International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Perceived Value, Destination Image, And Visitor Motivation On Revisit Intention At Tanjung Puting National Park Ecotourism

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Abstract

Tanjung Puting National Park is one of Indonesia's leading ecotourism destinations, renowned for its rich biodiversity, orangutan habitat, and tropical rainforest ecosystem. The sustainability of destination management depends not only on the number of tourist arrivals but also on the destination's ability to encourage tourists' intention to revisit. This study aims to examine the effects of perceived value and destination image on revisit intention, with visitor motivation serving as a mediating variable among visitors to Tanjung Puting National Park. A quantitative approach with an explanatory research design was employed. Data were collected through a questionnaire survey administered to 150 visitors who had previously visited Tanjung Puting National Park, using a purposive sampling technique. The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4 software. The findings reveal that perceived value and destination image have positive and significant effects on both visitor motivation and revisit intention. Furthermore, visitor motivation has a positive and significant effect on revisit intention. The mediation analysis demonstrates that visitor motivation significantly mediates the relationships between perceived value and revisit intention, as well as between destination image and revisit intention. These findings suggest that enhancing visitors' perceived value, strengthening the destination image, and fostering visitor motivation are strategic factors in increasing visitor loyalty. This study contributes to the growing body of knowledge on tourist behavior in ecotourism destinations and provides practical insights for the management of Tanjung Puting National Park in formulating destination

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management strategies that promote sustainable tourism experiences and encourage repeat visitation.

Keywords: perceived value, destination image, visitor motivation, revisit intention, ecotourism, Tanjung Puting National Park

INTRODUCTION

The development of the global tourism sector has increased the need for destination management that is capable of balancing economic, social, and environmental sustainability aspects. The growing mobility of tourists contributes significantly to regional economic development; however, it may also place considerable pressure on ecosystems if not accompanied by sustainable management practices (Wibowo & Belia, 2023). This condition has encouraged the emergence of ecotourism as a form of tourism that not only emphasizes travel experiences but also prioritizes environmental conservation, education, and the empowerment of local communities (Achmad, 2023; Maula, 2022). Ecotourism offers experiences that differ from those provided by conventional tourism destinations, as it places environmental authenticity and sustainability as its primary attractions. Direct interaction between visitors and natural environments not only provides recreational benefits but also enhances awareness of the importance of preserving natural resources (Mu'tashim & Indahsari, 2021). Therefore, the success of ecotourism destination management should not be measured solely by the number of tourist arrivals but also by the destination's ability to create positive experiences that encourage tourists to revisit.

One of Indonesia's leading ecotourism destinations is Tanjung Puting National Park (TNP), which is renowned for its tropical rainforest ecosystem, rich biodiversity, and natural orangutan habitat that attract both domestic and international visitors. These unique characteristics make TNP a conservation area with significant ecological value as well as economic potential through tourism activities. Nevertheless, the increasing intensity of tourism activities requires effective management strategies capable of maintaining a balance between conservation objectives and visitor satisfaction to ensure the long-term sustainability of the destination. Visitor statistics indicate that tourist arrivals to Tanjung Puting National Park fluctuated during the 2020–2023 period. The number of visitors increased from 215,398 in 2020 to 272,473 in 2022, but subsequently declined to 248,391 in 2023. This trend suggests that the growth in visitor numbers has not been consistent, highlighting the need for management strategies aimed at

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strengthening visitor loyalty through enhanced revisit intention. A preliminary survey involving 30 respondents further revealed that 63% were first-time visitors, whereas only 37% had previously revisited the destination. This finding indicates that the proportion of repeat visitors remains relatively low, suggesting considerable opportunities to improve revisit intention. For ecotourism destinations, repeat visitation is particularly important because it reflects visitor satisfaction, loyalty, and the tendency to recommend the destination to others through word-of-mouth communication and digital media.

In studies of tourist behavior, revisit intention is influenced by various psychological factors formed during travel experiences. One important factor is perceived value, which refers to visitors' evaluation of the benefits obtained relative to the costs, time, and effort expended (Jannah, 2022). In addition, destination image plays a crucial role in shaping visitors' perceptions of environmental quality, the uniqueness of attractions, and the reputation of the destination, which subsequently influence their decision to revisit (Sagita & Wulansari, 2023). Another important factor is visitor motivation, which represents an individual's internal drive to travel for purposes such as gaining experiences, learning, relaxation, and enjoying environmental authenticity (Herman & Savira Wira Putri, 2022). These three factors are considered important determinants in shaping tourists' intention to revisit ecotourism destinations.

