Pengaruh Pengalaman Wisatawan dan Kepuasan Wisatawan terhadap Niat Berkunjung Kembali ke Wisata Air Terjun Aling-Aling

The Influence of Tourist Experience and Tourist Satisfaction on Revisit Intention to Aling-Aling Waterfall

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh pengalaman wisatawan dan kepuasan wisatawan terhadap niat berkunjung kembali ke destinasi wisata Air Terjun Aling-Aling di Kabupaten Buleleng. Latar belakang penelitian didasarkan pada fenomena fluktuasi jumlah kunjungan wisatawan yang menunjukkan bahwa daya tarik alam semata belum cukup untuk menjamin keberlanjutan kunjungan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi penelitian adalah wisatawan yang berkunjung ke Air Terjun Aling-Aling pada periode 2022–2024, dengan jumlah sampel sebanyak 100 responden yang ditentukan melalui metode purposive sampling. Instrumen penelitian disusun menggunakan skala Likert lima poin dengan indikator pengalaman wisata (education, aesthetics, entertainment, escapism), kepuasan wisatawan (nature, culture, overall service), dan niat berkunjung kembali. Analisis data dilakukan dengan regresi linier berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa pengalaman wisatawan dan kepuasan wisatawan berpengaruh positif dan signifikan terhadap niat berkunjung kembali, Temuan ini menegaskan pentingnya pengalaman berkesan dan kepuasan wisatawan dalam membangun loyalitas serta mendukung keberlanjutan pariwisata alam di Buleleng.

Kata Kunci: Pengalaman Wisatawan, Kepuasan Wisatawan, Niat Berkunjung Kembali, Air Terjun Aling-Aling, Pariwisata Alam.

Abstract

This study aims to examine the influence of tourist experience and tourist satisfaction on revisit intention to the Aling-Aling Waterfall tourist destination in Buleleng Regency. The background of this research is based on the phenomenon of fluctuating tourist visits, which indicates that natural attractions alone are not sufficient to ensure the sustainability of visits. This research employs a quantitative approach with an associative design. The population consists of tourists visiting Aling-Aling Waterfall during the 2022–2024 period, with a total sample of 100 respondents selected using purposive sampling. The research instrument was developed using a five-point Likert scale with indicators of tourist experience (education, aesthetics, entertainment, escapism), tourist satisfaction (nature, culture, overall service), and revisit intention. Data were analyzed using multiple linear regression with SPSS. The results show that both tourist experience and tourist satisfaction have a positive and significant effect on revisit intention.These findings highlight the importance of memorable experiences and tourist satisfaction in fostering loyalty and supporting the sustainability of nature-based tourism in Buleleng.

Keywords: Tourist Experience, Tourist Satisfaction, Revisit Intention, Aling-Aling Waterfall, Nature-Based Tourism.

1. Introduction

Tourism is an important sector in the global economy and has a significant impact on social, cultural, and environmental aspects. With the development of information and communication technology and the ease of access to transportation, tourism has grown rapidly in recent decades (Darsinita & Putra, 2025). Tourism is a leading sector that plays a vital role in driving Bali's economic growth. The contribution of tourism to Bali's Gross Regional Domestic Product (GRDP) is recorded at around 66%, showing the dominance of this sector in the region's economic structure (Bisnis Bali, 2025). Even in terms of investment, the realization of Domestic Investment (PMDN) in Bali in 2023 mostly flowed into the tertiary sector, which is closely related to tourism, amounting to 98.03% of the total IDR 7 trillion, with the hotel and restaurant subsector contributing the largest share at 43.9% (Bisnis Bali, 2024). Furthermore, Bali's economic growth in the first quarter of 2025 of 5.52% (YoY) was also dominated by the revival of the tourism sector, which has recovered after the COVID-19 pandemic (Detik, 2025). This fact confirms that the tourism sector not only acts as the main driver of Bali's economy but also contributes significantly to the welfare of the local community through job creation and income generation. Through its role, tourism also creates jobs and increases the income of communities around tourist destinations, thereby boosting local welfare.

In addition, studies on tourism in Bali show that tourist satisfaction and motivation to visit are closely related to revisit intention. According to Aridayanti et al. (2022), it was found that motivation that triggers tourist satisfaction, obtained through travel experiences, positively influences their intention to return to Bali. This shows that the travel experience is not only important for the current visit but also for building tourist loyalty.

