., 1988; Zeithaml et al., 2020). Service quality plays a major role in determining the satisfaction of tourists in the tourism industry as well as acting as a driving force of tourist loyalty and competitiveness of destinations. This notion also comprises objective and subjective indicators of the general customer experience, as well as facilities, service procedures, and individual interactions experienced by a tourist when making a visit (Liu and Lee, 2016; Mauri et al., 2013). Accessibility, technological reliability, and responsiveness of

services to the changing needs of the contemporary travellers are also seen as the quality of the services in the digital tourism age.

It has been demonstrated through an extensive number of empirical studies that service quality plays an important role in tourist satisfaction, customer experience, and revisit intention (Ali and Amin, 2020; Setiawan et al., 2023). Perceived quality of service results in greater tourist loyalty and high potential that tourists can come back. Research in tourism and other related industries has determined that some of the dimensions of service quality, including reliability and assurance, have a significant role to play in motivating tourists to revisit a destination (Manyangara et al., 2023). Meanwhile, customer experience may be influenced by the service quality in the sense that it improves emotional and experiential sides of the tourist experience. Studies have also indicated that, the quality of service and revisit intention may be direct and indirect, with customer experience being a significant mediating variable (Liu et al., 2024; Lesmana et al., 2024). Being able to provide reliable, responsive and personalised service is thus key to destination managers who wish to achieve the creation of memorable experiences and continuity of tourist loyalty in an ever-growing digital world.

Based on the theoretical and empirical foundation outlined above, the current study incorporates service quality as an exogenous variable to the effect of customer experience and revisit intention in the background of the Indonesian digital tourism industry. The hypotheses are as follows:

- H1 Service quality has a positive and significant effect on revisit intention to tourism destinations.
- H2 Service quality has a positive and significant effect on customer experience at tourism destinations.

2.4 *Servicescape*

Servicescape is also the full coverage of the physical environment in a tourism destination that influences how tourists perceive, feel, and behave at the destination. Such concept encompasses more than architectural, layout, and landscape beauty, but also the ambience, hygiene, signs, and the ease of amenities (Bitner, 1992; Rosenbaum and Massiah, 2011). In theory, the servicescape is an incentive that causes affective and cognitive reactions, and as a result, creates a complete customer experience (Gulertekin and Genc, 2021). Servicescape has acquired new meanings in digital tourism where Instagrammable spaces, interactive technologies, and information systems powered by applications are considered as innovations that can further justify the importance of servicescape as a key driver of memorable tourist experiences (Heo et al., 2023; Lesmana et al., 2024).

Empirical research platform has always indicated that a properly developed servicescape dramatically improves customer experience and loyalty. Garg et al. (2014) and Oskam and Boswijk (2016) studies discovered that customer judgments are higher with beautiful scenery, convenient designs, and easy-to-breathe environments. Gulertekin and Genc (2021) emphasised the effect of visual appeal and cleanliness on the positive emotions and interest. In Indonesia, Masrokhah et al. (2025) revealed that quality and attractive servicescapes generate pleasant experiences and generate loyalty to tourists in the long term. Moreover, supportive servicescape correlates with higher revisit intention because tourists tend to visit more frequently those destinations that are above and

beyond their expectations of comfort, atmosphere, and aesthetic uniqueness (Lesmana et al., 2024; Heo et al., 2023; Karpen and Kleinaltenkamp, 2019).

Although the role of servicescape is strongly supported, it does not always have a similar impact in various situations and groups of tourists. Other works underline the importance of cleanliness and design, whereas others pay attention to the environment and visual appeal (Rosenbaum and Massiah, 2011; Şengel et al., 2025). With the increased pace of digitalisation, the emergence of the so-called e-servicescape is becoming relevant and understanding the connection between physical and virtual environments that influences tourist experiences is necessary (Li et al., 2024). Based on this conceptual and empirical premise, the hypotheses below are put forward:

- H3 Servicescape has a positive and significant effect on customer experience at tourism destinations.
- H4 Servicescape has a positive and significant effect on revisit intention to tourism destinations.

2.5 Customer experience

Customer experience refers to the totality of impressions, feelings, and subjective judgements that tourists develop during their interaction with a destination, including its facilities, services, physical environment, and digital service elements (Pine and Gilmore, 1998; Godovykh and Tasci, 2020). In tourism studies, customer experience is increasingly positioned as a central construct because it captures not only the functional evaluation of service delivery, but also the emotional, sensory, social, and cognitive responses that emerge throughout the visitor journey. The idea of customer experience has become a focal point for establishing affective attachment, which can create a stronger desire among tourists to return to the same destination (Zha et al., 2023). In the digital tourism context, the construct becomes more complex because tourists no longer interact only with physical facilities and frontline services, but also with online information, digital booking systems, mobile applications, interactive technologies, and technology supported service encounters (Arkadan et al., 2024). Consequently, the quality of customer experience influences tourist perceptions, attitudes, satisfaction, and ultimately loyalty toward a destination.

Recent studies have shown that customer experience is increasingly understood as a strategic mechanism in service-based industries. Ketolainen et al. (2025), through a systematic literature review on customer experience management in financial services, emphasise that customer experience is not limited to a single service encounter, but is formed through a series of integrated touchpoints that require consistent management across the whole customer journey. Although their study focuses on financial services, the insight is relevant to tourism because tourists also evaluate destinations through multiple interactions, including information search, arrival, service delivery, physical environment, digital support, and post visit communication. Jing and Wongkumchai (2025) further demonstrate that AI powered chatbots can improve customer experience by providing interactive, personalised, and responsive support in digital service settings. This finding is important for digital tourism because technology-based interaction can help destinations provide real time information, reduce visitor uncertainty, and improve the perceived convenience of the travel experience.