Previous studies have demonstrated that perceived value, destination image, and visitor motivation are significantly associated with revisit intention (Chen et al., 2022; Baloch et al., 2023; Libre et al., 2022). However, most prior studies have focused on general tourism destinations, such as urban, cultural, and recreational tourism settings, while tourist behavior in conservation-based destinations has received relatively limited attention. In conservation-oriented destinations, visitor experiences are strongly influenced by ecosystem quality, environmental authenticity, and the educational value gained during the visit. This research gap highlights the need to re-examine the relationships among perceived value, destination image, visitor motivation, and revisit intention within the context of ecotourism, particularly at Tanjung Puting National Park.

This study adopts the Theory of Planned Behavior (TPB) as its theoretical foundation. TPB explains that an individual's intention to perform a particular behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of this study, visitors' evaluations of perceived value, perceptions of destination image, and travel motivations are considered key factors that shape their intention to revisit Tanjung Puting National Park. Based on the empirical phenomena, identified research gaps, and theoretical framework, this

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study aims to examine the effects of perceived value, destination image, and visitor motivation on revisit intention in the ecotourism setting of Tanjung Puting National Park, while also investigating the mediating role of visitor motivation. The findings are expected to contribute to the advancement of tourist behavior research in ecotourism destinations and provide practical insights for destination managers in formulating strategies aimed at enhancing visitor loyalty and ensuring the sustainability of conservation areas.

LITERATURE REVIEW

Ecotourism

Ecotourism is a nature-based form of tourism that integrates environmental conservation, local community empowerment, and economic sustainability. Unlike mass tourism, which primarily emphasizes increasing visitor numbers, ecotourism prioritizes the conservation of natural resources, ensuring that tourism activities generate balanced ecological, social, and economic benefits. Over time, ecotourism has evolved beyond the concept of nature-based recreation to encompass a comprehensive destination management system that emphasizes biodiversity conservation, environmental education, and the active participation of local communities in promoting sustainable tourism development (Torsney et al., 2025). Consequently, the success of an ecotourism destination is not measured solely by tourist arrivals but also by the quality of the visitor experience, the effectiveness of conservation initiatives, and the long-term sustainability of destination management.

Perceived Value

Perceived value refers to tourists' overall evaluation of the benefits they receive relative to the sacrifices they incur during their travel experience. According to Zeithaml (1988), perceived value is formed through a comparison between the benefits obtained and the costs, time, and effort invested. In the tourism context, these benefits extend beyond service quality to include emotional experiences, social benefits, educational value, and environmental quality. The PERVAL model proposed by Sweeney and Soutar (2001) conceptualizes perceived value as comprising four primary dimensions: functional value (quality), functional value (price), emotional value, and social value. Within ecotourism destinations, the concept of perceived value is further expanded, as visitors also evaluate environmental authenticity, conservation effectiveness, opportunities to observe wildlife, and interactions with local communities. The greater

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the benefits perceived across these dimensions, the more likely visitors are to develop favorable evaluations of the destination and demonstrate a stronger intention to revisit.

Destination Image

Destination image refers to the perceptions, beliefs, and overall impressions that tourists hold regarding a tourism destination, which are formed through both direct experiences and information acquired prior to travel. Destination image consists of three interrelated components: the cognitive component, which reflects tourists' knowledge and beliefs about destination attributes; the affective component, which represents their emotional responses to the destination; and the conative component, which reflects their behavioral intentions toward the destination (Qu et al., 2017). In the context of ecotourism, destination image is shaped by environmental quality, the uniqueness of natural attractions, conservation success, service quality, and the authenticity of visitors' experiences. A favorable destination image enhances tourists' trust, strengthens overall satisfaction, and fosters destination loyalty by encouraging repeat visitation.

Visitor Motivation

Visitor motivation, commonly referred to as travel motivation, represents the internal and external driving forces that influence an individual's decision to undertake a tourism trip. These motivations may include the desire for relaxation, novel experiences, learning opportunities, adventure, or the enjoyment of natural environments. Within ecotourism destinations, visitor motivation is also associated with the desire to learn about conservation, appreciate biodiversity, and experience authentic interactions with nature. Recent studies indicate that visitor motivation significantly influences tourist satisfaction, destination image, and revisit intention. Visitors with stronger travel motivation are more likely to develop favorable evaluations of a destination when their experiences meet or exceed their expectations, thereby increasing their likelihood of returning in the future.

