



**SOCIAL MEDIA PROMOTION, TOURISM FACILITIES, AND PRICE
EFFECTS ON REVISIT INTENTION: THE MODERATING ROLE OF
VISITOR SATISFACTION**

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Abstract

This study aims to analyze the effect of social media promotion, tourism facilities, and price on revisit intention, with visitor satisfaction as a moderating variable at the Matahari Beach Fishing Spot, Sumenep Regency. A quantitative approach was employed using a survey method involving 120 respondents, with data collected through Likert-scale questionnaires. Data analysis was conducted using multiple linear regression and Moderated Regression Analysis (MRA). The results indicate that social media promotion, tourism facilities, and price have a positive and significant effect on revisit intention. Furthermore, visitor satisfaction is proven to strengthen the influence of these variables on revisit intention. The findings of this study are expected to provide insights for tourism managers in formulating effective marketing and service strategies to enhance visitor satisfaction and encourage repeat visits.

Keywords: Social Media Promotion, Tourism Facilities, Price, Visitor Satisfaction, Revisit Intention



INTRODUCTION

Indonesia's tourism sector has shown significant recovery in the post-COVID-19 period, marked by increasing domestic and international tourist movements. Tourism has been positioned as a strategic sector for national economic growth due to its contribution to employment and regional development. Along with this recovery, tourist preferences have shifted toward experience-based, nature-oriented, and special-interest tourism, intensifying competition among destinations to sustain visitor numbers (Statistics Indonesia [BPS], 2024; Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2025).

In this competitive environment, revisit intention has become a key indicator of destination performance, reflecting visitor satisfaction and loyalty. Revisit intention is influenced by various marketing factors, particularly social media promotion, tourism facilities, and price. Effective social media promotion enables destinations to reach wider audiences efficiently, while adequate facilities and reasonable pricing help align visitor expectations with actual experiences (Kotler & Keller, 2023; Assael, 2023).

At the regional level, East Java Province is one of Indonesia's leading tourism destinations, including Sumenep Regency, which has considerable potential in marine and special-interest tourism. However, several destinations continue to face challenges related to facility quality, price perception, and consistency of visitor experiences, which may affect visitor satisfaction and willingness to revisit (East Java Provincial Government, 2023; East Java Communication and Information Office, 2025).

The Matahari Beach Fishing Spot is a special-interest tourism destination in Sumenep Regency that relies heavily on social media promotion while offering fishing-based tourism experiences. Despite its unique concept, this destination encounters challenges in facility adequacy and price evaluation. Empirical evidence suggests that social media promotion, tourism facilities, and price do not always directly influence revisit intention; rather, their effects depend on the level of visitor satisfaction experienced after the visit (Zeithaml et al., 2023; Tjiptono, 2024).

Previous studies have predominantly examined visitor satisfaction as a mediating variable, while its role as a moderating variable remains limited, particularly in special-interest tourism contexts. Therefore, this study aims to analyze the effect of social media promotion, tourism facilities, and price on revisit intention, with visitor satisfaction as a moderating variable at the Matahari



Beach Fishing Spot, Sumenep Regency (International Journal of Tourism Research, 2023; Journal of East Java Management, 2024).

LITERATURE REVIEW

Social media promotion plays a vital role in tourism marketing by disseminating information, shaping destination image, and influencing tourists' perceptions and behavioral intentions. Through interactive digital content, social media enables destinations to engage directly with potential visitors, foster trust, and enhance emotional connections, which may positively affect visitor satisfaction and revisit intention (Maulana et al., 2023; Wardani, 2024).

Tourism facilities are essential supporting elements that contribute to visitor comfort, safety, and overall experience at a destination. Adequate and well-maintained facilities enhance perceived destination quality, while insufficient facilities may reduce satisfaction and discourage repeat visits. In special-interest tourism, facilities aligned with visitor activities are particularly influential in shaping satisfaction and loyalty (Putri & Santoso, 2023; Rahmawati et al., 2024).

Price is a critical component of the tourism marketing mix, reflecting not only monetary cost but also perceived value. Visitors evaluate price fairness by comparing costs with the benefits received during their visit. Reasonable pricing strengthens positive perceptions and satisfaction, whereas prices perceived as unfair may negatively affect revisit intention (Tjiptono & Chandra, 2023; Kotler et al., 2024).

