Indonesian Tourism Journal
ISSN: 3048-278X (print), 3048-4472 (online)
Vol 3, No 2, August (2026): Page no: 127-145
Available online at
https://journal.austrodemika.org/index.php/itj

Revisit Intention in Coastal Ecotourism: A Value-Mediated Conceptual Framework for Bangka Belitung

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https://doi.org/10.69812/itj.v3i2.277

Article Info

Article History;
Received:
31 July 2026
Revised:
18 August 2026
Accepted:
31 August 2026

Abstract:
Coastal ecotourism destinations increasingly depend on their ability to generate lasting visitor value rather than merely increase arrival numbers. This conceptual study examines how green consumption behavior, digital tourism behavior, and coastal ecotourism experience may shape revisit intention through perceived ecotourism value in Bangka Belitung, Indonesia. An integrative, theory-building review of scholarly publications and regional documentary sources available through 2026 was conducted to clarify construct boundaries, examine proposed relationships, and compare value mediation with alternative explanations involving satisfaction, destination trust, destination image, and place attachment. Drawing on the Theory of Planned Behavior, value-based evaluation, and environmental-behavior perspectives, the study proposes three antecedent pathways linking environmentally responsible consumption, digital engagement, and coastal tourism experiences to perceived ecotourism value and, subsequently, revisit intention. The synthesis indicates that these relationships are theoretically plausible but remain empirically untested in Bangka Belitung. It also recognizes that a previous conceptual publication has combined the principal constructs, positioning the present contribution as a critical refinement rather than an entirely novel model. The article offers operational construct distinctions, falsifiable propositions, destination-sensitive measurement considerations, and governance implications for responsible tourism management. Regional tourist arrivals, accommodation occupancy, and length-of-stay statistics are treated exclusively as contextual indicators, not evidence of repeat visitation. Future research should test competing pathways and the role of contextual constraints using validated visitor-level measures and appropriate longitudinal or multisite designs, without presuming causal mediation from conceptual associations.

Keyword: Coastal, Ecotourism, Digital Tourism, Revisit Intention

INTRODUCTION

Coastal tourism and ecotourism have become increasingly important components of sustainable tourism development because they integrate economic interests, tourist experiences, environmental conservation, and local community welfare. Coastal areas are not any longer seen simply as places for recreation; instead,

they are now understood to be ecosystems which offer a wide variety of environmental services and at the same time function as social and economic areas for local communities. Under these circumstances, the sustainability of a destination cannot be judged just by the number of tourists it receives, but should also be assessed in terms of the destination's capacity to create valuable experiences, achieve satisfaction, foster loyalty, encourage responsible behaviour, and generate intentions to return. The study demonstrated that experiential quality in marine tourism significantly influences destination value and experiential satisfaction, which subsequently affect tourists' post-visit behavior, including their intention to revisit a destination (Fahlevi, 2025).

This perspective suggests that destination success is determined not only by its ability to attract first-time visitors but also by its capacity to maintain long-term relationships with tourists after their visits. It has now become an important factor in understanding tourist behaviour since it shows the willingness of tourists to go to the same destination again in the future. According to the Theory of Planned Behaviour (TPB), intention is seen as the best predictor of actual behaviour and is influenced by a person's attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). This theory is especially suitable for explaining tourist behaviour since the decision to visit a place again is affected not only by its physical attractiveness but also by the tourists' psychological assessments of their experiences, the perceived benefits and risks, their values, and their sense of being able to make a future visit.

In this article, revisit intention is defined as a tourist's stated disposition to return to the same destination after a prior visit. It is not the same as first-time visit intention, online recommendation, destination loyalty, or observed return behavior. This distinction is analytically important because aggregate arrivals may include many first-time tourists while providing no evidence of individual retention. The Theory of Planned Behavior explains why stated intention is a proximal, imperfect predictor of later action; affordability, mobility, competing destinations, and time constraints can prevent a tourist who wishes to return from doing so (Ajzen, 1991; Awang et al., 2026).