Empirical evidence indicates that customer experience is one of the strongest predictors of revisit intention in tourism, hospitality, and other service industries. Keiningham et al. (2020) find that positive customer experience contributes to increased intention to return, recommendation behaviour, and customer lifetime value. Lesmana et al. (2024) find that customer experience has a strong influence on revisit intention, both directly and indirectly through customer satisfaction as a mediator. Situmorang et al. (2020) also report that customer experience is a common factor influencing repeat visit intention in local tourism. These findings are especially relevant in the internet era, where online information, automated booking systems, social media interaction, and digital service platforms have radically changed the way tourists interact with destinations (Nazir et al., 2023; Ashfaq et al., 2025). Therefore, customer experience remains one of the most influential elements in driving loyalty and the desire to return, even amid post pandemic changes in tourist behaviour (Li et al., 2024).

The importance of customer experience is also supported by recent studies on service quality, satisfaction, and behavioural intention. Kuzey et al. (2024) show that subdimensions of electronic service quality, such as ease of use, control, and emotional benefits, can influence behavioural and praising intentions in digital service contexts. Khan and Minhaj (2022) similarly find that digital service dimensions influence customer satisfaction, and that satisfaction mediates the relationship between digital service quality and customer retention. These findings support the argument that customer experience functions as a psychological and evaluative mechanism linking service performance with future behavioural intention. In a tourism context, this means that tourists are more likely to revisit a destination when service quality, technology support, and physical facilities generate a favourable and memorable experience. Yoganandan et al. (2024) also confirm that service quality, customer satisfaction, and loyalty are closely connected, while the strength of this relationship may depend on contextual factors. This supports the logic of the present study, which positions customer experience as a mediating mechanism and technology use as a contextual condition in explaining revisit intention.

The relationship between customer experience and revisit intention remains a central area of scholarly debate. Researchers continue to discuss whether customer experience should be treated as a mediator, a consequence, or a direct predictor in behavioural models. Recent research confirms this dual role, showing that customer experience can serve both as a mediator and as a direct predictor of revisit intention (Liu et al., 2024; Zha et al., 2023). Its effect appears to be stronger in destinations that successfully combine service quality, technological innovation, personalisation, and meaningful physical settings (Li et al., 2024). Saikia and Goswami (2023), in their study of Kaziranga National Park, show that tourist satisfaction, destination image, environmental disposition, and revisit intention are important factors in understanding tourist behaviour and destination value. This insight supports the view that revisit intention is not merely a response to functional service delivery, but is shaped by the broader experience, perceived value, and emotional evaluation of the destination. Nonetheless, the relationship between customer experience and revisit intention is usually situationally dependent on tourist profile, destination type, service setting, and level of technology adoption (Arkadan et al., 2024). Considering these theoretical and empirical contributions, this study proposes the following hypotheses:

- H5 Customer experience has a positive and significant effect on revisit intention to tourism destinations.

- H6 Service quality has a positive indirect effect on revisit intention through customer experience as a full mediator.
- H7 Servicescape has a positive indirect effect on revisit intention through customer experience as a full mediator.

2.6 Technology Use

Technology use in tourism means the planned and strategic use of the technological tools on tourism destinations to enhance efficiency and accessibility and overall optimisation of the facilities to the tourists (Buhalis, 2020). This notion encompasses the incorporation of technology in services, administration and the whole consumer experience involving computerised information systems, online booking software and interactive machines that facilitate the ease with which travellers find and consume destination services. The use of technology in the digital age creates a distinction between the adaptive and modern destination and their more traditional counterparts since they serve the constantly changing demands of the contemporary traveller and allow a seamless experience.

Moderating aspects of technology usage are increasingly becoming a prominent factor in tourism studies especially in the way they can be used to moderate the relationship between service quality, customer experience, servicescape, and revisit intention. Implementing technology in tourism services, including digital platform and customised application, has also been demonstrated to enhance the positive effect of services quality and the customer experience on tourists return intention (Buhalis, 2020; Ashfaq et al., 2025; Li et al., 2024). Research shows that the perceived ease of use and usefulness of technology impact customer loyalty and increase their satisfaction, whereas the quality of digital infrastructure and digital literacy of tourists are essential to make these impacts come true (Nazir et al., 2023; Akter et al., 2024). However, the usefulness of a technology use as a moderator is highly situational, and it is hinged on the level of digitalisation of the destination, tourist profiles, and perceived usefulness of technological systems (Arkadan et al., 2024; Venkatesh and Davis, 2000).

Consistent with this literature, the current research incorporates the use of technology as a moderating factor in the relationships between service quality, customer experience, servicescape, and revisit intention at digital tourism destinations in Indonesia. This method offers an empirical novelty in terms of developing the Technology Acceptance Model and like giving significance to technology as a strategic instrument, rather than just a strategic externality. The hypothesis presented are thus:

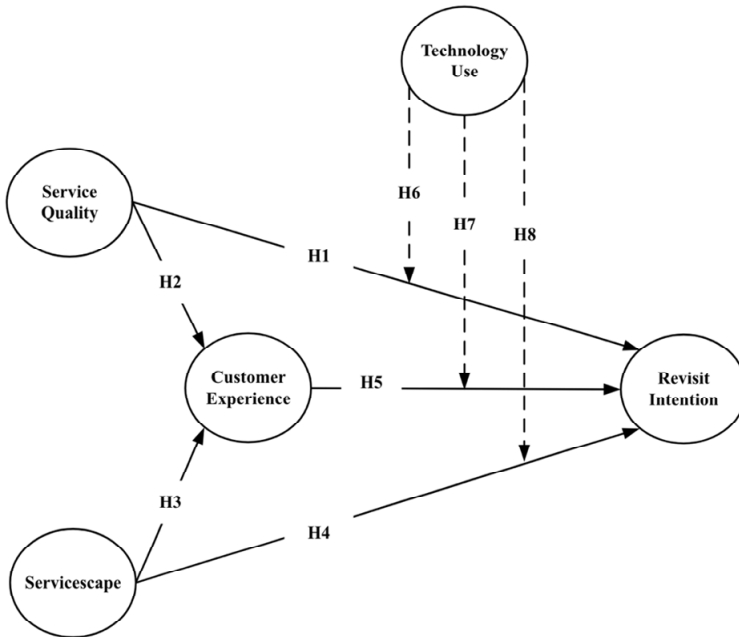
- H8 Technology use moderates the effect of service quality on revisit intention to tourism destinations.
- H9 Technology use moderates the effect of customer experience on revisit intention to tourism destinations.
- H10 Technology use moderates the effect of servicescape on revisit intention to tourism destinations.