Visitor satisfaction represents tourists' overall evaluation of their experiences based on the comparison between expectations and actual performance. Satisfaction involves both cognitive and emotional assessments of tourism services and plays a central role in influencing post-visit behavior. Higher satisfaction levels increase the likelihood of revisit intention and positive word-of-mouth (Kotler et al., 2024; Rahman & Sari, 2022).

Revisit intention refers to tourists' willingness to return to a destination in the future based on prior experiences. It serves as an important indicator of destination sustainability and competitiveness. Revisit intention is influenced by marketing factors such as promotion, facilities, and price, and is strengthened when visitors experience high levels of satisfaction, particularly in special-interest tourism destinations (Assael, 2023; Rahman & Hidayat, 2022).



RESEARCH METHOD

This study adopts a quantitative causal research design to examine the effects of social media promotion, tourism facilities, and price on revisit intention, with visitor satisfaction serving as a moderating variable. A quantitative approach was selected to enable objective measurement and statistical testing of causal relationships among variables. The research was conducted at Matahari Beach Fishing Spot, Sumenep Regency, East Java, Indonesia, a special-interest tourism destination attracting fishing enthusiasts. The population comprises all visitors who have visited the destination; however, due to the absence of an exact visitor database, the population is classified as infinite. Therefore, purposive sampling was applied. A total of 120 respondents were selected based on the following criteria: (1) having visited the destination at least once, (2) aged 17 years or older, (3) having accessed information about the destination through social media or other sources, and (4) willing to complete the questionnaire. The sample size complies with Hair et al. (2022), recommending 5–10 times the number of indicators for moderation analysis.

Primary data were collected through structured questionnaires using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire measured social media promotion, tourism facilities, price, visitor satisfaction, and revisit intention. Secondary data were obtained from official tourism statistics, academic journals, and relevant publications to support the analysis. Data analysis was conducted using SPSS software. Instrument validity and reliability were assessed through validity testing and Cronbach's Alpha. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed to ensure model feasibility. Hypotheses were tested using multiple linear regression analysis to examine direct effects, followed by Moderated Regression Analysis (MRA) to assess the moderating role of visitor satisfaction. Model strength was evaluated using the coefficient of determination (R^2).

RESULTS AND DISCUSSION

Research Respondent Profile

This study was conducted at the Matahari Beach Fishing Spot, a coastal tourism destination located in Sumenep Regency, East Java, Indonesia. The object of this research focuses on visitors who have experienced fishing tourism activities at this destination, which combines recreational fishing with coastal leisure. The selection of this object is considered relevant due to the increasing



role of social media promotion, facility quality, and pricing strategies in influencing visitor satisfaction and revisit intention in coastal tourism settings.

The respondents in this study consisted of 120 visitors who had previously visited Matahari Beach Fishing Spot. Data were collected using a structured questionnaire distributed directly to visitors who met the criteria of having at least one visit experience. This approach ensured that respondents were able to provide informed evaluations regarding promotion, facilities, pricing, satisfaction, and their intention to revisit the destination. Based on demographic characteristics, the majority of respondents were in the productive age group, with 45% aged 31–45 years, followed by 35% aged 17–30 years, and 20% aged above 45 years. In terms of gender distribution, male respondents dominated the sample (65%), while 35% were female, which reflects the nature of fishing tourism that tends to attract more male visitors, without excluding participation from female tourists.

Regarding visit frequency, most respondents reported visiting the destination two to three times (43.3%), followed by first-time visitors (31.7%) and visitors who had visited more than three times (25.0%). This pattern indicates that Matahari Beach Fishing Spot has the ability to attract both new and repeat visitors, highlighting its potential to generate visitor satisfaction and encourage revisit intention, which is central to the objectives of this study.

Descriptive Analysis

A. Description of Social Media Promotion (X1)

Based on the primary data processing results, the Social Media Promotion (X1) variable is overall categorized as Good, with mean scores ranging from 4.16 to 4.23. The indicator with the highest mean score (4.23) is the attractiveness and creativity of social media promotional content (X1.1). This is followed by the clarity of information delivered through social media (X1.2), which obtained a mean score of 4.20. Furthermore, the indicators related to the consistency of promotional updates (X1.3) and the effectiveness of social media in encouraging visit consideration (X1.4) each recorded a mean score of 4.16. Overall, these findings indicate that social media promotion at Matahari Beach Fishing Spot has been positively perceived by visitors and effectively supports destination promotion.

