

MANAGING TOURIST EXPERIENCE AND REVISIT INTENTION IN MOUNTAIN TOURISM GEOSITES: A STIMULUS–ORGANISM–RESPONSE PERSPECTIVE FROM INDONESIA

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Abstract: Mountain tourism geosites, as a form of nature-based and adventure tourism, provide authentic experiences through hiking, crater exploration, scenic panoramas, and adventure activities. These experiences allow tourists to encounter natural landscapes while developing a sense of challenge, freedom, and connection with nature. This study aims to analyze the influence of attractiveness, accessibility, and perceived risk on tourist satisfaction and revisit intention. It further examines the mediating role of tourist satisfaction in the relationships between these destination-related factors and revisit intention. The study was conducted in the context of mountain tourism in Indonesia from a tourism marketing perspective. An explanatory research design with a quantitative approach was employed to examine the proposed relationships. Data were collected from 251 tourists selected through purposive sampling based on their experience visiting mountain tourism destinations. A structured questionnaire was administered through an offline survey to obtain data from the selected respondents. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3. The findings indicate that destination attractiveness has a positive and significant effect on tourist satisfaction. Accessibility also has a positive and significant effect on tourist satisfaction, whereas perceived risk has a negative and significant effect. Tourist satisfaction subsequently contributes to tourists' intention to revisit mountain tourism destinations. The study extends the application of the Stimulus–Organism–Response (SOR) framework by integrating destination marketing variables in Indonesian mountain tourism. These findings provide practical implications for destination managers in improving attractiveness, accessibility, and risk management to strengthen tourist satisfaction and revisit intention.

Keywords: mountain tourism, destination attractiveness, accessibility, perceived risk, tourist satisfaction, revisit intention, SOR

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INTRODUCTION

East Java Province is characterized by a distinctive mountainous landscape, dominated by active volcanic formations and a diversity of landforms within a single region (BPS-Statistics Indonesia East Java Province, 2015). The presence of Semeru, Bromo, Ijen, Raung, and Arjuno-Welirang provides a range of nature and adventure tourism opportunities, including hiking, crater and blue fire exploration, karst cave expeditions, and notable savannah vistas and sunrises. From a marketing standpoint, mountain tourism in this region can be positioned as geosites with both scientific and aesthetic significance (Kusuma et al., 2025), serving as strategic assets in destination marketing (Gordon, 2018).

The region's unique geology and landscape facilitate enhanced branding, narrative development, and geotourism-oriented market segmentation (Cai et al., 2024). The expansion of mountain tourism over the past decade corresponds with a global shift in tourist preferences toward nature-based experiences, tranquillity, and psychological well-being (Buckley, 2019). Mountain destinations are increasingly conceptualized as experiential products, shaped by the interplay of landscape, amenities, perceived risk, and tourists' emotional assessments (Prayag et al., 2017). The sustainable integration of conservation and geomarketing has been demonstrated to improve destination competitiveness and augment the region's educational and economic value (Ferdowsi et al., 2025; Kurt et al., 2025).

The tourism literature reveals ongoing debate regarding the primary factors influencing the sustainability of tourism demand in mountainous regions. Some studies identify destination attractiveness as a principal determinant of tourist satisfaction and revisit intentions, citing the visual appeal of the landscape, favourable climate, and the distinctiveness of the natural environment (Crouch & Ritchie, 1999; Kim & Perdue, 2011; Raimkulov et al., Yin et al., 2020; 2021; An et al., 2024). In contrast, other research emphasizes that attractiveness alone is insufficient without adequate accessibility, particularly in remote natural destinations (Alegre & Garau, 2010; Martín et al., 2019; Sugiyama et al., 2024). Mountain tourism is inherently linked to perceived risks, including extreme weather, trail safety, physical exhaustion, and limited

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emergency services. Multiple studies indicate that perceived risk can reduce tourist satisfaction and the likelihood of revisiting (Fuchs & Reichel, 2011; Reisinger & Mavondo, 2005; Nguyen et al., 2020; Najjar & Rather, 2023; Alfaisaly et al., 2022). Conversely, other research suggests that in nature-based and low-adventure tourism, effectively managed risk can enhance the authenticity of experiences and positively influence tourists' emotional evaluations (Pomfret, 2012; Buckley, 2020). These divergent findings indicate the presence of psychological mechanisms that are not yet fully understood.

To address this debate, the present study employs the Stimulus–Organism–Response (SOR) framework (Mehrabian & Russell, 1974), which has gained prominence in tourism marketing research (Kim et al., 2015).