3 Methodology

This study aims to examine how service quality and servicescape influence tourist revisit intention in Indonesian digital tourism destinations. More specifically, the research has four main objectives. First, it investigates the direct effects of service quality and servicescape on revisit intention. Second, it examines the effects of service quality and servicescape on customer experience. Third, it analyses the mediating role of customer experience in the relationship between service quality, servicescape, and revisit intention. Fourth, it evaluates whether technology use strengthens or weakens the relationship between service quality, servicescape, customer experience, and revisit intention. These objectives are important because revisit intention in digital tourism is not shaped only by physical destination attributes, but also by the quality of service delivery, the overall experience created during the visit, and the way tourists interact with technology before, during, and after the tourism experience.

This research adopts a quantitative approach because the study seeks to test hypothesised relationships among several latent constructs in a structured empirical model. The quantitative design is appropriate because service quality, servicescape, customer experience, technology use, and revisit intention can be measured through observable indicators and analysed statistically. Since the proposed framework involves direct relationships, mediating mechanisms, and moderating effects, a quantitative survey design provides a suitable basis for examining the strength, direction, and significance of the relationships among the constructs. This approach also allows the findings to be compared with previous tourism and service marketing studies that use similar survey-based models (Hair et al., 2017; Creswell and Creswell, 2018).

Figure 1 Research framework



Data collection was conducted using a structured questionnaire distributed to domestic tourists who had visited tourism destinations in Indonesia within the last two years. Domestic tourists were selected because domestic tourism has become one of the strongest pillars of Indonesia's post pandemic tourism recovery. Their perceptions are therefore important for understanding how service quality, physical environment, customer experience, and technology use influence future travel behaviour. The questionnaire consisted of two main parts. The first part collected demographic information, while the second part measured the research constructs using items adapted from established studies. The use of previously validated measurement items was intended to improve the reliability, validity, and comparability of the research instrument (Hair et al., 2017; Creswell and Creswell, 2018).

The research framework is presented in Figure 1. The model positions service quality and servicescape as exogenous variables, customer experience as the mediating variable, technology use as the moderating variable, and revisit intention as the endogenous variable. This framework is motivated by the argument that tourist revisit intention is shaped not only by service performance and physical destination attributes, but also by the overall experience created during the visit and the support of digital technology. Service quality and servicescape are expected to influence revisit intention directly and indirectly through customer experience. Technology use is included as a moderator because digital tools may strengthen or weaken the effects of service quality, servicescape, and customer experience on revisit intention, depending on how useful, interactive, secure, and accessible the technology is for tourists. Mathematically, the model can be expressed as follows:

$$CX = \beta_1 SQ + \beta_2 SS + \varepsilon_1$$

$$RI = \beta_3 SQ + \beta_4 SS + \beta_5 CX + \beta_6 (SQ \times TU) + \beta_7 (CX \times TU) + \beta_8 (SS \times TU) + \varepsilon_2$$

where *SQ* refers to service quality, *SS* refers to servicescape, *CX* refers to customer experience, *TU* refers to technology use, *RI* refers to revisit intention, β refers to the path coefficient, and ε refers to the error term. This model allows the study to examine direct effects, indirect effects through customer experience, and moderating effects of technology use in explaining revisit intention in Indonesian digital tourism.

For data analysis, this study used Partial Least Squares Structural Equation Modelling (PLS SEM). PLS SEM was selected because it is suitable for analysing complex models that include multiple latent constructs, mediation effects, and moderation effects. This method is also appropriate for prediction-oriented studies and is widely used in tourism, hospitality, service management, and consumer behaviour research. In this study, the analysis was conducted in two main stages. The first stage assessed the measurement model by examining indicator reliability, construct reliability, convergent validity, and discriminant validity. The second stage assessed the structural model by testing the direct, indirect, and moderating relationships among the variables. SmartPLS 4.0 was used as the main analytical tool, and hypothesis testing was conducted using the bootstrapping procedure to estimate the significance of the path coefficients (Henseler et al., 2015; Sarstedt et al., 2019; Ringle et al., 2022). This methodological approach follows established standards in PLS SEM and supports the development of theoretical and managerial implications for digital tourism (Hair et al., 2017; Ramayah et al., 2018).

3.1 Population and sample

The population of this study consisted of domestic tourists who had visited tourism destinations in Indonesia within the last two years. This population was selected because recent tourist experiences are more likely to provide accurate evaluations of service quality, servicescape, customer experience, technology use, and revisit intention. The focus on domestic tourists is also relevant because domestic travel has become a major contributor to the recovery and continuity of the Indonesian tourism sector after the COVID 19 pandemic.

The primary data were collected through a structured questionnaire distributed to respondents who had travelled to five provinces with the highest recorded number of domestic tourist movements, namely Central Java, East Java, West Java, the Greater Jakarta area, and the Special Region of Yogyakarta. These regions were selected because they represent major domestic tourism flows and provide a diverse setting for observing tourist behaviour. The inclusion of these regions also helps capture variations in destination type, visitor profile, service delivery, and technology adoption. Therefore, the sampling area provides a suitable empirical basis for examining revisit intention in the context of Indonesian digital tourism.