Revisit Intention

Revisit intention refers to tourists' willingness or intention to revisit a destination after evaluating their previous travel experiences. This concept reflects behavioral loyalty, which is developed through tourists' assessments of their travel experiences, perceived value, destination image, travel motivation, and overall satisfaction. Visitors who have positive experiences are generally more willing to revisit the destination and

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recommend it to others through positive word-of-mouth. In ecotourism destinations, revisit intention is influenced by authentic tourism experiences, environmental quality, conservation effectiveness, destination safety, and opportunities for meaningful interaction with nature. Therefore, strengthening revisit intention is considered a critical indicator for ensuring the long-term sustainability and competitiveness of conservation-based tourism destinations

METHODOLOGY

Research Design

This study employed a quantitative approach with an explanatory research design to examine the effects of perceived value, destination image, and visitor motivation on revisit intention in the ecotourism setting of Tanjung Puting National Park. A quantitative approach was selected because it enables the examination of causal relationships among variables through statistical analysis based on numerical data collected from respondents. The research model comprises three exogenous variables perceived value, destination image, and visitor motivation and one endogenous variable, namely revisit intention. In addition to serving as an independent variable, visitor motivation also functions as a mediating variable in the relationships between perceived value and revisit intention, as well as between destination image and revisit intention. Data were collected using a structured questionnaire with a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with SmartPLS version 4. PLS-SEM was selected because it is appropriate for testing research models involving multiple latent constructs measured by reflective indicators and for simultaneously examining both direct and indirect relationships among variables (Sugiyono, 2021).

Research Hypotheses

The research hypotheses were developed based on the Theory of Planned Behavior (TPB) and supported by previous studies on tourist behavior. The proposed conceptual framework posits that perceived value and destination image influence both visitor motivation and revisit intention, while visitor motivation serves as a mediating variable in these relationships. The conceptual framework of the research hypotheses is presented in Figure 1.

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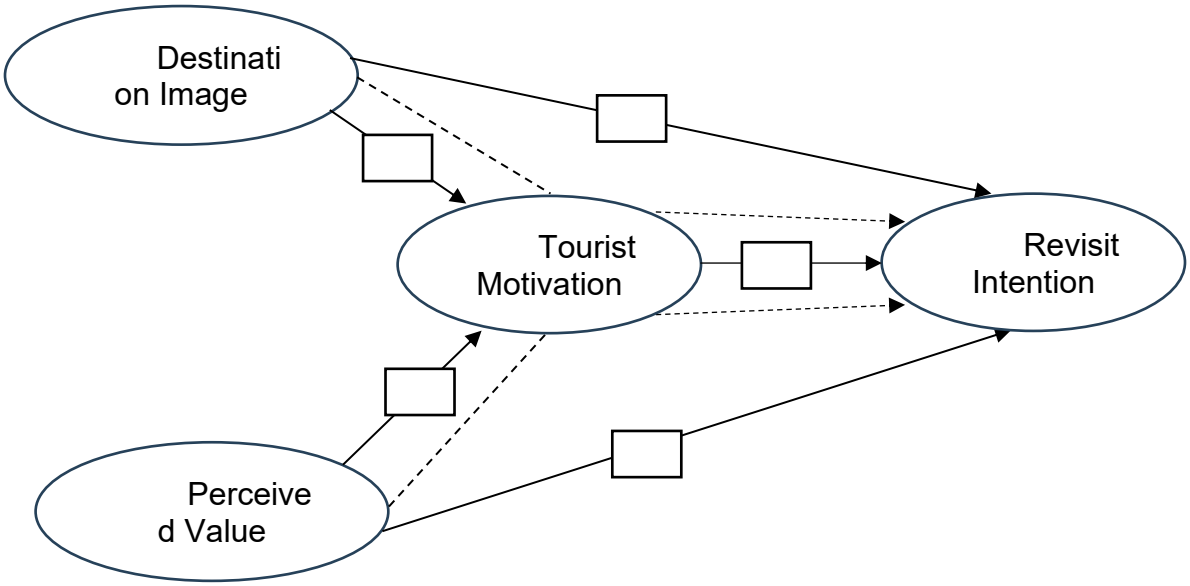


Figure 1. Conceptual Research Framework
Source: Authors' Analysis (2026)

Based on the proposed conceptual framework, the research hypotheses are formulated as follows:

H1: Destination image has a positive effect on visitor motivation.
H2: Destination image has a positive effect on revisit intention.
H3: Visitor motivation has a positive effect on revisit intention.
H4: Perceived value has a positive effect on visitor motivation.
H5: Perceived value has a positive effect on revisit intention.
H6: Visitor motivation mediates the relationship between destination image and revisit intention.
H7: Visitor motivation mediates the relationship between perceived value and revisit intention.