Within this framework, attractiveness, accessibility, and perceived risk are conceptualized as stimuli, tourist satisfaction represents the internal state (organism), and revisit intention constitutes the behavioral response. This approach facilitates a comprehensive understanding of how mountain destination attributes influence tourist loyalty through the evaluation of experiences (Jacoby, 2002; Asyraff et al., 2023; Wang et al., 2024). This study makes three primary contributions to the tourism marketing literature. First, it extends the application of the Stimulus–Organism–Response (SOR) framework to mountain tourism, a context previously dominated by research on urban and mass tourism destinations. Second, it concurrently examines destination attractiveness, accessibility, and perceived risk as experiential stimuli, offering a more comprehensive understanding of the factors influencing nature tourists' satisfaction and revisit intentions. Third, by focusing on mountain destinations in developing countries, the study provides new empirical evidence relevant to the management of nature destinations that face challenges related to limited access, environmental uncertainty, and sustainability, thereby contributing to the global discourse.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Destination attractiveness reflects a destination's ability to provide a set of attributes that not only meet tourists' functional needs but also shape the symbolic and emotional meaning of the tourism experience itself (Crouch & Ritchie, 1999; Yin et al., 2020). In the context of mountain tourism, destination attractiveness stems primarily from the quality of the natural landscape, unique topography, cool climate, and an environment relatively free from urban pressures. These attributes serve as primary experiential stimuli that trigger tourists' affective responses, such as awe, relaxation, and a sense of oneness with nature, which in turn shape their initial evaluation of the quality of the tourism experience (Kim & Perdue, 2011; Prayag et al., 2017). In other words, in mountain destinations, visual appeal and natural atmosphere are not merely aesthetic elements but psychological foundations that determine how tourists interpret their visit overall. Furthermore, tourism literature indicates that the influence of destination attractiveness on tourist satisfaction becomes increasingly dominant in nature-based destinations, where tourists' primary motivations are oriented toward seeking authentic experiences and environmental quality rather than purely utilitarian conveniences (Alegre & Garau, 2010; Martín et al., 2019).

Recent empirical studies confirm that positive perceptions of the attractiveness of mountain destinations consistently increase tourist satisfaction because these attractiveness plays a role in enriching the quality of the experience, strengthening emotional engagement, and reducing the dissonance between expectations and the reality of the visit (Raimkulov et al., 2021; An et al., 2024). Therefore, the higher the level of destination attractiveness perceived by tourists, the more likely they are to evaluate their tourism experience positively. This argument aligns with the logic of the Stimulus–Organism–Response (SOR) framework, where destination attractiveness acts as a stimulus to influence the internal affective state of tourists (organisms), which is reflected in levels of satisfaction. Based on this thinking, this study proposes the following hypothesis:

H1: Destination attractiveness has a positive effect on tourist satisfaction.

Accessibility refers to the extent to which tourists can easily reach a destination through the availability of infrastructure, transportation systems, and affordability of travel time and costs (Prideaux, 2000). In destination marketing literature, accessibility is positioned as an enabling factor that allows for the consumption of tourism experiences, rather than as the destination's primary attraction. In the context of mountain tourism, the relatively remote geographic character and challenging natural conditions make accessibility a supporting factor more related to comfort and perceived ease of travel, rather than a primary determinant of the decision to visit (Alegre et al., 2013; Martín et al., 2019). In other words, mountain tourists generally accept limited access as part of the nature experience, as long as that access remains at an acceptable level. Several empirical studies confirm that adequate accessibility positively contributes to tourist satisfaction, as ease of access reduces travel fatigue, increases feelings of safety, and improves the overall evaluation of the tourism experience (Martín et al., 2019; Hamid et al., 2021).

However, the effect of accessibility on revisit intention is often indirect and dependent on tourists' affective evaluations of the destination experience (Alegre & Garau, 2010; Nursyamsiah & Setiawan, 2023). In the context of mountain tourism, where visit motivation is more oriented toward seeking natural landscapes and tranquillity, accessibility acts as a hygiene factor that increases satisfaction when met, but does not automatically drive loyalty if the attractiveness and quality of the experience are insufficient. Therefore, this study positions accessibility as a stimulus that influences revisit intention, primarily through the formation of tourist satisfaction, in line with the Stimulus–Organism–Response (SOR) framework. Based on these arguments, the following hypothesis is formulated:

H2: Accessibility has a positive effect on tourist satisfaction.

Perceived risk is defined as a tourist's subjective expectation of potential physical, psychological, or functional harm that may be experienced during a tourist trip (Fuchs & Reichel, 2011; Nguyen et al., 2020; Alfaisaly et al., 2022; Ling et al., 2024). In the context of mountain nature-based tourism, perceived risks often stem from uncertain natural conditions, such as extreme weather changes, route safety, limited emergency facilities, and the potential for physical exhaustion. Unlike urban or mass tourism destinations, risks in mountain tourism are not always objective but are strongly influenced by

individual perceptions of their own abilities, previous experiences, and the availability of information (Yordam Dağıstan et al., 2023). Therefore, perceived risk is a crucial psychological factor shaping how tourists assess the quality and comfort of their travel experiences. Tourism literature consistently shows that increased levels of perceived risk tend to decrease tourist satisfaction, as perceived risk triggers anxiety, reduces feelings of safety, and inhibits tourists' emotional engagement during the tourism experience (Reisinger & Mavondo, 2005; Nguyenmet et al., 2020). Recent empirical studies in the context of nature tourism and national parks have also found that perceived risks related to both safety and health negatively impact tourists' experience evaluations and satisfaction (An et al., 2024; Najar & Rather, 2023). Within the Stimulus–Organism–Response (SOR) framework, perceived risk functions as a negative stimulus that disrupts the internal affective state of tourists (organisms), thereby decreasing satisfaction levels and, ultimately, influencing behavioral responses. Based on these theoretical arguments and empirical evidence, this study formulates the following hypothesis:

H3: Perceived risk has a negative effect on tourist satisfaction.

Destination attractiveness plays a crucial role in shaping revisit intention because tourists' perceptions of a destination's attractiveness influence their overall evaluation of the value of the experience. In the context of mountain tourism, iconic natural landscapes, strong visual qualities, and distinctive natural atmospheres not only create a pleasurable experience but also foster an emotional bond between tourists and the destination. Previous studies have shown that destinations perceived as consistently attractive can stimulate tourists' intention to revisit, as these attractiveness serves as a competitive differentiator and a source of experiences that are difficult to replace by other destinations (Alegre & Garau, 2010; Xu et al., 2020; Čulić et al., 2021).