B. Description of Tourism Facilities (X2)

Based on the primary data processing results, the Tourism Facilities (X2) variable is overall categorized as Good, with mean scores ranging from 4.10 to



4.25. The highest mean score (4.25) is found in the indicator related to the availability and adequacy of fishing facilities (X2.1). This is followed by the cleanliness and comfort of the surrounding environment (X2.2), which obtained a mean score of 4.18. Meanwhile, indicators concerning supporting facilities such as parking areas and rest areas (X2.3) and the condition of public facilities (X2.4) recorded mean scores of 4.12 and 4.10, respectively. Overall, these results indicate that visitors positively perceive the facilities provided at the Matahari Beach Fishing Spot, which supports comfort during their visit.

C. Description of Price (X3)

Based on the data analysis results, the Price (X3) variable is categorized as Good, with mean scores ranging from 4.05 to 4.22. The indicator with the highest mean score (4.22) relates to the affordability of entrance and service prices compared to similar destinations (X3.1). This is followed by price fairness relative to the facilities and experience obtained (X3.2), which achieved a mean score of 4.15. Additionally, indicators regarding price transparency (X3.3) and conformity between price and visitor expectations (X3.4) recorded mean scores of 4.08 and 4.05, respectively. These findings suggest that pricing at the Matahari Beach Fishing Spot is considered reasonable and acceptable by visitors.

D. Description of Visiting Satisfaction (Z)

Based on the primary data processing results, the Visiting Satisfaction (Z) variable is overall classified as Good, with mean scores ranging from 4.12 to 4.30. The highest mean score (4.30) is observed in the indicator reflecting overall satisfaction with the visiting experience (Z1). This is followed by satisfaction with facilities and services provided (Z2), which obtained a mean score of 4.21. Furthermore, indicators related to satisfaction with price fairness (Z3) and satisfaction with promotional information accuracy (Z4) recorded mean scores of 4.16 and 4.12, respectively. In general, these results indicate that visitors experience a high level of satisfaction when visiting the Matahari Beach Fishing Spot.

E. Description of Revisit Intention (Y)

Based on the descriptive statistical analysis, the Revisit Intention (Y) variable is categorized as Good, with mean scores ranging from 4.08 to 4.26. The indicator with the highest mean score (4.26) is the intention to revisit the Matahari Beach Fishing Spot in the future (Y1). This is followed by the willingness to recommend the destination to others (Y2), which achieved a mean score of 4.18. Meanwhile,



indicators related to preference for choosing the destination over similar alternatives (Y3) and the likelihood of revisiting within a short period (Y4) recorded mean scores of 4.12 and 4.08, respectively. Overall, these findings indicate strong revisit intentions among visitors.

Data Analysis

A. Validity Test

The validity test was conducted to assess whether the questionnaire items were capable of accurately measuring the intended research variables. An instrument is considered valid when each statement item is able to represent the construct being measured. In this study, validity testing was performed by comparing the Pearson correlation coefficient (r -count) of each item with the r -table value. With a total of 120 respondents and a significance level of 5%, the r -table value was determined to be 0.1793. An item is declared valid when the r -count exceeds the r -table value (r -count > 0.1793). Based on the validity test results, all statement items for the variables of Social Media Promotion (X1), Tourism Facilities (X2), Price (X3), Visitor Satisfaction (Z), and Revisit Intention (Y) show r -count values greater than 0.1793. Therefore, all indicators are declared valid, indicating that the research instrument is capable of measuring the intended constructs and is appropriate for further statistical analysis.

B. Reability Test

The reliability test was conducted to measure the consistency of the questionnaire when applied repeatedly over time. A research variable is considered reliable if it produces a Cronbach's Alpha value greater than 0.60, indicating that the measurement items are stable and consistent.

Based on the reliability test results, all research variables—Social Media Promotion (X1), Tourism Facilities (X2), Price (X3), Visitor Satisfaction (Z), and Revisit Intention (Y)—exhibit Cronbach's Alpha values exceeding the minimum threshold of 0.60. Among these variables, Revisit Intention (Y) shows the highest reliability coefficient at 0.841, followed by Social Media Promotion (X1) at 0.824. These findings confirm that all questionnaire items demonstrate strong internal consistency and are therefore reliable for repeated use in data collection.

