

## Assessing the Role of Tourism Facilities in Shaping Visitor Interest: Evidence from Loang Baloq Beach, Mataram

Harfi Nur Haj<sup>1\*</sup>, Syech Idrus<sup>1</sup>, I Wayan Suteja<sup>1</sup>

<sup>1</sup>Tourism Department, Sekolah Tinggi Pariwisata Mataram, Indonesia

### ABSTRACT

This study investigates the influence of tourism facilities on visiting interest at Loang Baloq Beach, Mataram, Indonesia, with visitor satisfaction as a mediating variable and destination image as a moderating factor. Drawing on the Stimulus–Organism–Response and Theory of Planned Behavior frameworks, a quantitative explanatory design was employed using data collected from 175 visitors through structured questionnaires. The measurement and structural models were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results indicate that tourism facilities significantly and positively affect visitor satisfaction and visiting interest, while satisfaction also mediates the relationship between facilities and behavioral intention. Furthermore, destination image strengthens the relationship between facilities and satisfaction, demonstrating its moderating influence. These findings highlight that facility quality contributes not only to functional satisfaction but also to the emotional and perceptual dimensions of visitor experience. The study confirms that destination competitiveness is shaped by the interplay of physical infrastructure, visitor satisfaction, and image perception. For policymakers and tourism managers, the results emphasize the importance of integrating facility improvement with destination branding and service quality enhancement to sustain visitor loyalty. The study contributes theoretically by validating a moderated mediation framework that explains behavioral intention in urban coastal tourism settings.

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## INTRODUCTION

Tourism remains a cornerstone of Indonesia's regional economic transformation, particularly through coastal development initiatives that promote employment creation, small-business growth, and community welfare (Aisyah, 2024). Lombok has been designated a priority tourism area under the national sustainable-tourism framework, reflecting its cultural diversity and rich coastal assets. Among its destinations, Loang Baloq Beach holds strategic value as an urban coastal site that blends recreation, cultural heritage, and religious symbolism (Nugroho et al., 2024).

Tourism facilities form a fundamental component of destination competitiveness because they determine the comfort, safety, and satisfaction of visitors (Djuwendah et al., 2025). High-quality sanitation, parking, accessibility, and leisure infrastructure are not merely functional supports but central determinants of experience quality and revisit intention (Sugiana et al., 2024). Well-maintained facilities enhance both cognitive and affective evaluations of the destination, leading to greater satisfaction and behavioural commitment (Arevin, 2024; Purnama et al., 2023). Conversely, poor facility management diminishes perceived value and discourages repeat visits.

Contemporary behavioural models provide useful explanations for these relationships. The Stimulus Organism Response (SOR) framework posits that environmental stimuli such as facilities act upon tourists' internal states, here represented by satisfaction which in turn shape behavioural responses

like visiting interest (Dewayani & Loreño, 2025). Similarly, the Theory of Planned Behavior (TPB) recognises that favourable attitudes formed through satisfaction predict intention to visit or revisit. Empirical studies further demonstrate that destination image significantly moderates this process: when visitors perceive a destination as attractive, clean, and culturally meaningful, facilities contribute more strongly to satisfaction and visiting intention (Ng et al., 2024).

Despite Loang Baloq's recognition within Lombok's coastal-tourism plan, several operational issues persist, including inadequate sanitation, disorganised parking, and weak maintenance systems. Previous studies have examined the site's infrastructure planning, yet limited empirical evidence explores how visitors perceive the quality of facilities, how these perceptions influence satisfaction, and how destination image may amplify or weaken these effects. Understanding these linkages is critical for policymakers seeking to allocate resources effectively and sustain visitor engagement in urban coastal environments.

Therefore, this study develops an integrated model that investigates the influence of tourism facilities on visiting interest through visitor satisfaction, while examining the moderating role of destination image. The model contributes theoretically by extending SOR and TPB frameworks within an Indonesian context and provides practical insights for improving the management and branding of Loang Baloq Beach as a sustainable coastal destination.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Theoretical Foundations

Tourism research increasingly integrates behavioral and management theories to explain how destination attributes shape visitor responses. The present study draws upon two complementary frameworks, the Stimulus Organism Response (SOR) model and the Theory of Planned Behavior (TPB) to explain the pathways linking tourism facilities, visitor satisfaction, destination image, and visiting interest.