Several empirical studies in the context of nature and rural tourism confirm that destination attractiveness has a direct and significant influence on revisit intention, regardless of tourist satisfaction levels (Raimkulov et al., 2021; Che et al., 2021; An et al., 2024). This suggests that destination attractiveness not only operates through internal affective mechanisms but also shapes tourists' future expectations regarding the quality of their next visit. Within the Stimulus–Organism–Response (SOR) framework, destination attractiveness acts as an external stimulus capable of triggering a behavioral response in the form of direct revisit intention. Therefore, the following hypothesis is formulated:

H4: Destination attractiveness has a positive effect on revisit intention.

Accessibility relates to the extent to which tourists perceive the ease of reaching a destination through the quality of infrastructure, transportation, and efficiency of travel time and costs (Prideaux, 2000). In the context of mountain tourism, accessibility plays a more complex role than in urban destinations or mass tourism. On the one hand, good access can reduce travel barriers and increase comfort, thereby encouraging tourists' intention to return. Several empirical studies have shown that ease of access positively contributes to revisit intention, particularly when tourists perceive the journey to the destination as efficient and safe (Hamid et al., 2021; Sugiyama et al., 2024; Ling et al., 2024).

However, other studies have shown that in nature-based and mountain destinations, the influence of accessibility on revisit intention is often weak or indirect. This is due to the nature tourist's character, which places greater emphasis on the quality of the experience, the authenticity of the environment, and the attractiveness of the landscape rather than on ease of access alone (Alegre et al., 2013; Martín et al., 2019; Nursyamsiah & Setiawan, 2023). In fact, limited access, to some extent, can reinforce perceptions of exclusivity and adventure, so that revisit intention is more influenced by satisfaction and emotional experiences than accessibility itself. Within the Stimulus–Organism–Response (SOR) framework, accessibility can function as a supporting stimulus that influences revisit intention both directly and through mediating mechanisms. Therefore, the following hypothesis is formulated:

H5: Accessibility has a positive effect on revisit intention.

Perceived risk reflects the level of uncertainty and potential loss experienced by tourists during their trip, including physical, psychological, and functional risks (Fuchs & Reichel, 2011). In the context of mountain tourism, perceived risk is often related to unpredictable weather, the safety of routes and terrain, limited emergency facilities, and the potential for accidents during outdoor activities. These risks play a significant role in shaping tourists' evaluations of a destination, as increased perceived risk can lead to anxiety, reduced feelings of safety, and weakened positive expectations for future travel experiences (Reisinger & Mavondo, 2005; Qi et al., 2009).

Several empirical studies have shown that perceived risk significantly influences revisit intention, with the higher the perceived risk, the lower the likelihood of tourists returning (Nguyen et al., 2020; Najar & Rather, 2023; Yordam Dağıstan et al., 2023). From a Stimulus–Organism–Response (SOR) perspective, perceived risk functions as a negative stimulus that directly suppresses tourists' behavioral responses in the form of revisit intentions, even when the destination has high natural attractions. In mountain destinations, management's failure to communicate safety and risk management standards can reinforce perceived risk and accelerate tourists' decisions to seek alternative destinations perceived as safer. Therefore, the following hypothesis is formulated:

H6: Perceived risk has a negative effect on revisit intention.

Tourist Satisfaction and Revisit Intention

Tourist satisfaction represents a traveler's overall evaluation of a tourism experience based on a comparison between initial expectations and the destination's actual performance (Rehman et al., 2022; An et al., 2024). In the context of mountain tourism, tourist satisfaction is determined not only by the functional aspects of services but primarily by the quality of affective and psychological experiences gained during their stay at the destination, such as a sense of comfort, tranquility, and connection with nature. Several studies have shown that nature tourists tend to build satisfaction based on a holistic experience involving the interaction between environmental attractiveness, perceived safety, and ease of travel

(Rasoolimanesh et al., 2022). Thus, tourist satisfaction serves as a key indicator of the success of mountain destination management in meeting tourists' emotional and experiential needs. Tourism marketing literature consistently confirms that tourist satisfaction is the strongest predictor of revisit intention and destination loyalty (Chen & Tsai, 2007; Wu et al., 2020; Nursyamsiah & Setiawan, 2023). In nature-based destinations, satisfied tourists tend to develop stronger emotional bonds, thereby increasing their intention to revisit and recommend the destination to others (Hamid et al., 2021; Rehman et al., 2022; An et al., 2024; Supriono et al., 2024). Empirical findings across contexts—from nature tourism to rural tourism to events—demonstrate that satisfaction serves as a key mechanism translating experiential quality into long-term behavioral responses (Rasoolimanesh et al., 2022; Ling et al., 2024). Therefore, the following hypothesis is formulated:

H7: Tourist satisfaction has a positive effect on revisit intention.

The Mediation Role of Tourist Satisfaction in the S–O–R Framework

The Stimulus–Organism–Response (SOR) framework emphasizes that the influence of external destination attributes (stimulus) on tourist behavior (response) is not direct, but rather mediated by the individual's internal state (organism), such as emotions and satisfaction (Mehrabian & Russell, 1974; Jacoby, 2002). In the context of mountain tourism, destination attractiveness, accessibility, and perceived risk act as stimuli that influence tourists' affective evaluations, which are then reflected in levels of tourist satisfaction. Several empirical studies have shown that tourist satisfaction significantly mediates the relationship between destination attributes and revisit intention, particularly in nature-based and experience-based destinations (Prayag et al., 2017; Su et al., 2022).