On the other hand, Bali is not only known for its beaches and culture but also has a wealth of natural tourism such as waterfalls. Buleleng Regency is one of the rapidly developing regencies in Bali. As a regency that is densely populated and has active economic activities, Buleleng is increasingly improving itself day by day to compete in Bali to attract tourists (Dewanti, 2022). One of the natural destinations that attracts attention is Aling-Aling Waterfall in Sambangan Village, Buleleng Regency. This area offers a unique natural experience: steep cliffs for cliff jumping, pristine natural pools, and trekking paths in a lush tropical forest environment. Tourism information such as trekking, jumping, and sliding packages at Aling-Aling mentions that the waterfall has a height of around 30–35 meters with various jumping options from heights of 5 to ~15 meters. Although the natural potential is very attractive, the number of visits alone is not enough to ensure the sustainability of the destination. A strategic approach is needed to increase repeat visits or return visits. Research by Manalu (2023) shows that Aling-Aling falls into the category of waterfalls with high potential. However, the study also emphasizes the need for improvements in aspects of facilities, accessibility, environmental conservation, and management institutions so that the tourist appeal continues to increase and does not rely solely on natural beauty (Manalu, 2023).

Table 1. Tourist Visits to Waterfalls in Buleleng Regency 2022-2024

No	Tourist Attraction Name	2022	2023	2024
1	Banyumala Waterfall	21,654	89,728	76,428
2	Aling-Aling Waterfall	606	71,523	59,963
3	Banyu Wana Amerta Waterfall	4,709	44,033	62,318
4	Melanting Waterfall	11,392	26,894	30,445
5	Sekumpul Waterfall	2,864	17,137	22,676

| 6 | Jembong Waterfall | 6,803 | 19,266 | 14,317 |
| 7 | Gitgit Waterfall | 903 | 3,924 | 4,547 |

Revisit intention is one of the important indicators in measuring the success of a tourist destination because it not only reflects visitor satisfaction but also contributes to tourism sustainability. Revisit intention is a person's desire to come again to a tourist place after they feel satisfied or happy with their previous experience (Kusumawati & Putra, 2025). Tourists who have positive experiences tend to repeat visits and recommend the destination to others, thereby strengthening the competitiveness of the destination (Wulus & Mandagi, 2024). Several studies show that memorable travel experiences, satisfaction, as well as supporting factors such as attractions, accommodations, and facilities play an important role in shaping revisit intentions (Utami & Riptiono, 2024; Wulus & Mandagi, 2024).

In addition, a pleasant tourist experience has been proven to influence revisit intention directly or through satisfaction as a mediating variable (Gusti Panca & Wihardi, 2023). These findings reinforce the view that revisit intention is not only influenced by natural attractions but also by the quality of experience and satisfaction received by tourists during their visit. Despite the huge natural tourism potential in Buleleng, the issue of revisit intention remains a challenge. Tourist visit data shows that several waterfall destinations have experienced fluctuations in visit numbers over the past three years. For example, Aling-Aling Waterfall, which was initially visited by only 606 tourists in 2022, rose sharply to 71,523 tourists in 2023, but then decreased again in 2024 with 59,963 visitors. This fluctuation indicates that although natural attractions have great potential to attract new visitors, retaining tourists' intention to return has not been optimal.

Consumer behavior models start from marketing stimuli (product, price, distribution, communication) as well as external factors (economic, technological, political, cultural) that influence consumer choices through psychological aspects (motivation, perception, learning, memory) and personal characteristics (cultural, social, individual) (Putra et al., 2023). One of the most interesting fields of research is the psychology and behavior of tourists, which in recent years has received increasing attention from marketing and tourism academics, as well as from practitioners and tourism destination managers (Putra et al., 2023).

Revisit intention is one of the important indicators in assessing the success of a tourist destination. From the perspective of Theory of Planned Behavior (Ajzen, 1991), intention is the main determinant of behavior formed by attitudes, subjective norms, and perceived behavioral control. In the context of tourism, revisit intention reflects tourists' desire to repeat positive experiences they have had at a particular destination. Baker and Crompton (2000) emphasize that tourist satisfaction has a close relationship with revisit intention, as satisfied tourists tend to show loyalty to the destination. In addition, Chi and Qu (2008) add that positive experiences built through destination image and satisfaction play a significant role in encouraging tourists to return. A good destination image will give a positive impression to tourists so that a place or location is considered worthy of a visit (Putra & Ariasih, 2024).