Originally developed by Russell & Mehrabian (1974), the SOR framework posits that environmental stimuli (S) influence an individual's internal emotional or cognitive state (O), which in turn drives behavioral responses (R). In tourism research, stimuli often refer to tangible and intangible features of the destination such as amenities, cleanliness, and aesthetic design. These environmental factors shape tourists' internal evaluations commonly expressed as satisfaction, perceived value, or attachment which subsequently determine behavioral outcomes like revisit intention or word-of-mouth recommendation (Sugiama et al., 2024).

Within this study, tourism facilities are conceptualized as the stimulus that triggers visitors' perceptions and emotions. Visitor satisfaction represents the organism, reflecting the tourist's evaluative reaction to the facilities and services experienced. Finally, visiting interest acts as the response, indicating the behavioral intention to revisit or recommend the destination. This perspective allows for examining how physical improvements in facilities translate into psychological outcomes and subsequent behavioral intentions.

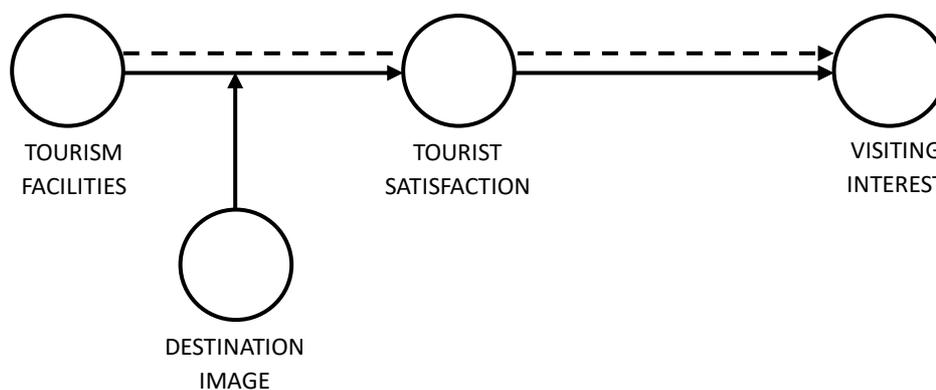
The TPB, introduced by Ajzen (1991), provides a complementary behavioral lens. It explains how attitudes, subjective norms, and perceived behavioral control collectively determine an individual's intention to act. In tourism contexts, a positive attitude shaped by satisfying experiences and a favorable image of the destination enhances the likelihood of visit or revisit intentions (Ng et al., 2024).

By integrating the TPB with the SOR model, this study posits that visitor satisfaction representing the effective and cognitive evaluation mediates the influence of facilities on visiting interest. When tourists perceive facilities as high quality, their attitudes and emotional responses become more favorable, increasing the probability of positive behavioral intention.

Destination image operates as a perceptual filter that shapes the interpretation of environmental cues. According to Baloglu & McCleary (1999), destination image encompasses both cognitive components (knowledge and beliefs about the destination's attributes) and affective components (emotional evaluation of the place). A positive destination image strengthens the link between facilities and satisfaction, as visitors interpret experiences through an optimistic lens. Conversely, a negative image can weaken the relationship, even when facilities are objectively adequate.

Therefore, this study proposes that destination image moderates the relationship between tourism facilities and visitor satisfaction. This moderating mechanism is critical for understanding how contextual perceptions amplify or attenuate the impact of tangible destination attributes on visitors' emotions and behavioral outcomes.

Combining SOR and TPB perspectives provides a comprehensive theoretical base for this study. Facilities act as stimuli that generate internal evaluations (satisfaction), and these evaluations influence behavioral intentions (visiting interest). Destination image moderates how strongly facilities shape satisfaction, leading to a moderated mediation model. This integration advances prior tourism behavior studies by explaining not only how facilities influence visitor behavior but also under what conditions the influence becomes stronger or weaker (Arevin, 2024; Juliana et al., 2023).



**Figure 1.** Research Framework

### Hypothesis Development

The development of hypotheses in this study is grounded in two theoretical pillars: the Stimulus–Organism–Response (SOR) framework Russell & Mehrabian (1974) and the Theory of Planned Behavior (TPB) (Ajzen, 1991). Together, these theories explain the mechanisms by which environmental stimuli (tourism facilities) influence internal psychological states (visitor satisfaction) and, ultimately, behavioral intentions (visiting interest). The inclusion of destination image as a moderating factor provides an enriched understanding of how contextual perceptions shape these relationships.