Research Site

This study was conducted at the ecotourism destination of Tanjung Puting National Park, located in Central Kalimantan Province, Indonesia. The site was selected because it is one of Indonesia's premier ecotourism destinations, distinguished by its protected natural environment, rich biodiversity, and natural orangutan habitat, which attract both domestic and international visitors. These unique characteristics make

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Tanjung Puting National Park an appropriate setting for investigating tourist behavior, particularly in relation to perceived value, destination image, visitor motivation, and revisit intention.

RESULTS

Direct Effect

Direct effects refer to the influence of an independent variable on a dependent variable without the involvement of a mediating variable. In this study, direct effects were examined by evaluating the T-statistics and p-values of the path coefficients. A relationship was considered statistically significant when the T-statistic exceeded 1.96 and the p-value was less than 0.05. The results of the direct effect analysis are presented in Table 1.

Table 1. Results of the Direct Effects Analysis

Relationships Among Variables	T Statistic	P Values	Result
Destination Image → Visitor Motivation	15,028	0,000	Significant
Destination Image → Revisit Intention	14,762	0,000	Significant
Visitor Motivation → Revisit Intention	4,620	0,000	Significant
Perceived Value → Visitor Motivation	14,669	0,000	Significant
Perceived Value → Revisit Intention	14,873	0,000	Significant

Source: Primary Data (2026)

The interpretation of each structural relationship based on the T-statistics and p-values is presented as follows:

Hypothesis 1

The results of the hypothesis testing indicate that the relationship between destination image and visitor motivation yielded a T-statistic of 15.028 and a p-value of < 0.001. Since the T-statistic exceeds the threshold of 1.96 and the p-value is below 0.05, the effect of destination image on visitor motivation is statistically significant. Therefore, Hypothesis 1 (H1) is supported.

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Hypothesis 2

The relationship between destination image and revisit intention produced a T-statistic of 14.762 and a p-value of < 0.001. These results indicate that destination image has a statistically significant positive effect on revisit intention. Accordingly, Hypothesis 2 (H2) is supported.

Hypothesis 3

The relationship between visitor motivation and revisit intention yielded a T-statistic of 4.620 and a p-value of < 0.001. As the T-statistic is greater than 1.96 and the p-value is below 0.05, visitor motivation has a statistically significant positive effect on 5]56revisit intention. Therefore, Hypothesis 3 (H3) is supported.

Hypothesis 4

The relationship between perceived value and visitor motivation produced a T-statistic of 14.669 and a p-value of < 0.001. These findings indicate that perceived value has a statistically significant positive effect on visitor motivation. Therefore, Hypothesis 4 (H4) is supported.

Hypothesis 5

The relationship between perceived value and revisit intention yielded a T-statistic of 14.873 and a p-value of < 0.001. Since the T-statistic exceeds 1.96 and the p-value is less than 0.05, perceived value has a statistically significant positive effect on revisit intention. Accordingly, Hypothesis 5 (H5) is supported.

Indirect Effect

Indirect effects refer to the influence of an independent variable on a dependent variable through one or more mediating variables. The results of the indirect effects analysis are presented in Table 2.

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Table 2. Results of the Indirect Effects Analysis

Relationships Among Variables	*Original Sample (O)*	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistic*	*P Values*
Destination Image → Visitor Motivation → *Revisit Intention*	0,190	0,190	0,043	4,413	0,000
Perceived Value → Visitor Motivation → *Revisit Intention*	0,223	0,221	0,047	4,763	0,000

Source: Primary Data (2026)

The results of the specific indirect effects analysis demonstrate the mediating role of visitor motivation in transmitting the effects of destination image and perceived value on revisit intention.

Hypothesis 6

The mediation analysis revealed that the indirect relationship between destination image and revisit intention through visitor motivation produced an original sample (O) value of 0.190, a sample mean (M) of 0.190, and a standard deviation (STDEV) of 0.043. Furthermore, the analysis yielded a T-statistic of 4.413 and a p-value of < 0.001. Since the T-statistic exceeds 1.96 and the p-value is below 0.05, the indirect effect is statistically significant. These findings indicate that visitor motivation significantly mediates the relationship between destination image and revisit intention. Therefore, Hypothesis 6 (H6) is supported.