Classical Assumption Test

A. Normality Test

The normality test aims to examine whether the residuals in the regression model are normally distributed. A good regression model requires residual



values that follow a normal distribution. In this study, the normality test was conducted using the One-Sample Kolmogorov–Smirnov (K–S) test, with the decision criterion that the data are normally distributed if the significance value is greater than 0.05. Based on the SPSS version 26 output, the results of the One-Sample Kolmogorov–Smirnov test indicate that the Asymp. Sig. (2-tailed) value is 0.200. Referring to the normality test criteria, since the significance value exceeds 0.05, the residual data are considered to be normally distributed. Therefore, it can be concluded that the residuals in this research model follow a normal distribution. Thus, the normality assumption has been fulfilled, and the regression model is appropriate for further hypothesis testing in subsequent analyses.

B. Multicollinearity Test

The multicollinearity test aims to examine whether there is a correlation among independent variables in the regression model. A good regression model is indicated by the absence of multicollinearity, which is shown by a tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value less than 10. Based on the SPSS version 26 output in the Coefficients table under the Collinearity Statistics section, all independent variables meet these criteria.

The results show that Social Media Promotion (X1) has a tolerance value of 0.645 and a VIF value below 10, Tourism Facilities (X2) has a tolerance value of 0.582 with the highest VIF value of 1.718, Price (X3) has a tolerance value of 0.712, and Visitor Satisfaction (Z) has a tolerance value of 0.615. Since all tolerance values are greater than 0.10 and all VIF values are far below 10, it can be concluded that there is no multicollinearity among the independent variables. Therefore, the regression model has fulfilled the classical assumption and is appropriate for further analysis.

C. Heteroscedasticity Test

The heteroscedasticity test aims to examine whether there is an inequality of residual variance from one observation to another in the regression model. This study employed the Glejser test, in which the regression model is considered free from heteroscedasticity problems if the significance value of each independent variable on the absolute residual is greater than 0.05.

Based on the SPSS output in the Glejser test table, the significance (Sig.) values for all independent variables are above 0.05, namely Social Media Promotion (X1) at 0.401, Tourism Facilities (X2) at 0.514, Price (X3) at 0.818, and Visitor Satisfaction (Z) at 0.610. Referring to the decision criteria of the Glejser test,



these results indicate that no heteroscedasticity symptoms are present in the regression model. Therefore, the regression model fulfills the classical assumption of homoscedasticity and is deemed appropriate and reliable for predicting the variable of Revisit Intention (Y).

Multiple Linear Regression

Multiple linear regression analysis was conducted to examine the effect of Social Media Promotion (X1), Tourism Facilities (X2), and Price (X3) on Revisit Intention (Y). Based on the SPSS output, the regression equation obtained is as follows:

$$Y = 5.210 + 0.320X1 + 0.245X2 + 0.385X3 + e$$

The constant value of 5.210 indicates that when Social Media Promotion, Tourism Facilities, and Price are assumed to be zero, the Revisit Intention score already exists at 5.210. This suggests that there are other underlying factors outside the scope of this study that still influence visitors' intention to revisit. Furthermore, the regression coefficients show that all independent variables have a positive effect on Revisit Intention. Social Media Promotion (X1) has a coefficient of 0.320, meaning that an improvement in social media promotional quality will increase revisit intention by 0.320 units. Tourism Facilities (X2) have a coefficient of 0.245, indicating that better and more comfortable facilities encourage visitors to return. Meanwhile, Price (X3) has the highest coefficient value of 0.385, demonstrating that fair and competitive pricing is the most influential factor in enhancing visitors' intention to revisit the destination. Overall, these results confirm that effective promotion, adequate facilities, and appropriate pricing jointly play an important role in strengthening visitors' revisit intention.

Moderated Regression Analysis (MRA)

Moderated Regression Analysis (MRA) was employed to examine the moderating effect of Visitor Satisfaction (Z) on the relationship between Social Media Promotion (X1), Tourism Facilities (X2), and Price (X3) toward Revisit Intention (Y). The regression model is expressed as follows:

$$Y = 5.210 + 0.320X1 + 0.245X2 + 0.385X3 + 0.415(X1 \times Z) + 0.350(X2 \times Z) + 0.390(X3 \times Z) + e$$