Table 1 Respondent's profile

<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Gender</i>		
Male	133	38%
Female	221	62%
<i>Age</i>		
15–25 years	94	27%
26–35 years	72	20%
36–45 years	98	28%
46–55 years	56	16%
56–65 years	34	10%
<i>Occupation</i>		
Student	83	23%
Teacher/lecturer	56	16%
Employee	121	34%
Entrepreneur	15	4%
Housewife	59	17%
Others	20	6%
<i>Education level</i>		
High school	81	23%
Diploma	122	34%
Bachelor's degree	108	31%
Master's degree	36	10%
Doctoral degree	7	2%

The sampling frame was designed using proportional stratified sampling to ensure that respondents from each selected region were represented. This technique was considered appropriate because the study involved tourists from several provinces with different levels of tourism activity. The sample size was calculated using Cochran's formula, with maximum variability assumed at $p = 0.5$, a confidence level of 95%, and a precision level of 5% (Israel, 1992). The calculation resulted in a minimum required sample of 385 respondents. During data collection, 462 responses were obtained. After screening for incomplete responses and outliers, the final dataset consisted of 354 usable responses. Although the final number was slightly below the initial Cochran threshold, it remains suitable for PLS SEM because the sample size is sufficient for estimating complex structural models involving multiple constructs, mediation, and moderation effects (Taherdoost, 2017).

The demographic profile of respondents shows that the sample represents a broad range of Indonesian domestic tourists. Of the 354 respondents, 38% were male and 62% were female. The age distribution was also diverse, with 27% aged 15 to 25 years, 20% aged 26 to 35 years, 28% aged 36 to 45 years, 16% aged 46 to 55 years, and 10% aged 56 to 65 years. This distribution indicates that the study captures the perceptions of both younger and middle-aged tourists, who are important segments in domestic tourism, especially in the post pandemic period (Sarfika et al., 2021).

In terms of occupation, the sample consisted of students, teachers and lecturers, employees, entrepreneurs, housewives, and other professional groups. This occupational diversity indicates that domestic tourism is not limited to one specific social group but is a shared consumption activity across different backgrounds. The respondents also had varied educational levels, ranging from high school to doctoral degree. Overall, this demographic and geographic coverage supports a more nuanced analysis of how tourists evaluate service quality, customer experience, servicescape, technology use, and revisit intention in Indonesian tourism destinations.

3.2 Measurement item and scale

This study measured all constructs using reflective indicators adapted from established scales in tourism, hospitality, service marketing, and technology literature. A reflective measurement model was considered appropriate because the indicators were treated as manifestations of the underlying constructs. The questionnaire items were presented as closed statements and measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. This scale was chosen because it allows respondents to express the intensity of their agreement and is commonly used in behavioural and tourism research.

Service quality was measured using five indicators adapted from the SERVQUAL model and later service quality studies (Parasuraman et al., 1998; Liu and Lee, 2016; Mauri et al., 2013; Verhoef et al., 2009). These indicators reflected tourists' evaluations of physical facilities, clarity of service standards, staff reliability, responsiveness to complaints, and the extent to which the destination satisfies customer needs. Servicescape was measured using six indicators that represent the multidimensional nature of the physical environment (Gulertekin and Genc, 2021; Karpen and Kleinaltenkamp, 2019; Rosenbaum and Massiah, 2011). These indicators included atmosphere, cleanliness, signage clarity, landscape attractiveness, directional signs, and facility layout accessibility.

Customer experience was measured using nine items adapted from Garg et al. (2014), Oskam and Boswijk (2016), and Verhoef et al. (2009). These items captured tourists' communication ability, adaptability, relationship building, evaluation of destination conditions, adequacy of supporting facilities, ambience, overall positive impression, feeling of joy, and uniqueness of experience. Customer experience was included because it represents the internal evaluation that connects service delivery and destination attributes with future behavioural intention.

Technology use was measured using four indicators adapted from Buhalis (2020) and Zaffiro et al. (2018). These indicators reflected technology informativeness, interactive design, safety and security, and privacy protection. Technology use was positioned as a moderating variable because digital tools may strengthen or weaken the effects of service quality, servicescape, and customer experience on revisit intention. This is especially relevant in digital tourism, where tourists increasingly depend on online information, mobile systems, digital transactions, and interactive platforms.

Revisit intention, as the endogenous outcome variable, was measured using five items adapted from Hasan et al. (2019), Heiny et al. (2019), Meijer and Foster (1994), and Tosun et al. (2015). These items reflected respondents' tendency to revisit, intention to recommend the destination, intention to invite others, demonstrated loyalty, and willingness to return. Revisit intention was selected as the main outcome because it reflects tourist loyalty and provides an important indicator of destination competitiveness and long-term sustainability.