Recent research also confirms that the mediating role of tourist satisfaction becomes increasingly important when destination stimuli are heterogeneous, such as the combination of natural attractions, limited access, and perceived risks inherent in mountain tourism (Kusumawati et al., 2020; Kurniawan et al., 2021). In such situations, tourists do not respond mechanically to destination attributes but rather through a complex experience evaluation process. Therefore, tourist satisfaction is positioned as the primary psychological mechanism explaining how destination stimuli translate into revisit intention in the context of mountain tourism. Based on these arguments, the following hypothesis is formulated:

H8: Tourist satisfaction mediates the influence of destination attractiveness on revisit intention.

H9: Tourist satisfaction mediates the influence of accessibility on revisit intention.

H10: Tourist satisfaction mediates the influence of perceived risk on revisit intention.

Based on SOR framework, the conceptual research model linking destination attractiveness, accessibility, and perceived risk to revisit intention through tourist satisfaction, as illustrated in Figure 1.

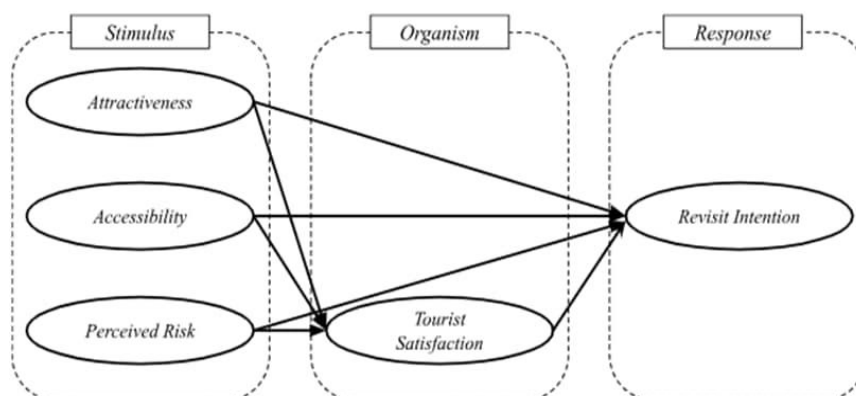


Figure 1. Research Model (Source: Authors, 2025)

MATERIALS AND METHODS

Data collection

The population in this study were domestic tourists with a minimum age of 17 years who are visiting mountain tourism in East Java Province, Indonesia. There are: Arjuno-Welirang Mountain; Bromo Mountain; Semeru Mountain; Ijen Mountain; and Raung Mountain. However, this study is not intended to compare mountains with different adventure destination characteristics. Rather, it aims to determine tourists' general perceptions of the mountains they visit in East Java. Data collection in this study was carried out using a survey method with a questionnaire as the instrument on October–December 2025. The questionnaire was distributed offline. Based on the minimum sample size calculator, this study required at least 155 respondents. However, in practice, the study successfully collected 251 respondents, all of whom were used in the data processing and analysis. Geographically, the distribution of the main volcanoes in East Java Province shows a pattern extending from west to east (Figure 2). Arjuno-Welirang Mountain (Figure 3) is located at coordinates around 7°43' South Latitude and 112°35' East Longitude as part of the western zone. Mount Arjuno (3,339 meters above sea level) and Mount Welirang (3,156 meters above sea level) are two adjacent peaks.

Both are characterized by steep contours, extensive savannahs, and peaks marked by andesite rocks and sulfur craters. To the east, Bromo Mountain (Figure 4) is at coordinates around 7°56' South Latitude and 112°57' East Longitude. Mount Bromo has a height of 2,329 meters above sea level, with the characteristic of having a caldera crater of around 800 meters, and is surrounded by a very wide sea of sand (around 5,300 hectares).

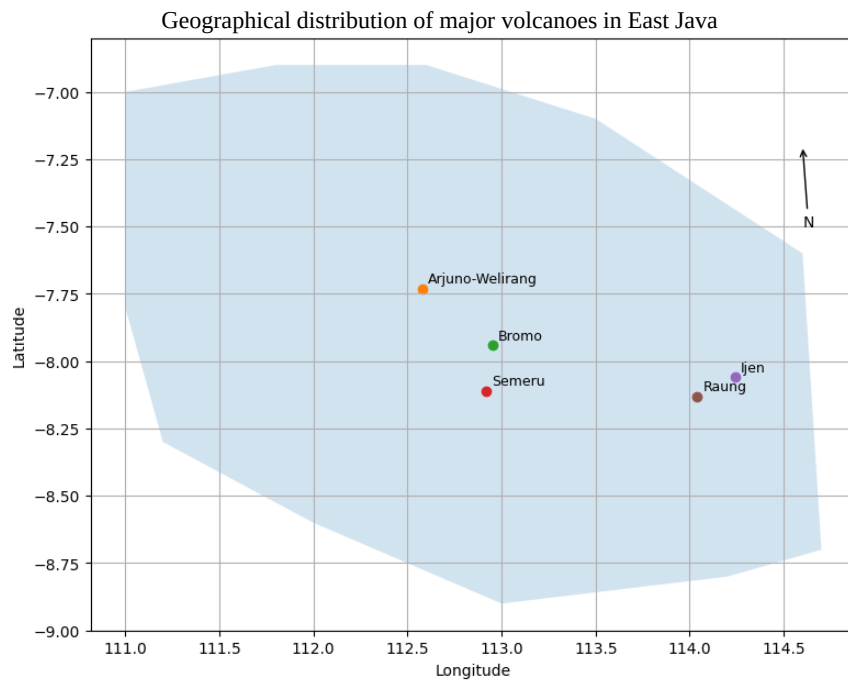


Figure 2. Location of Study Area: Semeru Mountain, Bromo Mountain, Ijen Mountain, Raung Mountain, and Arjuno-Welirang Mountain (Source: Authors elaboration based on geographic coordinates, 2026)