Hypothesis 7

The mediation analysis also showed that the indirect relationship between perceived value and revisit intention through visitor motivation produced an original sample (O) value of 0.223, a sample mean (M) of 0.221, and a standard deviation (STDEV) of 0.047. The corresponding T-statistic was 4.763, with a p-value of < 0.001. These results indicate that the indirect effect is statistically significant, as the T-statistic exceeds 1.96 and the p-value is below 0.05. Accordingly, visitor motivation significantly mediates the relationship between perceived value and revisit intention. Therefore, Hypothesis 7 (H7) is supported.

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DISCUSSION

The Effect of Destination Image on Visitor Motivation

The hypothesis testing results indicate that destination image has a positive and significant effect on visitor motivation, with a T-statistic of 15.028 and a p-value of < 0.001. These values satisfy the established significance criteria (T-statistic > 1.96 and p-value < 0.05), providing empirical support for Hypothesis 1 (H1). This finding suggests that a more favorable image of Tanjung Puting National Park is associated with higher levels of visitor motivation to visit the destination.

Destination image represents tourists' overall perceptions of a destination, which are shaped by prior experiences, available information, and promotional activities. In the context of Tanjung Puting National Park, a positive destination image is established through its unique orangutan habitat, exceptional biodiversity, pristine tropical rainforest ecosystem, and reputation as one of Indonesia's most important conservation areas. These favorable perceptions create expectations that the destination will provide authentic, educational, and conservation-oriented tourism experiences. Consequently, such perceptions stimulate visitors' intrinsic motivation to visit the destination, appreciate its natural beauty, learn about wildlife conservation, and enjoy experiences that differ from those offered by conventional tourism destinations.

This finding supports the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which posits that an individual's intentions and behaviors are influenced by evaluations of a particular object or behavior. In the present study, a favorable destination image strengthens visitors' beliefs that Tanjung Puting National Park can provide experiences consistent with their expectations, thereby enhancing their motivation to undertake the trip. Accordingly, destination image functions as a psychological stimulus that shapes visitor motivation before the travel decision is made.

The findings are consistent with those of Nam et al. (2022), who reported that destination image has a positive influence on visitor motivation in nature-based tourism destinations. Similarly, Kadi et al. (2021) found that both the cognitive and affective dimensions of destination image significantly enhance tourists' motivation when selecting a travel destination. Furthermore, Manyangara et al. (2023) demonstrated that tourists who hold favorable perceptions of a destination tend to exhibit stronger travel motivation. The studies by Pristifa et al. (2025) and Anugrah et al. (2022) further reinforce the conclusion that destination image is a key determinant of visitor motivation, particularly in ecotourism destinations.

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From a practical perspective, these findings suggest that the management of Tanjung Puting National Park should continue to maintain and strengthen the destination's image through strategic promotional initiatives that emphasize the uniqueness of its conservation area, the presence of orangutans as the park's iconic attraction, and its strong commitment to environmental conservation. Strengthening the destination image is expected to enhance visitor motivation, thereby contributing to sustainable growth in tourist arrivals and supporting the long-term sustainability of the destination.

The Effect of Destination Image on Revisit Intention

The hypothesis testing results indicate that destination image has a positive and significant effect on revisit intention, with a T-statistic of 14.762 and a p-value of < 0.001. Therefore, Hypothesis 2 (H2) is supported. These findings demonstrate that a favorable destination image of Tanjung Puting National Park significantly enhances visitors' intention to revisit the destination.

This finding suggests that visitors' decisions to return to a destination are influenced not only by their actual travel experiences but also by the positive perceptions they have developed regarding the destination. The park's breathtaking natural scenery, pristine environment, opportunity to observe orangutans in their natural habitat, and strong conservation value create memorable experiences for visitors. When the tourism experience meets or exceeds visitors' initial expectations, the destination's positive image becomes further reinforced, fostering visitor loyalty as reflected in a stronger intention to revisit.

From the perspective of the Theory of Planned Behavior (TPB), destination image contributes to the formation of behavioral beliefs, which subsequently influence an individual's behavioral intentions. Visitors who believe that a destination offers high-quality attractions and meaningful travel experiences are more likely to develop the intention to revisit. Accordingly, destination image serves as one of the key determinants of visitor loyalty in ecotourism destinations. The findings of this study are consistent with those reported by Sagita and Wulansari (2023), who found that destination image positively influences tourists' revisit intention. Similar results were reported by Anugrah et al. (2022) and Manyangara et al. (2023), demonstrating that a favorable destination image strengthens visitor loyalty by increasing the likelihood of repeat visitation.