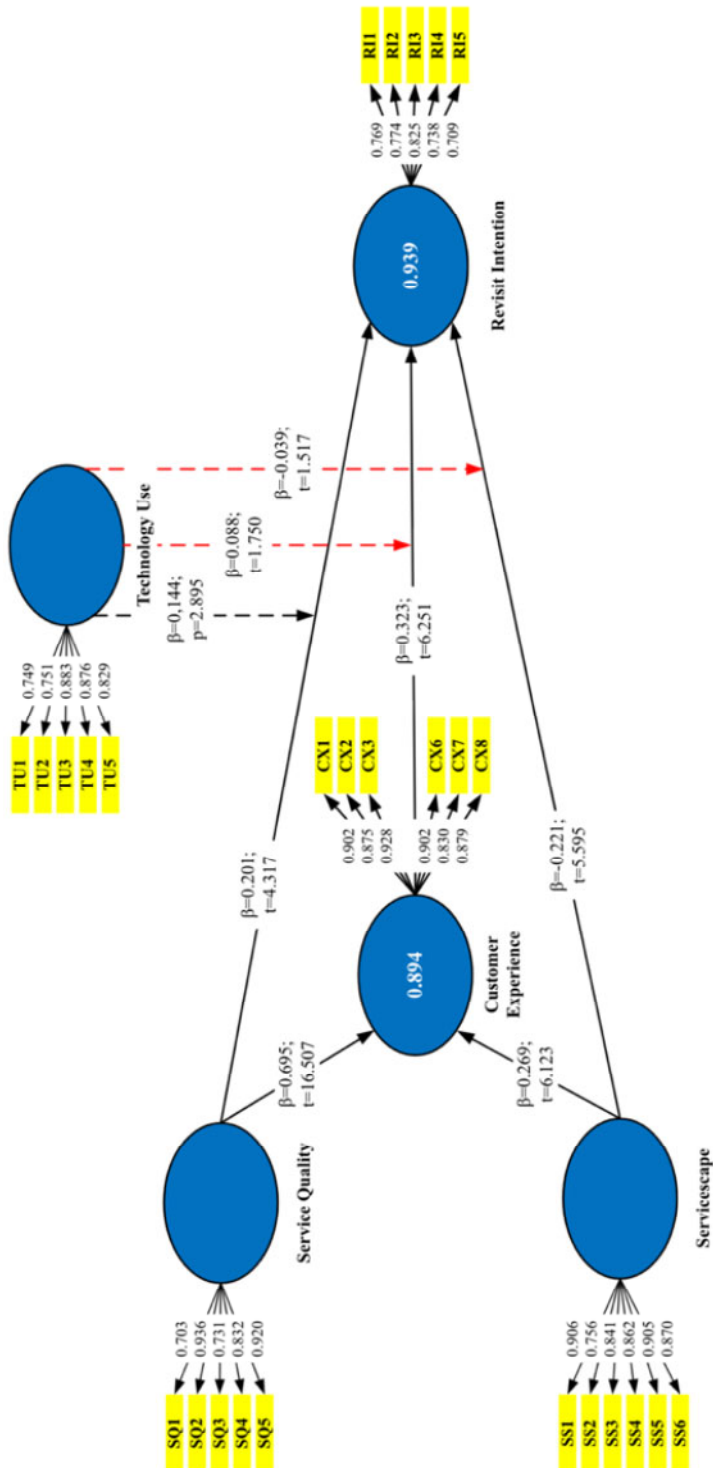
All measurement items were tested through validity and reliability assessment before structural model evaluation. This procedure was conducted to ensure that each construct was measured accurately and consistently. The use of established measurement scales, combined with reliability and validity testing, provides a strong methodological basis for examining the proposed moderated mediation model in Indonesian digital tourism.

4 Results

4.1 SEM-PLS model evaluation

The evaluation of the measurement model in this research was done to ensure that each construct achieved convergent validity and internal reliability, which are critical pre-requisites in partial least squares structural equation modelling (SEM-PLS). According to the established criteria an indicator is valid if it has a loading factor greater than 0.70. The reliability of each construct is further indicated by Cronbach's alpha, composite reliability values greater than 0.70 while the average variance extracted (AVE) must be greater than 0.50 indicating that the construct explains more than half of the variance in its observed indicators (Hair et al., 2018; Henseler et al., 2015). In this study nearly all aspects related to service quality, servicescape, customer experience, technology use, and revisit intention met these criteria. However, three items from customer experience (CX4, CX5, and CX9) had negative and very low loading factors respectively and were removed from the final model to keep the measurement structure in good shape.

Figure 2 The bootstrapping results (see online version for colours)



The results of the analysis showed that the loading factors for service quality ranged between 0.703 and 0.936, with Cronbach's alpha of 0.883, composite reliability of 0.903, and AVE of 0.689, indicating good reliability and validity. Servicescape indicators ranged between 0.756 and 0.906, with Cronbach's alpha of 0.928, composite reliability of 0.929, and AVE of 0.736. For customer experience, three indicators were removed because they produced low loading values below the recommended threshold, namely CX4 = 0.412, CX5 = 0.386, and CX9 = 0.447. The removal of these items was conducted to improve the measurement quality of the construct and may also reflect contextual differences in how customer experience is perceived in digital tourism environments. After dropping these three indicators, the remaining Customer Experience items resulted in Cronbach's alpha of 0.791, composite reliability of 0.951, and AVE of 0.534, all of which are above the minimum thresholds.

Technology use also met all the criteria with loading factors ranging from 0.749 to 0.883, Cronbach's alpha of 0.876, composite reliability of 0.881 and AVE of 0.672. Finally, Revisit Intention indicated the loadings ranges from 0.709 to 0.825, with Cronbach's alpha of 0.822, composite reliability of 0.824, and AVE of 0.584. These values are taken together to ensure that each measurement instrument is both reliable and valid for further analysis (Fahmi et al., 2024a, 2024b; Kunaifi et al., 2022).

To further evaluate the construct validity, discriminant validity was evaluated using both Fornell-Larcker criterion and cross-loadings. The Fornell-Larcker approach was met in that the square root of AVE for each construct was greater than its correlation with any other construct; customer experience has a square root AVE of 0.862, which is higher than its highest correlation with another construct at 0.869. Cross-loading analysis revealed that the individual indicators loaded more on their own construct than on others, which confirmed empirical distinctiveness (Henseler et al., 2015; Hair et al., 2018). This dual validation ensures that there is no overlap in concepts that would have made it impossible to measure each latent variable with a distinct aspect of the research model.

The evaluation moved to the structural model where the multicollinearity was checked by calculating the variance inflation factor (VIF). All VIF values in this study were less than commonly accepted, cut-off point of 7 with the largest VIF values of 5.773, suggesting no problematic multicollinearity (Hair et al., 2017). Model fit was further supported by the standardised root mean square residual (SRMR) of 0.076, which is below the recommended maximum of 0.08 (Henseler et al., 2015), indicating good absolute fit. The model also showed high predictive accuracy with R-square of 0.894 and 0.939 for customer experience and revisit intention respectively, indicating that the exogenous variables explained 89.4% and 93.9% variance in customer experience and revisit intention, respectively. This strong predictive capacity paired with acceptable reliability, validity and fit indices form a solid empirical basis for the hypothesis testing in the following analysis.