In coastal ecotourism, revisit intention becomes more complex because tourists evaluate recreational opportunities alongside environmental conditions and ecological values. Evaluations of environmental value have been linked to tourist satisfaction, loyalty, and environmental awareness, indicating that ecological attributes may contribute to post-visit assessments (Sahabuddin et al., 2026). Accordingly, coastal tourism experiences encompass both recreation and visitors' assessments of the ecological and social benefits of destinations.

As an archipelagic country, Indonesia possesses extensive coastal resources and marine tourism opportunities, but their development also requires environmental governance, high-quality experiences, and long-term destination engagement. Sustainable marine ecotourism involves interrelated environmental, social, economic, and institutional dimensions (Suhardono et al., 2023). Tourists' environmentally responsible behavior forms another component of sustainable destination management (Hasan & Aziz, 2024). Digitalization adds a further dimension: tourists discover, evaluate, and describe destinations through digital platforms before and after travel. Social-media storytelling, visual representations, and user interaction contribute to destination image formation (Andzani et al., 2024). Consequently, digital tourism behavior may connect

pre-visit expectations, on-site experiences, post-visit assessments, and future travel intentions.

The Bangka Belitung Islands Province provides a strategic setting for examining these issues. The province comprises coastal landscapes, beaches, small islands, mangrove ecosystems, and distinctive geological resources that are important to destination identity. The Belitong Geopark provides a regional example of community-based ecotourism in which ecological protection and socioeconomic participation must be considered together (Zukhri & Rosalina, 2024).

Regional context matters, but a coastal destination should not automatically be classified as ecotourism simply because it contains attractive natural scenery. Ecotourism requires meaningful conservation, environmental interpretation, responsible resource use, and benefits for communities. Recent studies in Bangka Belitung point to the significance of community participation, visitor amenities, environmental quality, and local stewardship rather than assuming that the entire beach tourism sector meets sustainability standards (Bernia et al., 2024; Steven et al., 2024; Zukhri & Rosalina, 2024).

These findings indicate that the region's considerable natural potential does not necessarily translate into lasting relationships between tourists and destinations. Recent tourism statistics also show that tourist mobility in the province has fluctuated over time. In June 2025, the number of domestic tourist trips to Bangka Belitung reached 431.01 thousand trips. This figure fell to 355.40 thousand trips in October before rising again to 394.21 thousand trips in December 2025. In December, the province also recorded 65,214 hotel guests. Despite this increase in domestic tourist trips, the occupancy rate of star-rated hotels was only 31.28%, while the average length of stay among domestic tourists remained relatively short, at approximately 1.49 nights (BPS Provinsi Kepulauan Bangka Belitung, 2026). Taken together, these figures suggest that fluctuations in tourist mobility do not necessarily reflect a strong or lasting connection between visitors and the destination. In other words, a relatively high number of tourist trips should not, by itself, be regarded as evidence of successful long-term destination engagement or a strong intention among tourists to return.