According to Chen and Tsai (2007), revisit intention is strongly influenced by satisfaction and tourist experiences, so destinations that fail to provide memorable experiences tend to face difficulties in maintaining tourist loyalty. Therefore, it is important to study factors such as tourist experience and satisfaction that can increase sustainable visits to Aling-Aling Waterfall. Thus, understanding the factors that influence revisit intention is very important for destination managers, especially in addressing the issue of fluctuating visits experienced by Aling-Aling Waterfall.

Tourist experience becomes one of the important factors that can influence revisit intention because tourists who have positive experiences will feel satisfied and motivated to repeat the visit. Positive customer experience influences their intention to make repeat purchases (Priambada & Putra, 2024). Research shows that pleasant tourist experiences directly increase revisit intention, both through satisfaction and directly without mediation (Gusti Panca & Wihardi, 2023; Utami & Riptiono, 2024). This is in line with the Theory of Planned Behavior (TPB) proposed by Ajzen, where a person's behavior is determined by intention, which is influenced by attitude, subjective norm, and perceived behavioral control.

In the tourism context, positive experiences can form a good attitude towards the destination, strengthen the social drive to recommend or return, and increase tourists' confidence that they are capable of repeating the visit. Thus, tourist experience not only creates momentary satisfaction but also shapes revisit intention as part of planned tourist behavior.

Several previous studies have shown that tourist experience plays an important role in shaping revisit intention. Pham et al. (2022) found that the dimensions of Memorable Tourism Experience (MTE) have a significant positive effect on revisit intention. Similar results were also shown in a study in Santorini (2024), which stated that several dimensions of tourist experience have a positive effect on revisit intention. Research by Wiryaguna et al. (2025) proved that MTE significantly increases tourists' intention to return. However, not all studies have found consistent results. A study by Anggraini et al. (2025) reported that MTE does not have a significant effect on revisit intention because some tourists tend to look for new destinations after having an experience they consider sufficient at the previous destination.

Tourist satisfaction can be defined as a feeling of pleasure or disappointment that arises after tourists compare their expectations with the actual experience obtained during their visit (Maesaroh, 2019). Tourist satisfaction is one of the main determinants in shaping revisit intention, as the satisfaction felt reflects the fulfillment of expectations and the quality of the experience received by tourists (Pratiwi et al., 2024). Quality services and a good destination image increase tourist satisfaction, which then strengthens their intention to return (Dhyana, 2024). Tourist satisfaction when making a visit encourages them to revisit a tourist area (Wulansari & Andajani, 2024).

This is in line with TPB, where behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. In tourism, satisfaction contributes to forming a positive attitude toward the destination, strengthening subjective norms in the form of social encouragement to recommend the destination, and increasing tourists' confidence that they will obtain similar or better experiences when they return.

Several previous studies have shown that tourist satisfaction plays an important role in shaping revisit intention. Sugiama et al. (2024) found that attractions, accessibility, and tourism facilities positively affect tourist satisfaction, which in turn encourages revisit intention. Similar results were also shown in Nguyen's study (2024), which stated that satisfaction dimensions, such as cleanliness, comfort, and service, have a significant effect on revisit intention. However, not all studies have found consistent results. Hanafi and Sofyandi (2025) reported that satisfaction does not significantly affect revisit intention in the context of shopping tourism, as some tourists are more driven by utilitarian factors such as price and product variety rather than overall satisfaction.

The urgency of this research lies in the importance of maintaining the sustainability of Bali tourism, especially in natural destinations such as Aling-Aling Waterfall, which, despite having great potential, still faces challenges in the form of fluctuating tourist numbers. In terms of novelty, this research offers a contribution by examining the role of tourist experience and tourist satisfaction

on revisit intention in the context of waterfall tourism destinations, which are still rarely studied in depth compared to mainstream destinations such as beaches or cultural tourism. Thus, this research is expected to provide new insights into experience- and satisfaction-based natural tourism destination management strategies, as well as serve as a practical reference for managers to increase tourist loyalty and strengthen the sustainable competitiveness of Bali tourism.