4.2 Hypothesis testing

The results of hypothesis testing demonstrate that all direct relationships assessed in this structural model are statistically significant. The path from service quality to revisit intention yields a positive and significant effect ($\beta = 0.201$; $t = 4.317$; $p = 0.000$), supporting acceptance of H1. Similarly, service quality has a strong positive influence on customer experience ($\beta = 0.695$; $t = 16.507$; $p = 0.000$), confirming H2. Servicescape also has a significant effect on customer experience ($\beta = 0.269$; $t = 6.123$; $p = 0.000$),

indicating acceptance of H3. Notably, however, the direct path from servicescape to revisit intention reveals a negative direction ($\beta = -0.221$; $t = 5.595$; $p = 0.000$). Although significant, this finding suggests that certain aspects of the physical environment might reduce the likelihood of tourists revisiting, resulting in H4 being accepted but with a negative effect.

Table 2 Hypothesis testing

<i>H</i>	<i>Path</i>	β	<i>t</i>	<i>p</i>	<i>VAF</i>	
H1	SQ $\rightarrow$ RI	0.201	4.317	0.000	–	–
H2	SQ $\rightarrow$ CX	0.695	16.507	0.000	–	–
H3	SS $\rightarrow$ CX	0.269	6.123	0.000	–	–
H4	SS $\rightarrow$ RI	–0.221	5.595	0.000	–	–
H5	CX $\rightarrow$ RI	0.323	6.251	0.000	–	–
H6	TU $\times$ SQ $\rightarrow$ RI	0.144	2.895	0.004	–	–
H7	TU $\times$ CX $\rightarrow$ RI	0.088	1.75	0.08	–	–
H8	TU $\times$ SS $\rightarrow$ RI	–0.039	1.517	0.129	–	–
H9	SQ $\rightarrow$ CX $\rightarrow$ RI	0.225	6.055	0.000	52.83%	$(0.695 \times 0.323) / [(0.695 \times 0.323) + 0.201] \times 100\%$
H10	SS $\rightarrow$ CX $\rightarrow$ RI	0.087	4.098	0.000	–64.93%	$(0.269 \times 0.323) / [(0.269 \times 0.323) + (-0.221)] \times 100\%$

The path from customer experience to revisit intention further strengthens the role of customer experience as a main predictor of revisit behaviour ($\beta = 0.323$; $t = 6.251$; $p = 0.000$). The positive and significant coefficient indicates that the better the tourists' experience perceived, the higher their intention to return, thereby confirming H5. This result is consistent with a wide body of literature positioning Customer Experience as a central factor in shaping behavioural loyalty in tourism and hospitality contexts.

Analysis of moderation effects reveals that only one of the three tested interaction terms is significant. The moderating path of technology use with service quality to revisit intention shows a significant result ($\beta = 0.144$; $t = 2.895$; $p = 0.004$), indicating that the integration of technology strengthens the positive effect of service quality on revisit intention. Consequently, H6 is supported. In contrast, the interactions between technology use and customer experience to revisit intention ($\beta = 0.088$; $t = 1.750$; $p = 0.080$) and between technology use and servicescape to revisit intention ($\beta = -0.039$; $t = 1.517$; $p = 0.129$) do not reach statistical significance, leading to the rejection of H7 and H8.

The mediation analysis highlights customer experience as a key mediator in the relationship between service quality and revisit intention. The indirect effect stands at 0.225, with a t-statistic of 6.055 and a p-value of 0.000, providing strong evidence for mediation. The variance accounted for (VAF) is calculated at 52.83%, indicating partial mediation in this path, and supporting acceptance of H9. On the other hand, the mediated path from servicescape through customer experience to revisit intention also achieves statistical significance ($\beta = 0.087$; $t = 4.098$; $p = 0.000$), confirming H10. However, the VAF value of –64.93% denotes inconsistent mediation, as the direct effect of servicescape is negative while the indirect effect through customer experience is positive. This finding implies that the negative direct impact of certain aspects of the physical

environment on revisit intention can be offset by a positive experience during the visit, resulting in a theoretically meaningful and significant mediation overall.

These results collectively affirm that both service quality and customer experience play pivotal roles in determining revisit intention, while the moderating effect of technology is context dependent. Moreover, the complex interaction between servicescape and revisit intention, especially the observed inconsistent mediation, provides an important theoretical contribution by revealing how positive experiences can compensate for less favourable physical attributes within a tourism destination.

5 Discussion

The results of this study show that there is a significant positive impact of the quality of service on the intention of revisiting digital tourism destinations. This serves as confirmation of the theoretical expectation that improvements in tangible and intangible elements of services results in a higher likelihood that the visitor will come back again in future. The result is consistent with the ECT (Oliver, 1980), based on the belief that if actual service experiences meet or surpass (confirm) expectations, visitors will become satisfied and be more likely to repeat their behaviour. Several empirical studies support this positive association. For example, Alshiha (2022) has determined the significant direct and indirect influences of service quality in leisure centres on revisit intention, as well as satisfaction and destination image. Manyangara et al. (2023) confirmed that service quality is a strong predictor of revisit intention in different tourist segments and country contexts including Zimbabwe. Similar trends are observable for the Indonesian perspective on the healthcare industry (Damayanthie et al., 2024; Guspianto et al., 2022), implying that the importance of service quality in return intention is not confined to any specific industry or culture. Managerially, this means that investments in staff competence, infrastructures and service standardisation are important in creating destinations, which encourage repeat visits (Hasan et al., 2019; Liu and Lee, 2016).