Tourism facilities constitute a crucial element of the destination environment and significantly affect visitors' perceptions of quality and comfort. The presence of adequate amenities such as sanitation, parking, signage, and resting areas fosters a positive emotional response and enhances satisfaction levels (Sugiama et al., 2024). According to the SOR framework, physical and service-related attributes serve as stimuli that elicit effective and cognitive reactions within visitors. When facilities meet or exceed expectations, visitors experience greater satisfaction, while poor or inadequate facilities generate dissatisfaction (Arevin, 2024; Nguyen et al., 2022). Prior empirical research also demonstrates that well-managed facilities directly enhance satisfaction and perceived value, which are key determinants of behavioral loyalty (Juliana et al., 2023).

*H1: Tourism facilities have a significant positive effect on visitor satisfaction.*

Visitor satisfaction reflects the cognitive and affective evaluation of the overall experience relative to prior expectations. Within the TPB framework, satisfaction represents an attitudinal outcome that fosters favorable behavioral intentions, such as the desire to revisit or recommend the destination (Ajzen, 1991). Previous studies in both domestic and international contexts have confirmed that higher satisfaction levels increase visitors' willingness to engage in future visits (Azizi, 2024; Nguyen, 2024; Prawira & Baharuddin, 2024). In the context of coastal destinations, satisfaction serves as a precursor to visiting interest because it shapes positive attitudes and reinforces destination attachment.

*H2: Visitor satisfaction has a significant positive effect on visiting interest.*

Although satisfaction is often an intermediary factor, facilities may also exert a direct influence on visiting interest. From a destination management perspective, physical infrastructure and supporting amenities create an immediate impression that motivates travel decisions, even before satisfaction is formed (Purnama et al., 2023). A destination that offers modern, accessible, and comfortable facilities attracts visitors by conveying professionalism, safety, and readiness to accommodate tourists. This direct pathway has been identified in several studies emphasizing that physical quality and aesthetic appeal can independently stimulate behavioral interest (Sugiyama et al., 2024).

*H3: Tourism facilities have a significant positive effect on visiting interest.*

While facilities can directly influence visiting interest, their effect is often transmitted through the mediating mechanism of satisfaction. In the SOR model, facilities act as environmental stimuli that trigger emotional and cognitive evaluations (the organism stage), which subsequently determine behavioral responses (response stage). Satisfied visitors tend to perceive higher destination value and develop stronger behavioral intentions (Arevin, 2024). Empirical research supports this mediation pathway, showing that satisfaction fully or partially mediates the relationship between facilities and revisit intention (Juliana et al., 2023). Thus, satisfaction functions as the psychological bridge through which facility quality transforms into behavioral motivation.

*H4: Visitor satisfaction mediates the relationship between tourism facilities and visiting interest.*

Destination image represents visitors' overall impression, encompassing both cognitive (beliefs about attributes) and affective (emotional responses) dimensions (Baloglu & McCleary, 1999). A positive image enhances trust, perceived value, and emotional connection, thereby strengthening the relationship between facility perception and satisfaction. In contrast, a poor image may diminish the influence of facilities, as visitors interpret experiences through a negative lens (Ng et al., 2024). Research in coastal and cultural destinations indicates that destination image not only shapes satisfaction directly but also moderates the strength of relationships between antecedent variables and satisfaction. Therefore, when tourists perceive Loang Baloq Beach as clean, safe, and culturally meaningful, facilities are more likely to generate satisfaction.

*H5: Destination image moderates the relationship between tourism facilities and visitor satisfaction, such that the effect is stronger when the perceived destination image is positive.*

## METHODOLOGY

This study employed a quantitative explanatory research design to examine the relationships among tourism facilities, visitor satisfaction, destination image, and visiting interest at Loang Baloq Beach, Mataram, Indonesia. The design was grounded in the Stimulus Organism Response (SOR) and Theory of Planned Behavior (TPB) frameworks, both of which emphasize how environmental stimuli shape psychological responses and behavioral intentions (Ajzen, 1991). The objective was to test a moderated mediation model in which tourism facilities influence visiting interest directly and indirectly through visitor satisfaction, with destination image moderating the link between facilities and satisfaction.