2. Methods

This study employs a quantitative approach with an associative research design aimed at examining the effect of tourist experience and tourist satisfaction on revisit intention at Aling-Aling Waterfall in Buleleng Regency. The data used in this research consist of primary data and secondary data. Primary data were obtained through questionnaires distributed to tourists who had previously visited Aling-Aling Waterfall, while secondary data were gathered from literature reviews, including journals, scientific articles, and official reports relevant to the research topic. The research instrument was developed in the form of a questionnaire using a five-point Likert scale, designed to measure the indicators of the variables under study, namely tourist experience, tourist satisfaction, and revisit intention.

The Tourist Experience variable (X1) consists of four dimensions: Education, which represents the learning opportunities provided by the destination; Aesthetics, referring to the visual appeal and natural beauty of the environment; Entertainment, which measures the enjoyment derived from activities at the destination; and Escapism, which evaluates the extent to which the destination offers a sense of escape from daily routines (Rather, 2018). The Tourist Satisfaction variable (X2) is measured through three dimensions: Nature, which evaluates satisfaction with the natural surroundings; Culture, which measures the appeal of local cultural aspects; and Overall Service, which reflects the quality of services provided at the destination (Stumpf et al., 2020). Finally, the Revisit Intention variable (Y) includes four dimensions: Willingness to Visit Again, Willingness to Invite Others, Willingness to Share Positive Stories, and Willingness to Prioritize the Destination for Future Visits (Zeithaml et al., 2018).

The population of this study consists of all tourists who visited waterfall destinations in Buleleng Regency between 2022 and 2024, totaling 132,092 individuals. The sample was determined using a purposive sampling technique, with the main criterion being that respondents had visited the destination at least once. Using the Slovin formula with a 10% margin of error, a sample size of 100 respondents was obtained. This sample is considered adequate to represent the population and provide reliable data for statistical analysis.

The data analysis technique applied is multiple linear regression analysis, processed using SPSS software. Several statistical tests were conducted, including descriptive statistical analysis, validity testing, reliability testing, and classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests. After meeting the assumptions, multiple linear regression was performed, followed by t-tests (partial significance test), F-tests (simultaneous significance test), and the coefficient of determination (R^2 test) to evaluate the strength of relationships among the variables studied.

3. Results and Discussion

Descriptive Statistical Analysis

The first stage of data analysis was the **descriptive statistical test**, which provides a general overview of the research data characteristics, including the minimum value, maximum value, mean, and standard deviation for each variable. The results of the descriptive statistical analysis are shown in the table below.

Table 3. Descriptive Statistical Test

Descriptive Statistics	N	Min	Max	Mean	Std. Deviation
Tourist Experience (X1)	100	10.00	30.00	21.84	3.037
Tourist Satisfaction (X2)	100	10.00	30.00	22.87	4.081
Revisit Intention (Y)	100	12.00	27.00	21.23	2.597
Valid N (listwise)	100				

(Source: Processed Primary Data, 2025)

Based on Table 3, all research variables have mean values higher than their standard deviations. This indicates that the data in this study are normally distributed and do not show significant deviations.

Validity and Reliability Tests

The next stage was **data quality testing**, which included validity and reliability tests. With 100 respondents, the r-table value was **0.1966** (df = N - 2 = 98). The results of the validity test indicate that all questionnaire items have a significance level of **0.000 < 0.05**, and the Pearson's Correlation values are greater than the r-table value (0.1966). This confirms that all questionnaire items are valid.

The results of the reliability test show that each variable — **Tourist Experience (X1)**, **Tourist Satisfaction (X2)**, and **Revisit Intention (Y)** — has a **Cronbach's Alpha** value greater than **0.60**. Therefore, the research instrument is reliable and suitable for measuring the variables studied.

Classical Assumption Tests

The results of the classical assumption tests are presented in the table below.