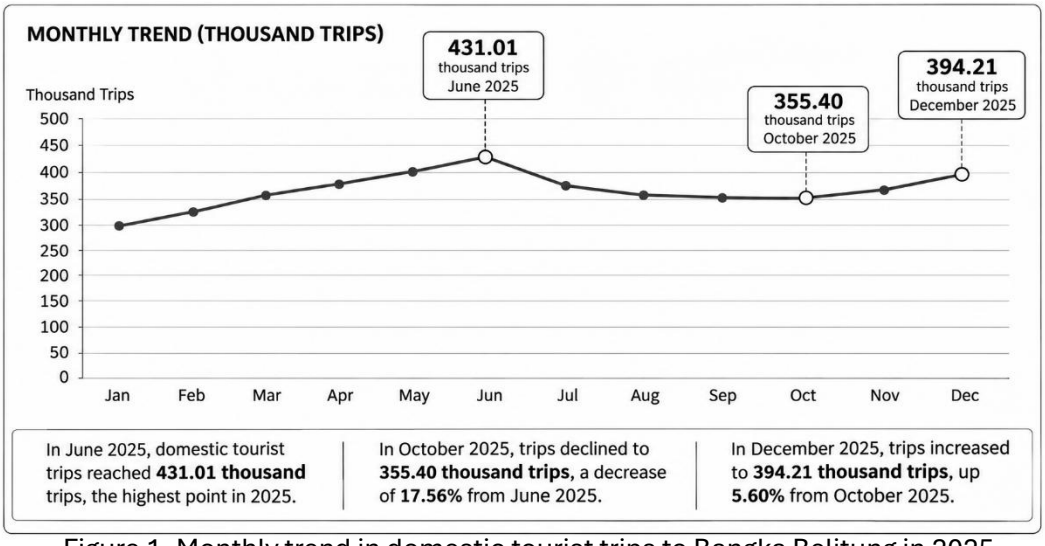


Figure 1. Monthly trend in domestic tourist trips to Bangka Belitung in 2025
Source: BPS Provinsi Kepulauan Bangka Belitung (2025).

The regional figures reported for 2025 describe fluctuations in domestic tourist trips and short stays, not an observed panel of returning visitors. Monthly trip totals, accommodation occupancy, and average length of stay indicate mobility and tourism utilization but cannot establish repeated visits by the same individuals, much less identify why any return occurs. They are therefore used exclusively as contextual background (BPS Provinsi Kepulauan Bangka Belitung, 2026). Consumer-level designs, by contrast, distinguish revisit intention from recommendation intention and other response measures (Dao et al., 2025).

Tourism development in the province has also attracted international visitors, as illustrated by the arrival of the French cruise ship Paul Gauguin Cruise at Parai Beach in April 2025. An account following the visit recorded 240 tourists from 14 countries who experienced the destination before continuing their voyage (Kasmono, 2025). In August 2026, provincial investment authorities and the Ministry of National Development Planning examined the development of the East Coast Tourism Area of Sungailiat, including a possible Tourism Special Economic Zone designation. The initiative remained a proposal rather than an established tourism SEZ (Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi Kepulauan Bangka Belitung, 2026). Together, these developments show growing policy and market attention to the province's coastal tourism sector, without establishing tourist-level revisit intention.

Recent research has approached revisit intention in coastal tourism from several perspectives, although many studies examine individual constructs rather than integrated models. In coastal ecotourism, tourism knowledge, perceived risk, and attitudes have been linked to pre-visit intentions rather than to measured repeat visits (Abidin et al., 2022). Research on coastal destinations under climate change considers risk perception, destination attractiveness, climate knowledge, and place attachment in relation to revisit intention (Lin & Wang, 2023). At Cox's Bazar, tourist attitudes, destination image, and satisfaction were associated with revisit intention, with post-pandemic risk perception examined as a moderator (Hasan et al., 2024). In Indonesian marine tourism, experiential quality was associated with destination value, satisfaction, and subsequent behavioral intentions (Fahlevi, 2025). Perceived environmental value has also been connected with tourist satisfaction, loyalty, and environmental awareness (Sahabuddin et al., 2026). Research on sustainable destination experiences also examines tourist satisfaction and temporal revisit intentions (Thipsingh et al., 2022). Taken together, these findings suggest multiple potentially related mechanisms, but they do not establish the integrated value-mediated process proposed for Bangka Belitung.

A closely related conceptual publication already exists. An earlier study already modeled revisit intention in Bangka Belitung using green consumption behavior, digital tourism behavior, coastal ecotourism experience, and perceived value (Fitriani et al., 2025). Accordingly, proposing the same nodes and arrows cannot, by itself, support a claim of novelty. The present article positions its contribution more narrowly as a critical appraisal and qualification of this pre-existing architecture: it specifies construct boundaries, separates competing and conditional pathways, integrates regional evidence published subsequently, and offers a transparent agenda for potential falsification. Recent reviews of ecotourism experiences and sustainable tourist behavior reinforce the need to distinguish proposed mechanisms from consistently measured effects (Li et al., 2024; Sana et al., 2023).

Recent tourism evidence also exposes potential weaknesses of a single-mediator explanation. Research in Indonesia's Alor–Lembata region reports that destination image, perceived value, and trust can help explain post-experience return intentions (Awang et al., 2026). Work on tourscape and destination identification similarly foregrounds trust and place-related meaning, while studies of place attachment highlight alternative mechanisms (Rodrigues et al., 2024; Torres-Moraga et al., 2024; Zheng et al., 2024). These findings do not negate value mediation; they require researchers to treat it as a proposition that must compete with other explanations.