Service quality also has been confirmed to be a strong antecedent of customer experience. The findings show that the delivery of reliable, empathetic, and responsive services is basic in the formation of visitors' holistic visitor experience. This is like the views expressed by Pine and Gilmore (1998) and Godovykh and Tasci in 2020, that state that customer experience can be produced by a mix of affective, cognitive and sensory elements throughout the service process. Empirical studies like the ones by Zha et al. (2023) and Sharma and Bhatt (2024) demonstrate that what is delivered to visitors is not the only important aspect-that how it is delivered, such as whether the staffs are friendly, honest, clean and responsive, etc., can form strong positive impressions in the minds of the visitors. High quality services, therefore, are the underlying factors in making memorable and emotional attachment, which creates revisit intention (Keiningham et al., 2020; Akter et al., 2024).

Another hypothesis that has been confirmed is the positive influence of servicescape on customer experience. The results suggest that improvements to the physical environment, aesthetics, comfort and supporting facilities directly increase the overall enjoyment and engagement of visitors. This is supported by the servicescape theory (Bitner, 1992), which states that physical setting is a major stimulus which determines behavioural and affective responses. As observed in the tourism studies done by Heo et al (2023) and Lesmana et al (2024) in heritage and Indonesian tourism industry, the

contribution of servicescape elements (cleanliness, spatial layout, and ambience) to positive experiences and emotional resonance. Further, Cahyuni (2023) and Masrokhah et al. (2025) highlight that when the physical environment is attractive and comfortable, the likelihood that visitors will form an attachment and feeling of enjoyment is higher, and the perceived value of the visitors' visit will increase.

However, all hypotheses were not supported in the expected direction. Significantly negative relationship between servicescape and revisit intention is found to be present. This implies that improvements in physical environment are not always reflected in a greater probability of return visits. Possible explanations may be found in Lee and Chuang (2021) who observe that over-crowding, lack of maintenance or mismatch between visitor expectations and the actual setting may reduce revisit intention even if the initial impression was positive. Kim et al (2017) found that environmental degradation may lead to the search for alternative destinations for visitors. Theoretically speaking, the expectation disconfirmation theory (Oliver, 1980) is applicable here. When the actual reality of the servicescape fails to match expectations, or the experience of certain negative experiences occur, such as a lack of comfort, lack of facilities, or the absence of novelty, negative disconfirmation can inhibit behavioural loyalty. For managers, this highlights the importance of constant monitoring and situational adjustment of the servicescape with reference to visitor feedback and new trends (Kim et al, 2017; Lee and Chuang, 2021).

Customer experience is found to be a good and significant predictor of revisit intention. Visitors who have memorable and emotionally engaging and pleasant experiences are more likely to plan a return. This result is consistent with the results found by Garg et al. (2014), and Oskam and Boswijk (2016), which show that positive customer experiences lead not only to revisits, but also advocacy and recommendation. Theoretical frameworks such as customer experience management (Pine and Gilmore, 1998) and service-dominant logic (Vargo and Lusch, 2004) also lend support to the idea that holistic and multi-dimensional experiences inculcate behavioural loyalty and make such customer experience management a key strategy for competitive destinations.

The role of technology use as the moderator is supported in the case of the relationship between service quality and revisit intention. The results suggest that the effective use of technology in service processes improves the positive effects of the service quality on possibility of returning. This is consistent with the technology acceptance model (Davis, 1989) and the Unified Theory of Acceptance and Use of Technology (Venkatesh et al., 2003) describing that the perception of usefulness and ease of technology in could be attributed to user intentions. Practical examples include Digital ticketing, real-time information and mobile payment systems enhance the overall perception of the quality of service and make the decision to return more attractive (Buhalis, 2020). This finding seems to indicate that digitalisation, if done in a way that adds value and convenience to the visitor, is one of the levers for retaining customers.

On the other hand, the influence of technology use on the relationship between customer experience and revisit intention is only partly supported. Although direction is positive, the statistical significance is marginal. This finding suggests that while technology can boost the effect of positive experiences on return intention, the effect of technology may be more salient in situations where visitors already appreciate digital interaction or in situations where technology is very integrated into the customer journey (Zaffiro et al., 2018; Buhalis, 2020). For destinations, this means that investments in digital tools should be defined by the needs of visitors and their digital readiness to use

the tools that are provided, while ensuring that technology is used as a facilitator rather than an exercise in adding complexity and causing frustration.

The results of this analysis do not show significant moderate results of technology use in the relationship between servicescape and revisit intention. This would indicate that digitalisation does not necessarily increase the power of the physical environment in behavioural loyalty. This finding is echoed by Buhalis's research (2020) and Zaffiro's research et al. (2018) where if technology disrupts the authentic experience of the physical setting or is not contextually appropriate, it might fail to enhance and maybe might even detract from revisit intention. This finding is an important reminder of the need for a balanced approach: technology should not be used to replace those physical and social attributes that characterise the destination experience.

The mediational analysis shows that customer experience is an important pathway among service quality and revisit intention. A significant part of service quality effect is transmitted through proper experience, reinforcing the message that provision of outstanding services is most effective when it has led to memorable and positive encounters. The literature is consistently consistent with this pathway. Manyangara et al. (2023), Garg et al. (2014), and Liu and Lee (2016) have, moreover, found positive experiences to mediate the relationship between service quality and loyalty or repeat behaviour. Theoretically, ECT (Oliver, 1980) and SERVQUAL (Parasuraman et al., 1998) conceptualise satisfaction and experience as important mediators between perception and action.

The findings also indicate a significant indirect effect of servicescape on revisit intention, through customer experience, but the nature of this mediation can be negative if the direct effect of servicescape is negative. This means that, even though physical experiences can possibly be improved through environmental improvements, if visitors are dissatisfied with physical notions, or feel that they aren't present, then the overall impact on revisit intention can be negative. Rosenbaum and Massiah (2011) and Gulertekin and Genc (2021) explain that visitor loyalty to a place is extremely contingent on the extent to which the servicescape meets expectations. The SOR model (Bitner, 1992) also provides supporting evidence that the stimulus of the physical environment influences the emotional and cognitive states that in turn influence behaviour. Therefore, for destination managers it is important to periodically assess and refresh the physical environment in accordance with the desires of visitors.