The research adopted a cross-sectional approach using a structured questionnaire to collect data from tourists who had visited Loang Baloq Beach within the past twelve months. This approach allowed simultaneous measurement of perceptions, attitudes, and behavioral intentions. The population consisted of domestic and local visitors, estimated at approximately 8,000 to 9,000 annually based on the 2023 Mataram City Tourism Office report. Using the Cochran formula at a 95 percent confidence level with a 5 percent margin of error, the minimum required sample was ninety-five respondents. To improve robustness, two hundred questionnaires were distributed, and one hundred seventy-five valid responses were retained for analysis. Respondents were selected through purposive convenience sampling, focusing on adults aged seventeen years and above who had interacted with the site's facilities. Data were collected during weekends and public holidays to capture a diverse representation of visitor profiles.

The research instrument consisted of a structured questionnaire with five sections: demographic characteristics, tourism facilities, visitor satisfaction, destination image, and visiting interest. All items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument was developed by adapting validated items from previous studies in tourism and service quality literature to ensure content validity and contextual appropriateness for Indonesian coastal destinations. A pilot test involving twenty participants was conducted to assess clarity, readability, and response consistency, leading to minor linguistic refinements.

The table below presents the measurement constructs and item sources.

**Table 1.** Construct's Items

Construct	Code	Item Statement	Source
Tourism Facilities	TF1	The facilities at Loang Baloq Beach are clean and well-maintained.	Adapted from Sugiama et al. (2024)
	TF2	Public amenities such as toilets, prayer rooms, and parking areas are adequate.	
	TF3	Signage and information boards are clear and helpful.	
	TF4	Accessibility and infrastructure make the destination easy to reach.	
	TF5	Recreational and food facilities enhance the enjoyment of my visit.	
Visitor Satisfaction	VS1	I am satisfied with my overall experience at Loang Baloq Beach.	Adapted from Juliana et al. (2023)
	VS2	The services and facilities met my expectations.	
	VS3	Visiting this destination was worthwhile.	
	VS4	My visit was enjoyable and comfortable.	

Destination Image	DI1	Loang Baloq Beach has an appealing and positive reputation.	Adapted from <a href="#">Nguyen et al. (2023)</a>
	DI2	The beach is perceived as clean, safe, and culturally attractive.	
	DI3	I have a favorable impression of the destination's overall environment.	
	DI4	Loang Baloq Beach is a destination worth revisiting.	
Visiting Interest	VI1	I am interested in visiting Loang Baloq Beach again in the future.	Adapted from <a href="#">Purnama et al. (2023)</a>
	VI2	I intend to recommend this destination to others.	
	VI3	I would consider bringing friends or family to visit.	
	VI4	I plan to spend more time or money during my next visit.	

All constructs were measured using reflective indicators. The questionnaire was translated into Bahasa Indonesia and backtranslated into English to ensure semantic equivalence. Three academic experts in tourism management reviewed the instrument for linguistic and conceptual accuracy. The Content Validity Index (CVI) exceeded 0.85, meeting the acceptable threshold ([Polit & Beck, 2006](#)).

To address potential Common Method Variance (CMV), procedural and statistical remedies were applied. Procedurally, anonymity and voluntary participation were emphasized to reduce evaluation apprehension. The questionnaire included counterbalanced question order and neutral wording to minimize response bias. Statistically, Harman's single-factor test was performed, indicating that the first factor accounted for only 32.7 percent of the variance, well below the 50 percent threshold. In addition, the Variance Inflation Factor (VIF) values for all items were below 3.3, confirming the absence of multicollinearity and serious common method bias ([Kock, 2015](#)).

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. PLS-SEM was selected because of its suitability for complex models involving mediation and moderation and its robustness with relatively small sample sizes ([Hair et al., 2021](#)). The analysis proceeded in two stages. The first stage involved testing the measurement model to assess indicator reliability, internal consistency, convergent validity, and discriminant validity. Indicators with outer loadings below 0.70 were removed to maintain reliability. Convergent validity was confirmed when the Average Variance Extracted (AVE) exceeded 0.50, and internal consistency was established with Cronbach's alpha and composite reliability (CR) values above 0.70. Discriminant validity was verified through both the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio, which remained below 0.85 for all constructs.