Table 4. Classical Assumption Test

Type of Test	Statistical Value / Result	Criteria Limit	Description
Normality (K-S Test)	Sig. = 0.200	Sig. > 0.05	Data are normally distributed
Multicollinearity (Tolerance)	0.952	> 0.10	No multicollinearity detected
Multicollinearity (VIF)	1.050	< 10	No multicollinearity detected
Heteroscedasticity (Glejser)	X1: Sig. = 0.576 X2: Sig. = 0.624	Sig. > 0.05	No heteroscedasticity detected

The Kolmogorov-Smirnov normality test resulted in a significance value of **0.200 (> 0.05)**, indicating that the data are normally distributed. The multicollinearity test showed a **Tolerance value of 0.952 (> 0.10)** and a **VIF value of 1.050 (< 10)**, confirming there is no multicollinearity between independent variables. The heteroscedasticity test, using the Glejser method, showed

significance values of **0.576 for X1** and **0.624 for X2**, both greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity problem in this regression model, and the data are suitable for further analysis.

Multiple Linear Regression Analysis

After passing all quality and assumption tests, a **multiple linear regression analysis** was conducted. The results are presented in the table below.

Table 5. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	6.751	1.616		4.177	0.000
Tourist Experience (X1)	0.378	0.065	0.443	5.793	0.000
Tourist Satisfaction (X2)	0.272	0.049	0.427	5.591	0.000

a. Dependent Variable: **Revisit Intention (Y)** *(Source: Processed Primary Data, 2025)*

The regression equation is as follows:

$$Y = 6{,}751 + 0{,}378 X1 + 0{,}272 X2 + e$$

The regression results show that Tourist Experience (X1) has a positive and significant effect on Revisit Intention, with a coefficient of 0.378, a t-value of 5.793, and a significance value of 0.000 (< 0.05). Similarly, Tourist Satisfaction (X2)also has a positive and significant effect on Revisit Intention, with a coefficient of 0.272, a t-value of 5.591, and a significance value of 0.000 (< 0.05). This means that better tourist experiences and higher satisfaction levels increase tourists' likelihood of revisiting Aling-Aling Waterfall.

The coefficient of determination (R^2) is 0.461, indicating that 46.1% of the variation in Revisit Intention can be explained by Tourist Experience and Tourist Satisfaction. The remaining 53.9% is influenced by other factors not included in this research model. Additionally, the correlation coefficient (R) of 0.679 indicates a strong relationship between the independent variables and the dependent variable.

Discussion

The Influence of Tourist Experience on Revisit Intention

The tourist experience is measured through four indicators: education, aesthetics, entertainment, and escapism. First, the education indicator reflects the extent to which tourists gain new insights about nature and local culture during their visit to the destination. This educational experience enhances tourists' interest in revisiting, as they perceive the trip to be not only recreational but also informative. Second, the aesthetics indicator describes the visual appeal and natural beauty of the Aling-Aling Waterfall. The scenic views, including cliffs, waterfalls, and tropical forests, create a memorable aesthetic experience that strengthens tourists' desire to return. Third, the entertainment indicator includes the enjoyment derived from activities such as cliff jumping, sliding, and swimming in natural pools. These recreational activities provide both fun and unique experiences that are difficult to find at other destinations. Fourth, the escapism indicator emphasizes the destination's ability to offer an escape from daily routines. For tourists, visiting

Aling-Aling serves as a form of relaxation and mental refreshment, thereby increasing their willingness to revisit when they seek a similar atmosphere in the future.

From the perspective of the Theory of Planned Behavior (TPB) (Ajzen, 1991), the findings of this study indicate that positive experiences shape a favorable attitude toward the destination, strengthen the subjective norm to recommend the destination to others, and increase tourists' perceived behavioral control by making them feel confident about revisiting easily. Thus, tourist experience serves as a determinant that strengthens the behavioral intention to return.

The findings of this study are consistent with several previous studies. Pham et al. (2022) demonstrated that the dimensions of Memorable Tourism Experience (MTE) significantly influence domestic tourists' revisit intentions in Danang. Stavrianea (2023) also emphasized that aesthetic and entertainment experiences play an important role in shaping tourist loyalty in Santorini. In the context of Bali, Wiryaguna et al. (2025) found that MTE significantly impacts revisit intentions at Tanah Lot. Similarly, Gusti Panca & Wihardi (2023) showed that memorable tourist experiences enhance revisit intention directly and indirectly through tourist satisfaction as a mediating variable. However, some studies reported different results. Anggraini & Komaryatin (2025) found that tourist experience does not always significantly affect revisit intention, particularly among tourists who prefer exploring new destinations. This highlights the importance of continuous innovation in attractions and experience variations at Aling-Aling Waterfall to prevent tourist boredom or saturation.