Figure 3. Arjuno-Welirang Mountain from Pendem Village and the top the mountain (Source: By authors)



Figure 4. Bromo Mountain from Penanjakan Bromo and top the mountain (Source: By authors)

Semeru Mountain (Figure 5) at $8^{\circ}06'$ South Latitude and $112^{\circ}55'$ East Longitude in the southern part of the region. Semeru Mountain is the highest mountain on the island of Java, standing 3,676 meters above sea level.

Its distinctive cone-shaped crater erupts 10-30 times a day. Further east, Ijen Mountain (Figure 6) is located at around $8^{\circ}04'$ South Latitude and $114^{\circ}14'$ East Longitude. High of Mount Ijen 2,386 meters above sea level. It is characterized by its blue fire, the world's largest turquoise hydrochloric acid crater lake, and sulfur mines. While Raung Mountain is at coordinates around $8^{\circ}07'$ South Latitude and $114^{\circ}02'$ East Longitude in the southeast. Raung Mountain (Figure 7) is 3,344

meters above sea level. It has a caldera approximately 500 meters deep, and the extreme hiking trail consists of narrow paths on the ridge with steep cliffs on both sides. Overall, this geographical distribution reflects the existence of an active volcanic belt that stretches across the East Java region as part of the tectonic and volcanic system in Indonesia.



Figure 5. Semeru Mountain from Kalimati Post and top the mountain (Source: By authors)



Figure 6. Ijen Mountain from Megasari Peak and top the mountain (Source: By authors)



Figure 7. Raung Mountain from Pondok Mayit Post and top the mountain (Source: By authors)

Measurement

The data measurement technique in this study used a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The questionnaire was created based on previous research relevant to the context of this study and incorporated measurements of established constructs (Table 1). Attractiveness was measured adapted from Crouch & Ritchie (1999), Yin et al. (2020). Accessibility adapted from Prideaux (2000), Ling et al. (2024), Sugiana et al. (2024).

Perceived risk adapted from Fuchs & Reichel (2011), Fuchs & Reichel (2011), Nguyen et al. (2020), Alfaisaly et al. (2022), Ling et al. (2024). Tourist satisfaction adapted from An et al. (2024), Rehman et al. (2022), and revisit intention were measured adapted from Wu et al. (2020), Nursyamsiah & Setiawan (2023). Data analysis in this study was carried out using the Partial Least Square (PLS) method using the assistance of SmartPLS software version 3.

Table 1. Measurement items (Source: Developed specifically for this study by the authors, 2025)

Construct	Item	References
Attractiveness (AT)	The natural environment around the mountain destination is still pristine.	Crouch & Ritchie (1999); Yin et al. (2020)
	The community around the mountain destination has a unique lifestyle and local wisdom.	
	This mountain destination provides a memorable travel experience with interesting culinary choices.	
	This mountain destination provides a locally valuable tourism experience.	
Accessibility (AC)	The road to the mountain destination is in good condition.	Prideaux (2000); Ling et al. (2024); Sugiyama et al. (2024)
	The road to the mountain destination is quite wide and easy to pass by vehicle.	
	There are many routes or road access to mountain destinations.	
	I have easy access to transportation services at mountain destinations.	
Perceived Risk (PR)	There is a risk of not receiving emergency care of an emergency at a mountain destination.	Fuchs & Reichel (2011); Nguyen et al. (2020); Alfai-saly et al. (2022); Ling et al. (2024)
	There is a fear of having an accident when carrying out mountain activities.	
	There is a fear of suffering from any disease or infection while carrying out mountain activities.	
	There is a risk of exposure to crime at mountain destinations.	
Tourist Satisfaction (TS)	The visit to the mountain destination was better than I expected.	An et al. (2024); Rehman et al. (2022)
	My decision to travel to a mountain destination was a wise choice.	
	My overall evaluation of the mountain destination is positive.	
	Overall I am satisfied with visiting the mountain destination.	
Revisit Intention (RI)	Overall I am happy with the mountain destination.	Wu et al., 2020; Nursyamsiah & Setiawan (2023)
	I will revisit the mountain destination	
	I chose mountains as my next holiday destination.	
	I would recommend mountain destinations to people looking for advice.	
	I say positive things about mountain destinations to others.	
	I would recommend this mountain destination to my friends.	

RESULTS

Figure 8 presents the results of the PLS-SEM structural model, illustrating the standardized path coefficients among destination attractiveness, accessibility, perceived risk, tourist satisfaction, and revisit intention and Table 2 presents the demographic profile of 251 respondents (n=251) surveyed in Mountain Tourism in Indonesia.