The second stage tested the structural model to evaluate hypotheses and the significance of direct, indirect, and moderating effects. Bootstrapping with 5,000 subsamples was used to estimate path coefficients and confidence intervals at a 95 percent confidence level ( $p < 0.05$ ). The moderating effect of destination image on the relationship between tourism facilities and visitor satisfaction was tested through an interaction term ( $X \times Z$ ). The mediating effect of satisfaction was assessed using indirect effect analysis, with significance determined via bootstrapped confidence intervals. Control variables such as age, gender, and visit frequency were included to account for demographic influences.

All respondents were informed of the study's objectives, assured of anonymity, and provided informed consent before participation. Ethical approval was obtained from the Research Ethics Committee of Sekolah Tinggi Pariwisata Mataram (Ref. No. 07/STP/EC/2025). The research adhered to institutional and national standards for ethical conduct in human-subject research.

## RESULT AND DISCUSSION

### Descriptive Statistics

The descriptive statistics show that all constructs have mean values exceeding 4.00 on a five-point scale, reflecting overall favorable perceptions among respondents. This pattern suggests that visitors generally agree that Loang Baloq Beach provides satisfactory facilities, a strong destination image, and enjoyable experiences that encourage return visits. The low standard deviations (ranging from 0.55 to 0.64) indicate consistency in responses across participants, confirming that these positive evaluations are widely shared rather than limited to specific subgroups.

**Table 2.** Descriptive Statistics

Construct	Mean	Standard Deviation	Minimum	Maximum
Tourism Facilities (X)	4.08	0.61	2.60	5.00
Visitor Satisfaction (M)	4.15	0.58	2.75	5.00
Destination Image (Z)	4.22	0.55	2.80	5.00
Visiting Interest (Y)	4.10	0.64	2.50	5.00

Among the constructions, destination image achieved the highest meaning (4.22), implying that visitors' affective and cognitive impressions of the beach environment are particularly strong. This aligns with theoretical expectations that image acts as a reinforcing contextual factor shaping satisfaction. Visitor satisfaction (4.15) and tourism facilities (4.08) also demonstrate high agreement levels, suggesting that infrastructure and amenities meet most tourists' expectations. Visiting interest (4.10) reflects behavioral affirmation that these perceptions translate into intentions to revisit or recommend the site.

Overall, the descriptive results confirm that Loang Baloq Beach is positively evaluated by its visitors and that the proposed variables display sufficient variance and reliability for further hypothesis testing in the structural model.

### Measurement Model

The measurement model evaluation aimed to establish the reliability and validity of all constructs before testing the hypothesized relationships. Three main criteria were assessed: indicator reliability and internal consistency, convergent validity, and discriminator validity. The results presented in Tables 3, 4, and 5 collectively demonstrate that the measurement model meets the recommended thresholds, confirming that the indicators effectively represent their respective latent constructs.

**Table 3.** Measurement Model Evaluation

Construct	Indicator	Outer Loading	Cronbach's $\alpha$	CR	AVE
Tourism Facilities	TF1–TF5	0.74–0.86	0.88	0.91	0.67
Visitor Satisfaction	VS1–VS4	0.76–0.89	0.87	0.91	0.72
Destination Image	DI1–DI4	0.78–0.88	0.86	0.90	0.69
Visiting Interest	VI1–VI4	0.73–0.88	0.88	0.92	0.74

The results of Table 3 show that all indicators have outer loadings exceeding 0.70, confirming strong indicator reliability. This means that each observed variable contributes significantly to explaining its latent construction. The Cronbach's alpha and composite reliability (CR) values for all constructs are above 0.85, exceeding the minimum acceptable threshold of 0.70, which indicates that the items measuring each construct are internally consistent and reliable. Furthermore, the Average Variance Extracted (AVE) values for all constructs are above 0.50, demonstrating that each construct captures more than half of the variance from its measurement items. This provides strong evidence of convergent validity, implying that the indicators effectively converge to measure the same underlying dimension.