In conclusion, a pleasant tourist experience encompassing education, aesthetics, entertainment, and escapism has a significant influence on tourists' intention to revisit Aling-Aling Waterfall. Destination managers must ensure that each of these experience indicators is continuously enhanced to create positive memories that foster tourist loyalty and strengthen the sustainability of tourism in Buleleng.

The Influence of Tourist Satisfaction on Revisit Intention

Tourist satisfaction is measured through three main indicators. First, the nature indicator reflects tourists' satisfaction with the beauty and authenticity of the natural environment. The clarity of the water, cool air, and views of cliffs and tropical forests create a natural experience that meets tourist expectations, thereby increasing the likelihood of revisits. Second, the culture indicator focuses on tourists' satisfaction with the supporting local culture, including community hospitality, local stories, and traditional values that enrich the tourism experience. These cultural aspects provide uniqueness and differentiation for the destination, thus strengthening tourist loyalty. Third, the overall service indicator includes satisfaction with the services provided, such as accessibility, facilities, and interactions with guides or tourism managers. Quality services create comfort and a sense of being valued, ultimately increasing tourists' likelihood of returning.

From the Theory of Planned Behavior (TPB) perspective (Ajzen, 1991), tourist satisfaction contributes to the formation of positive attitudes toward the destination, strengthens subjective norms through social encouragement to recommend it to others, and enhances perceived behavioral control by fostering confidence that future visits will offer similar or better experiences. Therefore, tourist satisfaction becomes a crucial determinant of revisit intention.

The results of this study are aligned with previous research. Sugiama et al. (2024) found that attractions, accessibility, and facilities positively affect tourist satisfaction, ultimately increasing revisit intentions. Nguyen (2024) also emphasized that dimensions such as cleanliness, comfort, and service quality significantly impact revisit intention in Can Tho City, Vietnam. In Bali, Dhyana (2024) showed that satisfaction with service quality and destination image directly influences revisit

intention. Similarly, Wulansari & Andajani (2024) demonstrated that tourist satisfaction affects revisit intention by reinforcing a positive destination image. However, some studies reported differing results. Hanafi & Sofyandi (2025) discovered that tourist satisfaction does not always significantly influence revisit intention in the context of shopping tourism, where tourists tend to be more influenced by utilitarian factors such as price and product variety rather than overall satisfaction. This suggests that the effect of tourist satisfaction on revisit intention may vary depending on the type of destination.

In conclusion, tourist satisfaction derived from natural quality, local cultural support, and overall service quality has been proven to encourage revisit intentions to Aling-Aling Waterfall. Therefore, destination managers should consistently preserve nature, strengthen cultural identity, and improve service quality to maintain and increase long-term tourist loyalty.

5. Conclusion

Based on the analysis and discussion, this study concludes that tourist experience (X1) has a positive and significant effect on revisit intention (Y) among tourists visiting Aling-Aling Waterfall in Buleleng Regency. This indicates that the better the tourism experience perceived by visitors, the higher their desire to return. Similarly, tourist satisfaction (X2) also has a positive and significant effect on revisit intention (Y), meaning that higher levels of satisfaction lead to a greater likelihood of tourists revisiting the destination. These findings highlight the crucial role of both experience and satisfaction in fostering tourist loyalty and encouraging repeat visits.

Based on these results, several recommendations are proposed. For the management of Aling-Aling Waterfall, it is suggested to continuously enhance the quality of tourist experiences, particularly through education, aesthetics, entertainment, and escapism. This can be achieved by providing educational information about the natural surroundings, maintaining environmental cleanliness and beauty, offering diverse recreational activities, and creating a relaxing atmosphere. For local government and tourism stakeholders, this study serves as input on the importance of tourist satisfaction, which is shaped by nature, culture, and overall service. Efforts should focus on improving infrastructure, promoting local culture, and standardizing service quality to sustainably strengthen Buleleng's natural tourism appeal. Future researchers are encouraged to include additional variables, such as destination image, service quality, or social factors, and to expand the research scope to other natural attractions in Bali or beyond, thereby providing a more comprehensive understanding of the factors influencing tourist loyalty.

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