From a managerial perspective, these findings underscore the importance of maintaining a consistent and favorable destination image through continuous

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improvements in service quality, environmental conservation, and the sustainable management of tourism attractions. Such efforts are expected to reinforce positive visitor experiences, increase revisit intention, and contribute to the long-term sustainability and competitiveness of Tanjung Puting National Park as a leading ecotourism destination.

The Effect of Visitor Motivation on Revisit Intention

The hypothesis testing results indicate that visitor motivation has a positive and significant effect on revisit intention, with a T-statistic of 4.620 and a p-value of < 0.001. Therefore, Hypothesis 3 (H3) is supported. These findings suggest that the higher the level of visitor motivation, the greater the likelihood that visitors will revisit Tanjung Puting National Park.

Visitor motivation represents the internal driving force that encourages individuals to undertake tourism activities. Within the context of ecotourism, such motivation may include the desire to experience natural beauty, observe wildlife in its natural habitat, gain educational insights into environmental conservation, seek relaxation, or engage in adventure-based activities. When these motivations are successfully fulfilled during the visit, visitors are likely to develop positive evaluations of their travel experiences. These favorable evaluations subsequently translate into a stronger intention to repeat similar experiences through future visits to the same destination.

This finding further supports the Theory of Planned Behavior (TPB), which posits that behavioral intention is influenced by individuals' internal motivations and beliefs. Stronger visitor motivation enhances tourists' confidence that a return visit will provide benefits comparable to or even greater than those experienced during their previous visit. Consequently, visitor motivation represents an important psychological factor in fostering visitor loyalty and encouraging repeat visitation to ecotourism destinations. The findings of this study are consistent with those reported by Anugrah et al. (2022), who found that visitor motivation has a positive effect on revisit intention. Likewise, Herman and Putri (2022) concluded that fulfilling visitors' travel motivations is one of the primary determinants of repeat visitation to tourism destinations.

From a managerial perspective, these findings suggest that the management of Tanjung Puting National Park should continue to diversify tourism products and experiences to accommodate the diverse motivations of visitors. Such initiatives may include conservation education programs, environmental interpretation activities, river cruising experiences, wildlife observation tours, and authentic cultural experiences involving local communities. By offering a wider range of meaningful tourism

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experiences, the destination can enhance visitor motivation, strengthen revisit intention, and support the long-term sustainability of ecotourism development.

The Effect of Perceived Value on Visitor Motivation

The hypothesis testing results indicate that perceived value has a positive and significant effect on visitor motivation, with a T-statistic of 14.669 and a p-value of < 0.001. These values satisfy the established significance criteria (T-statistic > 1.96 and p-value < 0.05), providing empirical support for Hypothesis 4 (H4). This finding suggests that the greater the value perceived by visitors from their travel experience, the stronger their motivation to engage in tourism activities at Tanjung Puting National Park.

Perceived value reflects visitors' overall evaluation of the benefits they receive relative to the costs, time, and effort invested during their travel experience. In the context of Tanjung Puting National Park, perceived value extends beyond the functional benefits associated with tourism facilities and service quality. It also encompasses emotional, social, educational, and conservation-related benefits derived from observing orangutans in their natural habitat. Such experiences enable visitors to perceive their visit not only as a recreational activity but also as a meaningful opportunity for learning and developing greater environmental awareness. When visitors perceive that the benefits gained outweigh the sacrifices made, their motivation to participate in tourism activities is significantly enhanced.

This finding supports the concept of perceived value, which suggests that perceptions of value constitute one of the primary determinants of tourist behavior. Visitors are more likely to undertake or actively engage in travel when they believe that a destination offers experiences with substantial functional and emotional value. Consequently, perceived value serves as an important psychological factor that strengthens visitor motivation both before and during the travel experience. The findings are consistent with those of Chen and Rahman (2020), who reported that perceived value positively influences visitor motivation in experience-based tourism destinations. Similarly, Kunjuraman and Hussin (2021) found that experiential value is a key factor driving visitor motivation in ecotourism activities. Furthermore, Liu and Yu (2022) demonstrated that visitors who perceive greater value from a destination tend to exhibit stronger motivation to participate in tourism activities. The studies conducted by Pristifa et al. (2025) and Anugrah et al. (2022) further support the conclusion that positive perceptions of value significantly enhance visitor motivation to visit tourism destinations.