The HTMT ratio results in Table 4 further confirm the discriminant validity of the model. All HTMT values fall below the conservative threshold of 0.85, suggesting that the constructions are empirically distinct from one another. The moderate correlations observed among constructions such as tourism facilities and visitor satisfaction (0.67) and visitor satisfaction and destination image (0.71) are theoretically appropriate, indicating related but nonredundant constructs. This reinforces that each construct measures a unique conceptual domain within the model. The HTMT results thus confirm that the study's latent variables do not overlap excessively and are suitable for inclusion in the structural model.

**Table 4.** Heterotrait–Monotrait Ratio (HTMT) for Discriminant Validity

Constructs	Tourism Facilities	Visitor Satisfaction	Destination Image	Visiting Interest
Tourism Facilities	–			
Visitor Satisfaction	0.67	–		
Destination Image	0.59	0.71	–	
Visiting Interest	0.64	0.68	0.66	–

The Fornell–Larcker criterion in Table 5 also supports discriminant validity. The square root of each construct's AVE, displayed along the diagonal, is greater than its correlations with other constructs. For instance, the square root of the AVE for visitor satisfaction (0.85) is higher than its correlation with tourism facilities (0.64), destination image (0.69), and visiting interest (0.67). This pattern is consistent across all constructs, confirming that each latent variable shares more variance with its respective indicators than with other constructs in the model. This provides strong statistical evidence that the constructions are distinct yet theoretically related in meaningful ways.

**Table 5.** Fornell–Larcker Criterion for Discriminant Validity

Constructs	Tourism Facilities	Visitor Satisfaction	Destination Image	Visiting Interest
Tourism Facilities	0.82			
Visitor Satisfaction	0.64	0.85		
Destination Image	0.58	0.69	0.83	
Visiting Interest	0.61	0.67	0.63	0.86

Taken together, the results of Tables 3, 4, and 5 demonstrate that the measurement model fulfills all required psychometric criteria as outlined by Hair et al. (2020). The findings confirm that the constructs possess high reliability, convergent validity, and discriminant validity, ensuring that the measurement model is both statistically sound and theoretically robust. This validation supports

proceeding with the structural model analysis to examine the hypothesized causal relationships among tourism facilities, visitor satisfaction, destination image, and visiting interest.

### Structural Measurement

The hypothesis testing results demonstrate that all proposed relationships are statistically significant at the  $p < 0.05$  level, supporting the theoretical framework of the study (See Table 6).

**Table 6.** Hypothesis Testing Results

Hypothesis	Path Relationship	Coefficient ( $\beta$ )	t-Statistic	p-Value	Result
H1	Tourism Facilities $\rightarrow$ Visitor Satisfaction	0.482	7.216	0.000	Supported
H2	Visitor Satisfaction $\rightarrow$ Visiting Interest	0.431	6.897	0.000	Supported
H3	Tourism Facilities $\rightarrow$ Visiting Interest	0.267	3.952	0.000	Supported
H4	Tourism Facilities $\rightarrow$ Visitor Satisfaction $\rightarrow$ Visiting Interest (Mediation)	0.208	4.618	0.000	Supported
H5	Destination Image $\times$ Tourism Facilities $\rightarrow$ Visitor Satisfaction (Moderation)	0.163	2.984	0.003	Supported

The path coefficient for H1 ( $\beta = 0.482$ ,  $p = 0.000$ ) confirms that the quality of tourism facilities strongly enhances visitor satisfaction. This finding aligns with previous studies emphasizing the importance of infrastructure, sanitation, and accessibility in shaping positive tourist experiences (Sugiyama et al., 2024).

For H2 ( $\beta = 0.431$ ,  $p = 0.000$ ), visitor satisfaction exerts a substantial influence on visiting interest, consistent with the Theory of Planned Behavior Ajzen (1991) and prior empirical research showing that satisfaction is a reliable predictor of revisit and recommendation intention (Juliana et al., 2023).

The result for H3 ( $\beta = 0.267$ ,  $p = 0.000$ ) suggests that tourism facilities also have a direct effect on visiting interest, indicating that tangible attributes can motivate behavioral responses even without the mediating influence of satisfaction. This supports the notion that clean and well-equipped environments generate immediate positive impressions that encourage visitation.