Digital behavior deserves equally careful definition. Searching for travel information, interacting with destination content, booking online, and posting a post-trip review are temporally and psychologically different activities. Digital promotion studies document how language, imagery, and destination identity can influence expectations, but advertising reach alone is not proof of increased perceived ecological value or repeat visitation (Andzani et al., 2024; Chen et al., 2024; Suhartina & Nurindahsari, 2026). Disaggregating these phases can clarify when digital touchpoints may reinforce authentic experiences or instead create expectation–performance gaps.

The study asks three questions: how can the three antecedent constructs be differentiated in a coastal ecotourism setting; under what theoretical conditions could perceived ecotourism value transmit their relationships with revisit intention; and which alternative paths and destination-level circumstances should future research examine? The resulting contributions are a construct-by-construct conceptual synthesis, explicit conditional propositions, and a falsifiable field-research plan. They are not new interviews, visitor observations, quantified effect estimates, or evidence of mediation in Bangka Belitung.

RESEARCH METHOD

The study adopts an integrative conceptual review and theory-building design rather than a primary-data survey or statistically exhaustive systematic review. Its purpose is to reconcile related streams of research, identify conceptual ambiguities, and develop propositions suited to later empirical examination. The original manuscript assembled literature and regional sources but did not preserve an auditable database export, duplicate-removal log, or complete article-screening count. Accordingly, this revision does not invent retrieval totals or claim compliance with a formal PRISMA-style systematic-review protocol. The validity of the output is argumentative and conceptual, not a measured estimate of tourist behavior (Hollebeek et al., 2024).

The source domain includes theory on intention formation and perceived value, ecotourism and pro-environmental behavior, digital destination engagement, coastal experience, and empirical studies of revisit intention. Sources were assessed for thematic fit, conceptual precision, relevance to coastal or island destinations, and identifiable publication details. The documentary evidence incorporated in this revised analysis includes publications available through October 2026. The earlier manuscript's stated 2019–2024 selection window has therefore been corrected: more recent research is discussed where substantively relevant, whereas older foundational works are retained to explain established theories. Inclusion of a citation is not presented as evidence that every indexed record was exhaustively screened.

Analysis proceeded in four interpretive stages. First, the manuscript's definitions of green consumption behavior, digital tourism behavior, coastal ecotourism experience, perceived ecotourism value, and revisit intention were compared against their usage in relevant studies. Second, reported relationships were sorted into antecedent, evaluative, outcome, competing explanation, and conditioning-context categories. Third, the implications of the Theory of Planned Behavior, value-based adoption logic, and environmental-behavior approaches were examined for theoretical compatibility rather than merely juxtaposed. Fourth, propositions were tested for logical consistency and refutability: each proposed relation should admit plausible evidence that could disconfirm it (Kim et al., 2007; Li et al., 2024; Stern, 2000).

The reference synthesis intentionally distinguishes three evidence levels. Published quantitative and qualitative findings may support plausibility in their own populations; region-specific descriptive publications provide context; and propositions connecting the five constructs in Bangka Belitung remain untested in this study. Statements such as 'may influence' therefore indicate theoretical reasoning, not demonstrated causation. The tables present a structured interpretive coding scheme and a future measurement agenda, rather than frequencies, regression results, or a meta-analytic effect-size comparison. The figures are schematic outputs from the conceptual synthesis and are marked accordingly.

Three studies published in the Indonesian Tourism Journal offer complementary rather than interchangeable insights. They respectively examine the existing conditions of a coastal destination, collaborative mangrove ecotourism management, and destination representation in digital tourism promotion (Kore et al., 2024; Rosid & Yuliani, 2025; Suhartina & Nurindahsari, 2026). Their roles in this synthesis are respectively to contextualize on-site experiences, sustainability governance, and pre-visit representations; none supplies causal estimates for the Bangka Belitung mediation model. Broader reviews were considered to challenge selection bias toward articles that appeared to agree with the proposed pathways (Paul & Roy, 2023; Sana et al., 2023).