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From a managerial perspective, these findings suggest that the management of Tanjung Puting National Park should focus on enhancing visitors' perceived value by delivering high-quality tourism experiences, providing professional conservation interpretation services, improving supporting facilities, and developing educational tourism packages. These initiatives are expected to strengthen visitor motivation, enhance the overall visitor experience, and improve the destination's competitiveness as a leading ecotourism destination.

The Effect of Perceived Value on Revisit Intention

The hypothesis testing results indicate that perceived value has a positive and significant effect on revisit intention, with a T-statistic of 14.873 and a p-value of < 0.001. Therefore, Hypothesis 5 (H5) is supported. These findings suggest that the greater the value perceived by visitors during their visit, the stronger their intention to revisit Tanjung Puting National Park.

The findings indicate that visitors' decisions to return to a destination are strongly influenced by their overall evaluation of the benefits gained from their previous visit. In the context of ecotourism, these benefits extend beyond satisfaction with tourism attractions to include emotional experiences derived from interacting with nature, acquiring knowledge about environmental conservation, enjoying a tranquil atmosphere, and experiencing authenticity that is rarely found in other destinations. When visitors perceive that these benefits outweigh the costs, time, and effort invested, they are more likely to develop favorable perceptions of the destination and express a stronger intention to revisit.

From the perspective of consumer behavior, perceived value is widely recognized as one of the primary determinants of customer loyalty. Visitors who perceive high value from a destination are more likely to develop a long-term commitment to that destination, which is reflected in their intention to revisit and recommend it to others through positive word-of-mouth. Consequently, enhancing perceived value represents a critical strategy for strengthening visitor loyalty in ecotourism destinations.

The findings of this study are consistent with those of Chen and Rahman (2020), who reported that perceived value has a positive effect on revisit intention. Similar findings were reported by Anggraeni et al. (2022), who identified perceived value as one of the key determinants of visitor loyalty. Furthermore, Liu and Yu (2022) demonstrated that visitors who experience greater perceived value are more likely to revisit a destination. Likewise, Damanik and Yusuf (2022) concluded that improvements in

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perceived value significantly enhance revisit intention across various tourism destinations.

From a managerial perspective, these findings highlight the importance of creating tourism experiences that deliver superior value to visitors. This can be achieved by continuously improving service quality, developing conservation-based tourism attractions, providing more comprehensive interpretive information, and preserving the natural environment as the destination's primary attraction. By maximizing visitors' perceived value, destination managers can encourage repeat visitation, strengthen visitor loyalty, and support the long-term sustainability of Tanjung Puting National Park as a premier ecotourism destination.

The Mediating Role of Visitor Motivation in the Relationship Between Destination Image and Revisit Intention

The results of the specific indirect effects analysis indicate that visitor motivation significantly mediates the relationship between destination image and revisit intention, with a T-statistic of 4.413 and a p-value of < 0.001. Therefore, Hypothesis 6 (H6) is supported. These findings suggest that destination image not only exerts a direct influence on visitors' intention to revisit but also affects revisit intention indirectly by enhancing visitor motivation.

The findings indicate that the positive image of Tanjung Puting National Park serves as a psychological stimulus that encourages visitors to undertake travel. The park's unique status as a protected orangutan conservation area, its exceptional biodiversity, and its well-preserved natural environment foster favorable perceptions that increase visitors' interest in the destination. These positive perceptions subsequently develop into motivations to experience ecotourism, learn about wildlife and environmental conservation, and engage directly with the natural environment. When these motivations are fulfilled during the visit, visitors form favorable evaluations of their travel experiences, thereby strengthening their intention to revisit the destination.

These findings provide further support for the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which suggests that psychological factors serve as mechanisms linking individuals' perceptions to their behavioral intentions. In the present study, visitor motivation functions as an internal psychological mechanism through which a favorable destination image is translated into revisit intention. Accordingly, destination image contributes to visitor loyalty not only through its direct influence on revisit intention

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but also indirectly by enhancing visitor motivation, which subsequently reinforces repeat visitation intentions.

The findings are consistent with those reported by Anugrah et al. (2022), who demonstrated that destination image positively influences visitor motivation while simultaneously strengthening revisit intention. Similarly, Nam et al. (2022) found that a favorable destination image enhances visitor motivation in nature-based tourism destinations. Furthermore, Lee and Jan (2023) reported that motivation derived from positive destination perceptions contributes significantly to the development of visitor loyalty. The study conducted by Pristifa et al. (2025) also identified visitor motivation as an important mediating mechanism that strengthens the relationship between destination image and revisit intention.