The regression equation indicates that Social Media Promotion (X1), Tourism Facilities (X2), and Price (X3) have positive effects on Revisit Intention (Y). In addition, the interaction terms show that Visitor Satisfaction (Z) significantly strengthens the influence of each independent variable on revisit intention. Specifically, the interaction between Social Media Promotion and Visitor Satisfaction (X1×Z) has a positive coefficient of 0.415, implying that



promotional activities through social media become more effective in encouraging repeat visits when visitors experience high satisfaction. The interaction between Tourism Facilities and Visitor Satisfaction ($X_2 \times Z$) yields a coefficient of 0.350, indicating that the positive impact of facilities on revisit intention increases when visitors feel satisfied. Meanwhile, the interaction between Price and Visitor Satisfaction ($X_3 \times Z$) presents a coefficient of 0.390, suggesting that perceived price fairness combined with high satisfaction significantly enhances revisit intention. Overall, these findings confirm that Visitor Satisfaction functions as a strengthening moderating variable in the relationship between Social Media Promotion, Tourism Facilities, Price, and Revisit Intention at Spot Pancing Pantai Matahari, Sumenep Regency.

Hypothesis Testing

A. t-test

The t-test was employed to examine the significance of the partial effect of each independent variable on Revisit Intention (Y), using a significance threshold of ≤ 0.05 (Waluyo et al., 2024). Based on the SPSS output, the results indicate that Social Media Promotion (X_1) has a significance value of $0.000 < 0.05$ with a t-value of 5.080, demonstrating a positive and significant influence on Revisit Intention. Tourism Facilities (X_2) also show a significant effect with a significance value of $0.000 < 0.05$ and t-value of 3.943, indicating that adequate facilities effectively increase the likelihood of repeat visits. Furthermore, Price (X_3) has a significance value of $0.000 < 0.05$ with $t = 5.261$, confirming that competitive or fair pricing is a strong determinant of visitor revisit intention. Lastly, Visitor Satisfaction (Z) exhibits a significant effect with a significance value of $0.000 < 0.05$, highlighting that satisfaction is a fundamental factor in building visitor loyalty. Overall, all independent variables in this study individually exert a significant positive influence on the Revisit Intention at Spot Pancing Pantai Matahari, Sumenep Regency.

B. Coefficient of Determination Test

The coefficient of determination (R^2) was used to assess the proportion of variance in the dependent variable, Revisit Intention (Y), that can be explained by the independent variables Social Media Promotion (X_1), Tourism Facilities (X_2), Price (X_3), and Visitor Satisfaction (Z). Based on the Model Summary output, the R^2 value was 0.743, indicating that 74.3% of the variation in Revisit Intention is simultaneously explained by these four variables. The remaining 25.7% of the variation is influenced by other factors not included in this study. The R^2 value of



0.743 falls into the strong category, demonstrating that the regression model is highly effective and accurate in explaining the factors influencing visitors' intention to revisit Spot Pancing Pantai Matahari, Sumenep Regency.

The Influence of Social Media Promotion on Revisit Intention

Based on the t-test results, the Social Media Promotion (X1) variable has a positive and significant effect on Revisit Intention (Y), with a significance value of $0.000 \leq 0.05$ and a t-value of 5.080. This indicates that promotional activities on platforms such as Instagram, TikTok, and Facebook are not only informational tools but also strong emotional drivers. Consistently uploaded content builds high brand awareness, making the destination top of mind when visitors plan future trips.

These findings are supported by Putra & Wijaya (2022), who stated that social media engagement directly enhances visitor loyalty through intensive two-way interaction. Pratiwi (2023) also emphasized that aesthetic visual content and positive influencer reviews significantly encourage repeat visits. However, Santoso (2021) reported that social media promotion does not significantly influence revisit intention in religious or historical tourism, as visitors are motivated by tradition, spiritual value, or moral obligation. Overall, this study reinforces marketing communication theory that message effectiveness heavily depends on the medium, with social media bridging visitor expectations and destination reality.

The Influence of Tourism Facilities on Revisit Intention

The Tourism Facilities (X2) variable is proven to have a positive and significant effect on Revisit Intention (Y), with a significance value of $0.000 \leq 0.05$ and a t-value of 3.943. This suggests that the completeness and quality of facilities, including road access, restrooms, parking areas, and other supporting amenities, are major determinants for visitors to return. Well-maintained facilities provide not only functional convenience but also a sense of safety and comfort, which are essential for repeat visits.