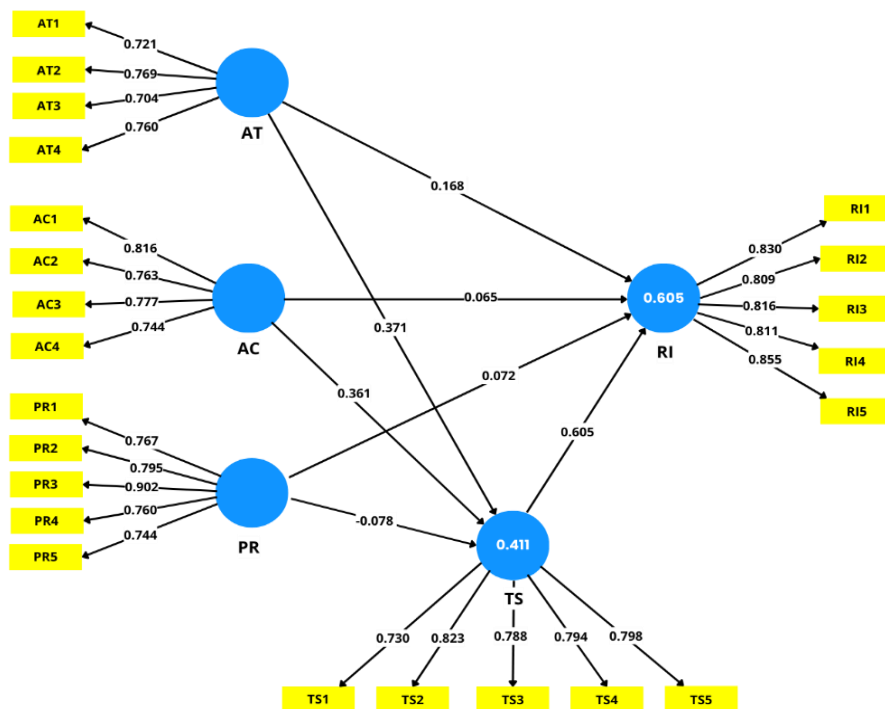


Figure 8. Outer Model (Source: Derived from the statistical analysis of this study, SmartPLS 3.0)

Based on gender, respondents were predominantly female (n=160; 63.7%), while males were recorded at (n=91; 36.3%). The age distribution shows that the majority of respondents were in the 17–22 years age range (n=159; 63.3%), followed by 23–28 years old (n=57; 22.7%), 29–34 years old (n=20; 8%), 35–40 years old (n=10; 4%), and over 40 years old (n=5; 2%). Based on the frequency of visits, the majority were first-time tourists to this destination (n=130; 51.8%), while respondents who had visited two to three times were recorded at (n=82; 32.7%), and those who had visited more than three times were (n=39; 15.5%). In terms of visit purpose, the majority of respondents came simply to enjoy the tourist atmosphere (n=212; 84.5%), while fewer visitors engaged in other activities such as schoolwork and

research (n=39; 15.5%). The demographic characteristics of the respondents effectively reflect the composition of domestic tourists. All respondents indicated having visited mountain tourism in Indonesia.

Table 2. Respondent Demographics (Sources: Based on the results of the study, 2025)

Category	Frequency	Percentage
Gender	Man	91
	Woman	160
Age	17-22 years	159
	23-28 years old	57
	29-34 years	20
	35-40 years	10
	>40 years	5
Frequency of Visits	1 time	130
	2-3 times	82
	>3 times	39
Purpose of Visit	Enjoying the View	212
	Other activities	39

Outer model analysis

Based on Table 3, all research variables are declared to meet the outer model evaluation criteria in PLS-SEM. The Heterotrait-Monotrait Ratio (HTMT) value is below the limit of 0.90, so all constructs show good discriminant validity. In addition, the reliability of the instrument also meets the requirements, indicated by the Cronbach's Alpha value which is in the range of 0.779–0.882 and Composite Reliability between 0.828–0.914, all exceeding the minimum limit of 0.70. These results confirm that each construct has high internal consistency. Furthermore, the Average Variance Extracted (AVE) value ranges from 0.546–0.680, exceeding the threshold of 0.50, indicating the fulfillment of convergent validity. Thus, all indicators and constructs used are declared valid and reliable, and the analysis can be continued to the inner model stage to test the relationship between latent variables in the study. The outer loading results for each indicator, all of which have met the criteria of >0.708, as well as the discriminant validity test through cross loading, are presented in Table 4. Thus, all indicators and research constructs are declared valid and reliable so that the analysis can be continued to the inner model stage to test the relationship between latent variables in the research.

Table 3. HTMT, Internal Consistency Reliability, and AVE (Source: Derived from the statistical analysis of this study, SmartPLS 3.0)

	AT	AC	PR	TS	RI	Cronbach's Alpha	Composite Reliability	AVE
AT						0.724	0.828	0.546
AC	0.858					0.779	0.858	0.601
PR	0.364	0.378				0.865	0.896	0.633
TS	0.732	0.701	0.151			0.846	0.890	0.619
RI	0.724	0.653	0.232	0.868		0.882	0.914	0.680

Table 4. Outer Loading results each indicator (Source: Derived from the statistical analysis of this study, SmartPLS 3.0)