From a managerial perspective, these findings suggest that the management of Tanjung Puting National Park should focus not only on strengthening the destination's image through strategic marketing and promotional activities but also on ensuring that the promoted image is consistently reflected in visitors' actual experiences. Providing high-quality conservation-based attractions, professional environmental interpretation services, and excellent tourism services will strengthen visitor motivation, thereby increasing the likelihood of repeat visitation and supporting the long-term sustainability of the destination.

The Mediating Role of Visitor Motivation in the Relationship Between Perceived Value and Revisit Intention

The results of the specific indirect effects analysis indicate that visitor motivation significantly mediates the relationship between perceived value and revisit intention, with a T-statistic of 4.763 and a p-value of < 0.001. Therefore, Hypothesis 7 (H7) is supported. These findings suggest that perceived value not only has a direct positive effect on visitors' intention to revisit but also enhances revisit intention indirectly by strengthening visitor motivation.

The findings indicate that visitors who perceive greater value from their travel experiences are more likely to develop stronger motivation to engage in tourism activities and maintain a lasting relationship with the destination. At Tanjung Puting National Park, this perceived value may be derived from observing orangutans in their natural habitat, experiencing the beauty of the tropical rainforest, gaining knowledge about environmental conservation, and enjoying authentic ecotourism experiences. When visitors perceive that these benefits exceed the costs, time, and effort invested, they are

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more likely to develop stronger motivation to return and relive similar experiences in the future. Accordingly, visitor motivation serves as an important psychological mechanism that links perceived value to revisit intention.

These findings are consistent with consumer behavior theory, which posits that perceptions of value influence behavioral outcomes through internal cognitive and psychological evaluation processes. Visitors who perceive substantial value from a destination are not only more satisfied with their experiences but are also more strongly motivated to repeat those experiences. Consequently, visitor motivation functions as a mediating variable that strengthens the influence of perceived value on visitor loyalty, as reflected in revisit intention.

Findings are consistent with those reported by Chen and Rahman (2020), who found that perceived value enhances visitor motivation while simultaneously encouraging revisit intention. Likewise, Kunjuraman and Hussin (2021) demonstrated that experiential value in ecotourism activities significantly strengthens visitors' intrinsic motivation. Furthermore, Liu and Yu (2022) reported that visitors who perceive greater experiential value are more likely to exhibit stronger motivation and a higher likelihood of repeat visitation. Similar conclusions were reached by Masithoh and Widiartanto (2020) and Anggraeni et al. (2022), who found that perceived value influences revisit intention through internal psychological mechanisms that shape visitor behavior.

From a managerial perspective, these findings suggest that the management of Tanjung Puting National Park should continuously enhance visitors' perceived value by delivering authentic, educational, and high-quality tourism experiences. This can be achieved through the development of visitor-engagement conservation programs, continuous improvements in service quality, the provision of adequate tourism facilities, and ongoing innovation in ecotourism products. Such initiatives are expected to enhance visitors' perceived value, strengthen their motivation to revisit, foster long-term visitor loyalty, and contribute to the sustainable development of Tanjung Puting National Park as a world-class ecotourism destination.

CONCLUSION

The findings of this study demonstrate that perceived value, destination image, and visitor motivation are critical determinants of revisit intention among visitors to Tanjung Puting National Park. Therefore, destination managers should develop strategies that focus on enhancing the overall tourism experience by providing high-quality services, adequate tourism facilities, and tourism activities that deliver

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educational, emotional, and recreational value. Strengthening perceived value can be achieved by improving the quality of conservation interpretation services, enriching experience-based tourism packages, and ensuring that visitors perceive the benefits of their travel experiences to be commensurate with the time, effort, and financial costs incurred.

Furthermore, destination managers should maintain and strengthen the image of Tanjung Puting National Park as a premier ecotourism destination renowned for its unique orangutan habitat, rich biodiversity, and well-preserved natural environment. This objective can be accomplished through strategic digital marketing initiatives, collaboration with tourism industry stakeholders, and the development of compelling conservation storytelling that reinforces the destination's distinctive identity. In addition, visitor motivation can be enhanced by offering educational tourism programs, participatory conservation activities, interactive environmental interpretation, and opportunities for meaningful engagement with local communities through community-based tourism experiences. The implementation of these strategies is expected to strengthen visitors' overall experience, increase satisfaction and loyalty, encourage repeat visitation, and ultimately support the long-term sustainability of Tanjung Puting National Park as a leading ecotourism destination.

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