The theoretical status of mediation requires particular care. A sequence inferred from literature antecedent to appraisal to intention is not synonymous with evidence of an indirect effect. Repeated cross-sectional reports cannot settle temporal order or exclude reverse causality, shared-method variance, or omitted satisfaction and trust constructs. Even stronger statistical models can only support a causal interpretation when the design, measurement, sampling, and assumptions justify it. Accordingly, the article develops propositions and an empirical design but does not present hypotheses as supported or rejected (Awang et al., 2026; Dao et al., 2025).

RESULTS AND DISCUSSION

1. Construct differentiation and conceptual evidence

The synthesis of the selected literature indicates that tourists' revisit intention in coastal ecotourism can be conceptually understood through the interaction of five interrelated constructs: green consumption behavior, digital tourism behavior, coastal ecotourism experience, perceived ecotourism value, and revisit intention. The literature does not suggest that these constructs operate as isolated determinants. Rather, they can be interpreted as components of a behavioral process in which tourists' environmentally responsible consumption, digital engagement, and direct experiences

with coastal destinations contribute to the formation of perceived ecotourism value, which subsequently provides a basis for tourists' intention to revisit. This interpretation extends the conventional understanding of destination performance, which frequently emphasizes visitor numbers, by shifting attention toward the continuity of tourist destination relationships and the ability of destinations to generate lasting value.

The first conceptual pathway identified from the literature links green consumption behavior to perceived ecotourism value. Green consumption behavior describes environmentally responsible decisions made while travelling. These choices include reducing waste, avoiding single-use products, conserving resources, selecting environmentally responsible service providers, and supporting tourism practices that protect ecosystems. Research applying the Theory of Environmentally Responsible Behavior (TERB) demonstrates the importance of waste reduction and other environmentally responsible practices among young coastal tourists (Hasan & Aziz, 2024).

Their work indicates that responsible environmental behavior should be considered an integral component of sustainable coastal tourism rather than an independent activity outside the tourism experience. This perspective is consistent with studies linking perceived environmental value to tourists' satisfaction, loyalty, and environmental awareness (Sahabuddin et al., 2026). Taken together, these studies suggest that tourists' environmental behavior and their interpretation of environmental benefits can be conceptually connected through the value they attribute to the destination.

From this perspective, green consumption behavior extends beyond compliance with environmental regulations. It may also heighten visitors' awareness of tourism impacts on ecosystems. When tourists reduce waste, conserve resources, avoid disposable products, or select responsible providers, these practices may draw attention to environmental conditions that sustain their experiences. This is particularly relevant to coastal destinations, where beaches, coral reefs, mangroves, seagrass beds, and marine life are simultaneously attractions and ecological resources. Therefore the tourist does not just use a service but also engages with nature that gives experience, ecological and social rewards.

The relationship between environmentally responsible behavior and perceived value is also supported by more recent research concerning digital green tourism. The researchers demonstrate the relevance of digital green marketing campaigns and environmental beliefs in shaping tourist behavior and revisit-related outcomes in Indonesian ecotourism destinations (Sanjaya et al., 2024). Their research is particularly relevant to the present framework because it illustrates that environmental responsibility and digital communication should not necessarily be treated as completely separate dimensions. Instead, environmental values can be communicated, reinforced, and interpreted through digital channels. This provides a conceptual basis for understanding green consumption behavior not only as an offline behavioral response but also as part of a broader process of environmental awareness and destination-value formation (Sanjaya et al., 2024).

The second pathway concerns digital tourism behavior and perceived ecotourism value. Digitalization has transformed tourists from passive recipients of destination information into active participants in destination communication, evaluation, and

representation. Tourists increasingly search for destination information, compare alternatives, examine online reviews, watch photographs and videos, interact with destination accounts, create user-generated content, share experiences, and recommend destinations through digital platforms. The researchers demonstrate that social media contributes to destination-image formation through narratives, visual content, storytelling, and user interaction (Andzani et al., 2024). The researchers similarly emphasize the role of digital technology and marketing strategies in strengthening tourism promotion (Rizki et al., 2023).