The mediation analysis in H4 ( $\beta = 0.208$ ,  $p = 0.000$ ) demonstrates that visitor satisfaction partially mediates the relationship between facilities and interest. This implies that while good facilities directly influence tourist intentions, their impact is amplified through satisfaction. This pattern is consistent with the Stimulus–Organism–Response (SOR) model, which posits that environmental stimuli (facilities) shape behavioral outcomes (interest) through internal evaluations (satisfaction).

Finally, H5 ( $\beta = 0.163$ ,  $p = 0.003$ ) confirms the moderating role of destination image, showing that a positive perception of Loang Baloq Beach strengthens the link between facilities and satisfaction. Visitors who hold favorable beliefs about the destination tend to evaluate its facilities more positively, thereby experiencing greater satisfaction. This finding underscores the strategic importance of image management in enhancing destination competitiveness and tourist loyalty.

Overall, the results validate the moderated mediation framework and confirm that tourism facilities, visitor satisfaction, and destination image collectively determine visiting interest. These

findings provide both theoretical and managerial insights on sustainable destination development in coastal tourism contexts.

### Discussion

The findings of this study provide robust empirical support for the proposed moderated mediation model linking tourism facilities, visitor satisfaction, destination image, and visiting interest at Loang Baloq Beach, Mataram, Indonesia. All hypothesized relationships were confirmed, suggesting that both tangible and perceptual dimensions of destination quality jointly shape tourists' behavioral intentions. The discussion below interprets these results considering the Stimulus Organism Response (SOR) framework and the Theory of Planned Behavior (TPB), integrating theoretical implications with contextual observations relevant to sustainable coastal tourism.

The first key finding demonstrates that tourism facilities have a significant and positive effect on visitors' satisfaction. This result confirms the SOR model's stimulus–organism pathway, where physical elements of the destination environment act as stimuli that influence the internal evaluative state of tourists. At Loang Baloq Beach, the availability of clean sanitation, proper signage, accessible pathways, and food and recreational facilities contributed substantially to visitors' satisfaction. This aligns with prior studies showing that destination facilities serve as core attributes that enhance comfort, safety, and perceived service quality (Sugiama et al., 2024). A well-managed facility system is therefore not only a functional necessity but also a determinant of emotional engagement, shaping visitors' overall affective responses to the destination. These findings imply that even incremental improvements in infrastructure maintenance or visitor amenities can translate into measurable gains in tourist satisfaction.

The second important result indicates that visitor satisfaction significantly influences visiting interest. This outcome corroborates the TPB's assumption that positive attitudes derived from satisfying experiences generate behavioral intentions. Visitors who feel that their expectations have been met are more likely to return, recommend the site, or spend more time and resources during subsequent visits. This finding is consistent with Juliana et al. (2023), who observed that satisfaction predicts revisit and recommendation intentions among tourists in Lombok. The emotional gratification derived from satisfactory experiences fosters destination attachment and trust, which are precursors to loyalty. For Loang Baloq Beach, this suggests that improving satisfaction not only enhances short-term enjoyment but also builds long-term behavioral commitment among visitors, ensuring destination resilience in an increasingly competitive tourism landscape (Traskevich & Fontanari, 2023).

The direct relationship between tourism facilities and visiting interest, as confirmed in this study, provides an additional dimension of insight. Although satisfaction mediates the relationship between facilities and behavioral intention, the presence of a significant direct effect implies that facilities independently influence tourists' decisions to visit. Well-constructed amenities, ease of accessibility, and visible maintenance communicate professionalism and credibility to potential visitors. This result supports previous research emphasizing that the physical environment can evoke immediate cognitive and affective impressions that influence behavioral responses even before evaluative satisfaction is formed (Purnama et al., 2023). The implication is that destination managers must recognize that facilities are not only post-visit evaluation factors but also pre-visit motivators that shape the decision-making process at the awareness and consideration stages.

The mediating effect of visitor satisfaction provides further theoretical depth to the SOR framework. The analysis reveals that satisfaction partially mediates the link between facilities and visiting interest, confirming that both direct and indirect pathways coexist. This finding supports the conceptualization of satisfaction as an internal psychological process through which environmental stimuli are translated

into behavioral responses. When tourists experience high-quality facilities, they derive satisfaction, which then strengthens their willingness to revisit. However, partial mediation suggests that some aspects of facility perception exert an immediate influence on behavior independent of satisfaction, possibly through perceived value or destination image (Atasoy & Eren, 2023). This nuanced pattern implies that satisfaction plays a dual role: it acts as both an evaluative outcome and a motivational mechanism within the behavioral decision process. Consequently, destination strategies that improve facility management should also integrate service experience design to maximize the satisfaction pathway.