Item	Loading Factor	Discriminant Validity (Cross Loading)				
		AT	AC	PR	TS	RI
AT1	0.721	0.721	0.410	0.154	0.373	0.386
AT2	0.769	0.769	0.499	0.304	0.396	0.427
AT3	0.704	0.704	0.527	0.249	0.426	0.431
AT4	0.760	0.760	0.466	0.194	0.503	0.471
AC1	0.816	0.525	0.816	0.207	0.520	0.436
AC2	0.763	0.525	0.763	0.293	0.402	0.377
AC3	0.777	0.505	0.777	0.288	0.408	0.417
AC4	0.744	0.449	0.744	0.226	0.440	0.454
PR1	0.767	0.290	0.204	0.767	0.152	0.166
PR2	0.795	0.137	0.191	0.795	0.088	0.183
PR3	0.902	0.310	0.364	0.902	0.177	0.276
PR4	0.760	0.191	0.234	0.760	0.040	0.088
PR5	0.744	0.236	0.241	0.744	0.047	0.104
TS1	0.730	0.465	0.422	0.137	0.730	0.559
TS2	0.823	0.523	0.496	0.118	0.823	0.640
TS3	0.788	0.445	0.505	0.112	0.788	0.573
TS4	0.794	0.384	0.434	0.056	0.794	0.605
TS5	0.798	0.459	0.398	0.176	0.798	0.575
RI1	0.830	0.479	0.481	0.199	0.637	0.830
RI2	0.809	0.472	0.509	0.254	0.602	0.809
RI3	0.816	0.427	0.378	0.210	0.588	0.816
RI4	0.811	0.485	0.424	0.117	0.617	0.811
RI5	0.855	0.536	0.449	0.191	0.650	0.855

Inner model analysis

Table 5 presents the results of hypothesis testing using PLS-SEM, which was used to assess the suitability of the structural model and the strength of the relationships between constructs in this study. The analysis results show that the coefficient of determination (R^2) for tourist satisfaction is 0.411 and revisit intention is 0.605, indicating moderate to strong explanatory power of the model. Hypothesis testing shows that Attractiveness has a positive and significant effect on tourist satisfaction ($\beta = 0.371$; $p < 0.05$) and revisit intention ($\beta = 0.168$; $p < 0.05$), and has a significant indirect effect through tourist satisfaction ($\beta = 0.225$; $p < 0.05$). Meanwhile, accessibility has a positive and significant effect on tourist satisfaction ($\beta = 0.361$; $p < 0.05$), but does not have a significant direct effect on revisit intention ($\beta = 0.065$; $p > 0.05$), although the indirect effect through tourist satisfaction remains significant ($\beta = 0.218$; $p < 0.05$).

Perceived risk is proven to have a negative and significant effect on tourist satisfaction ($\beta = -0.078$; $p < 0.05$) but shows a positive and significant effect on revisit intention directly ($\beta = 0.072$; $p < 0.05$), as well as a negative and significant indirect effect through tourist satisfaction ($\beta = -0.047$; $p < 0.05$). In addition, tourist satisfaction has a positive and significant effect on revisit intention ($\beta = 0.605$; $p < 0.05$), confirming its role as the main mediating variable in the model. The results of the collinearity test (VIF) ranged from 1.137 to 1.986, which is far below the maximum limit of 5.

Table 5. Hypothesis Testing (Source: Derived from the statistical analysis of this study, SmartPLS 3.0)

Structural Path	Original Sample	T-Statistics	P-Value	Conclusion
AT→TS	0.371	4,821	0.000	Accepted
AT→RI	0.168	2,551	0.006	Accepted
AC→TS	0.361	5,559	0.000	Accepted
AC→RI	0.065	1,038	0.150	Rejected
PR→TS	-0.078	1,872	0.031	Accepted
PR→RI	0.072	1,824	0.034	Rejected
TS→RI	0.605	12,545	0.000	Accepted
AT→TS→RI	0.225	4,420	0.000	Accepted
AC→TS→RI	0.218	5,163	0.000	Accepted
PR→TS→RI	-0.047	1,859	0.032	Accepted

Thus, it can be concluded that there is no indication of collinearity between constructs in the structural model (Table 6) and evaluation of the model's predictive ability through PLSpredict shows that most of the RSME and MAE in the PLS-SEM model are smaller than the values in the benchmark LM model.

This indicates that the PLS-SEM model has a lower prediction error rate.

Table 6. Results of the Colinearity (VIF) test (Source: Derived from the statistical analysis of this study, SmartPLS 3.0)

	AT	AC	PR	TS	RI
AT				1,743	1,977
AC				1,765	1,986
PR				1,137	1,147
TS					1,697
RI					

DISCUSSION

The findings of this study provide strong empirical support for the Stimulus–Organism–Response (SOR) framework in explaining the formation of revisit intention in the context of mountain tourism. In line with Mehrabian & Russell (1974) and the conceptual development of Jacoby (2002), the results show that destination attributes as stimuli (destination attractiveness, accessibility, and perceived risk) do not mechanically generate behavioral responses, but are first processed through tourists' internal affective evaluations in the form of tourist satisfaction. These findings strengthen the argument that tourist loyalty to natural destinations stems not only from the physical qualities of the destination but also from how these attributes are translated into meaningful psychological experiences (Prayag et al., 2017; Asyraf et al., 2023; Wang et al., 2024).

The research results show that destination attractiveness has a significant positive effect on tourist satisfaction and revisit intention, both directly and indirectly through satisfaction in East Java Mountain tourism. This finding confirms that in mountain tourism, natural attractions are not merely visual elements, but rather the experiential core that shapes the emotional value of a destination. The mountainous landscape, environmental quality, and natural atmosphere create a sense of awe and emotional attachment that strengthen tourists' evaluations of the experience (Kim & Perdue, 2011; Prayag et al., 2017).