These results are consistent with Lestari et al. (2021), who highlighted that high-quality physical facilities are critical for long-term satisfaction leading to loyalty. Fauzi (2022) also confirmed that investment in facility maintenance is more effective in retaining visitors than acquiring new ones. Conversely, Gozali (2020) found that facilities did not significantly affect revisit intention in extreme adventure tourism, where limited facilities enhanced the authenticity of the experience. Thus, for general tourist destinations, maintaining high-quality facilities is a key strategy to foster repeat visits.



The Influence of Price on Revisit Intention

Price (X3) has a positive and significant effect on Revisit Intention (Y), as evidenced by a significance value of $0.000 \leq 0.05$ and a t-value of 5.261. This indicates that visitors' perception of "appropriate" pricing—balanced with perceived quality—strongly influences their intention to return. Prices perceived as fair and commensurate with the experience create value, motivating repeat visits. This finding is supported by Handoko (2023), who emphasized that price fairness strongly correlates with repurchase behavior in tourism services. Utami & Surya (2021) also noted that competitive and transparent pricing fosters consumer trust, forming the foundation for revisit intention. Conversely, Mahendra (2019) reported that price did not significantly affect revisit intention in luxury tourism, where exclusivity and status outweigh pricing concerns. Overall, value-based pricing strategies are critical for sustaining long-term revisit intentions.

The Influence of Social Media Promotion on Visitor Satisfaction

Moderated Regression Analysis (MRA) results indicate that Social Media Promotion (X1) positively interacts with Visitor Satisfaction (Z) to influence Revisit Intention (Y), with a significance value of $0.000 < 0.05$ and a positive interaction coefficient. This demonstrates that satisfaction enhances the effectiveness of social media promotion in driving repeat visits. When social media content aligns with visitors' actual experiences, trust in the promotion strengthens, reinforcing their intention to return. This aligns with Sari & Pratama (2021), who described satisfaction as a catalyst between digital information and consumer loyalty. Wibowo (2022) also found that aggressive promotion alone is insufficient to drive repeat visits without corresponding visitor satisfaction. However, Hidayat (2020) argued that satisfaction does not always significantly moderate the relationship for Gen Z travelers, who may be more influenced by viral or trend-setting content.

The Influence of Tourism Facilities on Visitor Satisfaction

The interaction between Tourism Facilities (X2) and Visitor Satisfaction (Z) significantly affects Revisit Intention (Y), indicating that satisfaction moderates the influence of facilities on repeat visits. Well-provided facilities create physical comfort, but emotional satisfaction solidifies the experience, making visitors more likely to return. This is supported by Rahmawati (2023), who emphasized that physical facilities require visitor perception to generate loyalty. Setiawan et al. (2021) found that adequate facilities coupled with satisfaction enhance memorable tourism experiences, which are key drivers for revisit intention. In contrast, Tan et al. (2019) reported that for unique or rare destinations, facility



satisfaction interaction may be weak, and visitors may return regardless of facilities. These findings suggest that managers should prioritize both facility quality and the service experience to maximize visitor satisfaction and retention.

The Influence of Price on Visitor Satisfaction

Price (X3) also shows a moderated effect via Visitor Satisfaction (Z) on Revisit Intention (Y), with a significant positive interaction. This indicates that price alone does not determine repeat visits; visitors compare prices with the satisfaction received. If satisfaction is high, even higher prices are perceived as fair, supporting revisit intentions. This is consistent with Arifin (2022), who found that satisfaction mitigates price sensitivity, enhancing the effect of competitive pricing on revisit behavior. Nugraha & Saputra (2020) similarly reported that value-for-money moderated by satisfaction is a strong predictor of post-purchase behavior in tourism. Conversely, Lee (2021) suggested that for budget travelers, price alone may dominate revisit decisions, regardless of satisfaction. Thus, satisfaction as a moderator highlights the importance of value-based pricing to ensure visitors perceive fair compensation for their experience, fostering long-term loyalty.

CONCLUSION

This study concludes that, partially, Social Media Promotion (X1), Tourism Facilities (X2), and Price (X3) each have a positive and significant influence on the Intention to Revisit (Y), while Visitor Satisfaction (Z) acts as a moderating variable that strengthens the impact of these factors. Effective social media promotion, well-maintained and functional tourism facilities, and fair price perceptions serve as key drivers for encouraging repeat visits. Simultaneously, the interaction of these variables with visitor satisfaction produces a significant combined effect, highlighting that the synergy between promotion, facilities, price, and satisfaction is crucial in fostering visitor loyalty and sustainable revisit behavior.

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