Recent research provides further support for this interpretation. Research among international tourists in Indonesia found associations between social-media marketing activities, tourist satisfaction, and revisit intention (Wilopo & Nuralam, 2025). Their findings are important for the present conceptual framework because they indicate that digital engagement should not be interpreted merely as an instrument for attracting first-time visitors. Digital interaction can become part of the post-visit evaluation process through which tourists maintain their relationship with a destination. Similarly, recent research on social media and tourist behavior demonstrates that digital-media characteristics such as usefulness, interactivity, and perceived interest can shape tourists' attitudes toward social-media use, reinforcing the importance of digital engagement in contemporary destination evaluation (Chen et al., 2024).

The ecotourism literature consequently requires a distinction between green beliefs, actual low-impact choices, and behaviors induced by site design. A tourist might express strong environmental concern but still litter if bins are unavailable; another might sort waste because the site makes that option effortless, not because of stronger personal values. The behavioral mechanisms implicated by value mediation depend on how a researcher defines the construct and controls for practical opportunity. The literature collectively supports distinguishing environmentally responsible conduct from generalized attitudes and stated intentions (Hasan & Aziz, 2024; Li et al., 2024; Vicente, 2024).

The third pathway concerns coastal ecotourism experience and perceived ecotourism value. The literature consistently places tourist experience at the center of post-visit evaluation. The researchers emphasize that coastal ecotourism development involves environmental, social, economic, and institutional dimensions that collectively influence the quality and sustainability of tourism experiences (Suhardono et al., 2023). The study further demonstrates that experiential quality in marine tourism is associated with destination value and experiential satisfaction, which are subsequently related to post-visit behavior (Fahlevi, 2025). The researchers similarly emphasize the relevance of memorable tourism experiences for understanding tourists' subsequent behavioral intentions (Sinaga et al., 2024).

These studies suggest that coastal ecotourism experience should not be reduced to physical enjoyment of beaches or marine attractions. It encompasses tourists' holistic interaction with environmental conditions, local communities, cultural authenticity, destination facilities, service quality, recreational activities, and emotional responses. The importance of experience is also evident in recent Indonesian coastal-tourism research. Although the Alor–Lembata study employed a quantitative design, its findings are conceptually relevant because they show that experience quality does not necessarily translate directly into revisit intention; instead, destination image, perceived

value, and destination trust become important interpretive mechanisms (Awang et al., 2026). This reinforces the central argument of the present conceptual model that an experience must first be interpreted as valuable before it can meaningfully contribute to a future intention to revisit.

The Bangka context further illustrates the distinction between destination resources and destination value. Research on Rambak Beach, Bangka Regency, demonstrates that the physical characteristics of the destination are highly suitable for recreational beach tourism (Bernia et al., 2024). Nevertheless, physical suitability alone does not explain whether tourists perceive the destination as ecologically meaningful, emotionally memorable, socially valuable, or sufficiently worthwhile to revisit. The conceptual implication is that natural-resource quality constitutes an important foundation of coastal tourism, but its contribution to revisit intention depends on how tourists experience and interpret those resources. Thus, coastal ecotourism experience is positioned as an important antecedent of perceived ecotourism value rather than as an automatic determinant of revisit intention.

Synthesis further identifies perceived ecotourism value as the central mechanism connecting tourist behavior and experience with revisit intention. This construct is theoretically important because tourists do not respond mechanically to environmental resources, digital information, or tourism experiences. They interpret these elements and develop an overall assessment of what the destination provides in relation to their needs, expectations, experiences, and values. Recent evidence associates perceived environmental value with satisfaction, loyalty, and environmental awareness, supporting its role in broader tourism evaluations (Sahabuddin et al., 2026). These studies provide a basis for positioning value as an evaluative mechanism through which tourists transform destination attributes and experiences into subsequent behavioral orientations.

2. Research Synthesis: Constructs, Evidence And Boundaries

To ensure conceptual clarity in examining revisit intention within coastal ecotourism, the five principal constructs need to be distinguished according to their theoretical meanings, observable characteristics, and measurement boundaries. Green consumption behavior reflects environmentally responsible tourism practices, while digital tourism behavior encompasses tourists' engagement with digital information and communication throughout their travel experiences. Coastal ecotourism experience represents direct interactions with natural environments, local communities, and tourism services, whereas perceived ecotourism value reflects tourists' evaluations of ecological, functional, social, and emotional benefits relative to perceived sacrifices. Revisit intention, meanwhile, concerns tourists' willingness to return rather than their actual repeat visitation. Establishing these distinctions is essential to prevent conceptual overlap, strengthen measurement validity, and clarify the proposed relationships among constructs.