Overall, this research's integrated findings can be confirmed that the path to achieving visitor loyalty in digital tourism lies in providing a good quality of service, good customer experiences, and the use of technology in digital tourism aimed to improve rather than complicate the visitor journey. Some relationships are not simple like the negative impact of servicescape on revisit intention that calls for continued context-sensitive management. Holistic, visitor-centred approach is supported in both theory and reality (Verhoef et al. 2009; Buhalis, 2020; Mauri et al. 2013; Hair et al. 2019; Hasan et al. 2019).

From a managerial perspective, these findings indicate that it might be important for Indonesian destinations to focus on how to improve the quality of their services, how to continue like supporting its staff, how to adopt the use of relevant digital tools, and how to be sensitive to the feedback about the physical environment. Collaborative efforts between the different stakeholders such as the government, tourism operators, and local communities are crucial for building adaptive, inclusive, and competitive tourism ecosystems (Liu and Lee, 2016; Guspianto et al., 2022). As the market continues to

evolve, only the destinations with the ability to balance the effectiveness of service delivery, engaging experiences and meaningful digital innovation will maintain and grow their loyal visitor base.

6 Conclusions

This study examined the factors that shape tourist revisit intention in Indonesian digital tourism by integrating service quality, servicescape, customer experience, and technology use within a moderated mediation model. The findings show that service quality and customer experience are important predictors of revisit intention. Service quality also strongly influences customer experience, confirming that reliable, responsive, and well managed services can create more favourable tourist experiences. Servicescape has a positive effect on customer experience, but its direct effect on revisit intention is negative, suggesting that physical destination attributes do not automatically encourage tourists to return when they are not aligned with visitor expectations. Technology use strengthens the relationship between service quality and revisit intention, but it does not significantly moderate the relationships between customer experience and revisit intention or between servicescape and revisit intention.

The unique contribution of this paper lies in its integrated explanation of revisit intention in the context of Indonesian digital tourism. Unlike previous studies that commonly examine service quality, servicescape, customer experience, or technology use separately, this study combines these constructs in one moderated mediation framework. The study also provides evidence that customer experience acts as an important mechanism linking service quality and servicescape to revisit intention. Another contribution is the finding that technology use does not always strengthen all relationships in the model. Its effect is more specific, particularly in enhancing the influence of service quality on revisit intention. This finding challenges the assumption that digital technology always produces uniform positive effects in tourism.

6.1 Implications

Theoretically, this study contributes to Customer Experience Theory by showing that customer experience is not only an outcome of service quality and servicescape, but also a mediating mechanism that helps explain revisit intention. The findings also extend ECT by demonstrating that revisit intention depends on whether tourists perceive that their service and destination experiences meet or exceed expectations. When the physical environment does not match tourist expectations, servicescape may have a negative direct effect on revisit intention, even though it can still improve customer experience.

This study also contributes to the Technology Acceptance Model by showing that technology use should be understood as a contextual factor rather than a universal driver of tourist loyalty. Technology strengthens the effect of service quality on revisit intention because digital tools can improve service access, information quality, interaction, and convenience. However, technology does not significantly strengthen all paths in the model. This indicates that the role of technology in tourism depends on its relevance, usability, and alignment with the tourist journey.

6.2 *Managerial implications*

From a managerial perspective, the findings suggest that destination managers and tourism operators should prioritise consistent service quality as a key strategy for increasing revisit intention. Tourists are more likely to return when they experience reliable services, clear service standards, responsive staff, and facilities that meet their needs. Therefore, investment in staff training, service standardisation, complaint handling, and service monitoring should become a central part of destination management.

The findings also show that the physical environment must be managed carefully. Attractive landscapes, cleanliness, signage, ambience, and facility layout can improve customer experience, but they may not be sufficient to generate revisit intention if tourists experience overcrowding, poor maintenance, discomfort, or a mismatch between expectation and reality. Destination managers should regularly evaluate visitor feedback and improve the physical environment based on actual tourist needs.

Technology should also be adopted strategically. Digital tools such as online information systems, mobile applications, digital ticketing, online reservation systems, interactive maps, and secure payment systems should be used to make the tourist journey easier and more convenient. However, technology should not replace the human and physical dimensions of tourism. It should support service delivery, reduce uncertainty, improve access to information, and enhance the overall experience.

6.3 *Limitations and future research directions*

This study has several limitations. First, it used a cross-sectional survey design, so it cannot fully capture changes in tourist behaviour over time. Future research may use longitudinal designs to examine how revisit intention develops after repeated visits or after changes in destination management. Second, this study focused only on domestic tourists in Indonesia. Future studies may compare domestic and international tourists to understand whether the model works differently across visitor groups.

Third, this study examined technology use as the only moderating variable. Future research may include other moderators such as digital literacy, perceived trust, cultural values, destination type, tourist motivation, or perceived risk. Fourth, revisit intention was measured through self-reported responses, which may differ from actual revisit behaviour. Future studies may combine survey data with behavioural data, such as booking records, digital platform use, or repeat visit history.

Future research may also expand the model by adding other mediating variables, such as tourist satisfaction, perceived value, destination image, emotional attachment, or trust. Comparative studies across different types of destinations, such as cultural destinations, natural destinations, urban destinations, and smart tourism destinations, would also provide richer insights. By addressing these limitations, future studies can further develop a more comprehensive understanding of how service quality, servicescape, customer experience, and technology use shape tourist loyalty in the digital tourism era.

Declarations

All authors declare that they have no conflicts of interest.

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