This finding is consistent with research by Raimkulov et al. (2021), Čulić et al. (2021), and An et al. (2024), which shows that destination attractiveness can trigger revisit intention even without the full mediation of satisfaction, particularly in iconic nature-based destinations. In the context of mountain, the visual experience of heights and the sensation of landscapes that are not easily replicated by other destinations create destination uniqueness, which becomes a source of long-term loyalty (Xu et al., 2020). Thus, attractiveness functions as a direct affective stimulus within the SOR framework, as well as a driver of satisfaction tourist in East Java Mountain tourism.

Accessibility has been shown to have a significant positive effect on tourist satisfaction, but not a direct effect on revisit intention in East Java mountain tourism. This finding reinforces the view that in nature and mountain tourism, accessibility acts as a hygiene factor, not a motivational driver. Tourists expect "adequate" access, but it is not the primary reason for

returning (Alegre et al., 2013; Martín et al., 2019). These results are consistent with those of Ling et al. (2024) and Nursyamsiah & Setiawan (2023), who asserted that accessibility contributes more to travel comfort and reduced fatigue, thus increasing satisfaction, but is not strong enough to build emotional bonds that encourage revisit intentions. In the context of mountain, limited access can even strengthen perceptions of adventure and exclusivity of the destination, as long as it does not reduce feelings of safety. Therefore, the influence of accessibility on revisit intention is indirect, through the formation of tourist satisfaction, as predicted by the SOR framework.

The findings of this study indicate that perceived risk negatively impacts tourist satisfaction but positively impacts revisit intention directly, indicating a risk paradox in the context of mountain tourism. Perceived risk—such as uncertainty about weather, terrain conditions, or limited emergency facilities—can reduce overall comfort and evaluation of the experience, negatively impacting tourist satisfaction (Reisinger & Mavondo, 2005; Nguyen et al., 2020). These results align with tourism literature that positions risk as a factor that reduces the utilitarian value of a tourism experience.

However, the positive influence of perceived risk on revisit intention indicates that in mountain tourism, risk is not always interpreted as a threat, but rather as part of the value of a challenging and authentic experience in East Java mountain tourism. Previous studies have confirmed that tourists who choose natural destinations characterized by complex terrain and dynamic environments tend to be oriented towards experience, sensation seeking, and destination uniqueness (Pomfret, 2012; Buckley, 2020; Buckley, 2019). In this context, moderate perceived risk actually strengthens travel memories and increases the desire to return, as the experience is perceived as different from the routine and minimally challenging nature of mass tourism. The negative mediating role of tourist satisfaction suggests that risk can only be accepted and even valued when managed within tolerable limits. Risks that are not balanced with safety management, adequate information, and satisfying experiences have the potential to decrease destination loyalty in East Java Mountain tourism. These findings reinforce the argument that in mountain tourism, destination managers need to maintain a balance between the sense of adventure and safety, so that risk serves as a contributing element to the experience, rather than a barrier to repeat visits (Prayag et al., 2017). Consistent with tourism literature, tourist satisfaction has been shown to be the strongest predictor of revisit intention in East Java Mountain tourism.

This finding confirms that in mountain tourism, tourist loyalty is not solely driven by natural beauty or the sense of risk, but by a holistic evaluation of the experience, encompassing comfort, safety, and expectation fulfilment (Wu et al., 2020; Rasoolimanesh et al., 2022; An et al., 2024). The mediating role of satisfaction across the stimulus-response relationship strengthens the validity of the SOR model in the context of mountain-based tourism in East Jawa, Indonesia.

CONCLUSION

This study concludes that the Stimulus–Organism–Response (SOR) model is an effective framework for explaining the formation of revisit intention in in East Java Mountain tourism. Destination attractiveness, accessibility, and perceived risk, as external stimuli, influence tourists' behavioral responses through a psychological mechanism called tourist satisfaction. Destination attractiveness emerges as the most consistent determinant in shaping satisfaction and revisit intention, while accessibility functions as an indirect supporting factor. Perceived risk exhibits a dualistic character: it decreases satisfaction but can increase revisit intention if the risk is interpreted as part of a valuable adventure experience. Theoretically, this study extends the SOR literature by demonstrating that perceived risk does not always act as a negative stimulus, particularly in the context of adventure tourism. These findings challenge the linear assumptions of conventional tourism research and enrich the discourse on the role of emotions, challenges, and sensations in shaping destination loyalty. Furthermore, this study strengthens the position of tourist satisfaction as a central mediator, particularly in natural destinations characterized by risk and limited access.

For destination managers, the research findings underscore the importance of managing experiences, not just facilities. Preserving the destination's landscape and visual qualities should be a top priority. Accessibility needs to be maintained at a safe and comfortable functional level without diminishing the adventure character. Furthermore, risk management through transparent safety standards, effective risk communication, and operator professionalism are key to ensuring that risks are perceived as exciting challenges, not threats. Future research is recommended to incorporate variables such as novelty seeking, sensation seeking, or destination image as moderators, and to broaden the context to various types of nature and adventure tourism to test the generalizability of these findings.

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Use of Generative AI: The authors disclose that ChatGPT (OpenAI, GPT-5) was used as a supporting tool during the preparation of this manuscript. Its use was limited to improving the clarity and readability of the language, assisting with the organization of the manuscript, and refining the placement and flow of paragraphs. All substantive aspects of the research—including the formulation of the study, development of the research ideas, collection of empirical data, data analysis, and interpretation of the findings—were undertaken by the authors. The authors remain fully responsible for the content, arguments, originality, and scholarly contributions of the manuscript. ChatGPT was therefore used only as a language and writing support tool and did not replace the authors' intellectual judgment, research decisions, or interpretation of the results.

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