The moderating role of destination image presents one of the most significant contributions of this study. The results indicate that destination image enhances the positive relationship between facilities and satisfaction. When tourists hold favorable perceptions of Loang Baloq Beach seeing it as culturally appealing, safe, and clean, their evaluation of facilities becomes more positive. Conversely, when the image is weak or negative, even well-maintained facilities may fail to generate strong satisfaction. This finding aligns with Baloglu & McCleary (1999) conceptualization of image as a perceptual filter that shapes experience interpretation. Theoretically, this demonstrates that cognitive and affective perceptions of the destination environment can strengthen or weaken the stimulus–organism linkage within the SOR model. Practically, it underscores the need for destination managers to balance physical infrastructure development with strategic branding and communication efforts. A coherent and positive image can magnify the impact of tangible improvements, while negative publicity or unmanaged perceptions can undermine investment outcomes.

The combined findings highlight the interdependence of tangible and intangible dimensions of destination competitiveness. Facilities represent the physical foundation of the visitor experience, while satisfaction and image reflect the perceptual and emotional layers that convert physical quality into behavioral outcomes. In the context of coastal destinations such as Loang Baloq Beach, where environmental sustainability and cultural identity are integral, facility enhancement must be accompanied by image cultivation and satisfaction monitoring. Infrastructure improvement initiatives should thus integrate aesthetic and environmental considerations such as eco-friendly design, waste management, and accessibility for all visitors to sustain both functional quality and positive perception.

From a theoretical standpoint, this study contributes to tourism behavior research by validating a moderated mediation framework that integrates the SOR and TPB approaches. It confirms that environmental stimuli influence behavioral intentions through internal evaluations and that contextual perceptions can moderate this mechanism. The inclusion of destination image as a moderator adds nuance to existing models by illustrating how perceptual variables condition the strength of stimulus–response relationships (Elbadriati & Larasati, 2025). This integrated approach advances understanding of tourist decision processes and offers a model applicable to similar urban coastal destinations in developing countries.

From a managerial perspective, the findings offer actionable insights for Mataram’s tourism authorities and local stakeholders. Investments in facility upgrades should focus not only on physical maintenance but also on user-centered design that enhances comfort and accessibility. Destination managers should regularly monitor visitor satisfaction through feedback mechanisms and use the data to inform adaptive management (Dewayani, 2024). Moreover, destination image management through storytelling, digital promotion, and community engagement should be prioritized to amplify the perceived value of infrastructure investments. Strengthening collaboration among public agencies, local businesses, and community groups is essential to ensure that facility management, visitor experience, and branding strategies operate cohesively to achieve sustainable and inclusive coastal tourism development (Karsokiene et al., 2025).

## CONCLUSION

This study examined the influence of tourism facilities on visiting interest at Loang Baloq Beach, with visitor satisfaction as a mediating variable and destination image as a moderating factor. The results confirmed that tourism facilities significantly enhance visitor satisfaction, which in turn strengthens visiting interest. Facilities also exert a direct positive effect on behavioral intention, underscoring their dual functional and psychological role in shaping tourist experiences. The mediation analysis revealed that satisfaction partially transmits the effect of facilities on visiting interest, while the moderation test demonstrated that a favorable destination image amplifies the positive impact of facilities on satisfaction.

These findings provide empirical validation of the Stimulus Organism Response and Theory of Planned Behavior frameworks, emphasizing the interplay between environmental stimuli, psychological evaluation, and behavioral response. From a managerial perspective, the study highlights that destination competitiveness requires more than physical infrastructure, it also depends on sustained visitor satisfaction and a positive public image. For coastal destinations such as Loang Baloq Beach, integrated management strategies combining facility maintenance, service quality enhancement, and image promotion are crucial for sustainable tourism development. Future studies should explore longitudinal or comparative approaches to capture the dynamic evolution of visitor perceptions across diverse coastal contexts in Indonesia.

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## Conflict of Interest

The authors declare no conflict of interest related to the publication of this study.

## Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

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