Table 1 makes explicit that the same respondent might score differently on environmental orientation and enacted green consumption. A post-trip digital review can also be a consequence rather than an antecedent of experience quality. Temporal separation is therefore essential before directional modeling. Researchers who use generic single item measures of 'green tourism' or 'social media' risk obscuring this distinction. In Bangka Belitung, environmental interpretation, amenity quality, and

opportunity to participate in local conservation should be recorded at the site level rather than presumed from destination promotion alone (Kore et al., 2024; Rosid & Yuliani, 2025; Zukhri & Rosalina, 2024).

Table 1. Construct Definitions, Conceptual Signals, And Non-Equivalent Measures

Construct	Working definition and possible observation	Must not be equated with
Green consumption behavior	Observed or reported low-impact travel choices, reduced waste, eco-conscious purchases	Environmental attitudes or intention alone
Digital tourism behavior	Pre-trip information use, on-site tools, post-trip online engagement	Advertising exposure or destination reach
Coastal ecotourism experience	Encounter with nature, interpretation, services, community and place	Scenic attraction alone
Perceived ecotourism value	Appraisal of ecological, functional, social, and emotional benefits versus sacrifices	Satisfaction or perceived image
Revisit intention	Expressed wish or plan to return after a previous experience	Actual return visits or recommendations

Source: Authors, 2026

The conceptual distinctions presented in Table 1 demonstrate that understanding revisit intention in coastal ecotourism requires careful differentiation among tourists' environmental behavior, digital engagement, destination experiences, perceived value, and future behavioral intentions. Although these constructs are theoretically interconnected, each represents a distinct dimension that should be measured independently to prevent conceptual overlap and inaccurate interpretations. In particular, environmentally responsible consumption should not be equated with environmental attitudes, digital engagement should be distinguished from passive exposure to promotional information, and perceived ecotourism value should not be treated as synonymous with tourist satisfaction or destination image. Similarly, revisit intention reflects tourists' willingness to return rather than their actual repeat visitation. These distinctions provide an essential analytical foundation for examining the proposed value-mediated relationships while recognizing differences in tourist motivations, destination characteristics, and environmental conditions.

3. Theoretical Integration And Causal Boundaries

The Theory of Planned Behavior (TPB) specifies attitude, subjective norm, and perceived behavioral control as antecedents of intention (Ajzen, 1991). The conceptual model examined here does not measure all three. Its use of TPB should therefore be framed as a partial behavioral rationale rather than as a full application or verification of that theory. A value-mediated link may be consistent with attitude formation, yet it does not replace the need to consider social approval and a tourist's ability to return. For

instance, limited ferry service, cost, family obligations, or perceived accessibility can constrain return intention even after a highly valued experience.

Value-Based Adoption Model (VAM) logic offers a complementary mechanism by treating perceived value as the outcome of weighing benefits and sacrifices (Kim et al., 2007). However, importing VAM from an adoption setting to ecotourism requires explicit justification: an eco-experience cannot be evaluated only in terms of monetary efficiency, because ecological integrity, cultural learning, community reciprocity, and emotional enrichment may constitute valued benefits. Environmental-behavior perspectives provide an account of motives and conditions for stewardship, but their predictive focus is not equivalent to that of TPB or VAM (Stern, 2000).

The synthesis suggests a sequence in which behavior and experience generate informational and emotional cues, value appraisal interprets those cues, and revisit intention expresses a possible future response. This mechanism is coherent but not inevitable. Digital promotional claims may increase anticipated value before arrival yet reduce post-visit evaluation if they overpromise; environmentally responsible behavior may reinforce intrinsic meaning for some tourists while being perceived as a burden by others; and high-quality experiences may lead to recommendations rather than repeat visits when novelty seeking dominates (Kusumaningrum et al., 2024; Suhartina & Nurindahsari, 2026).

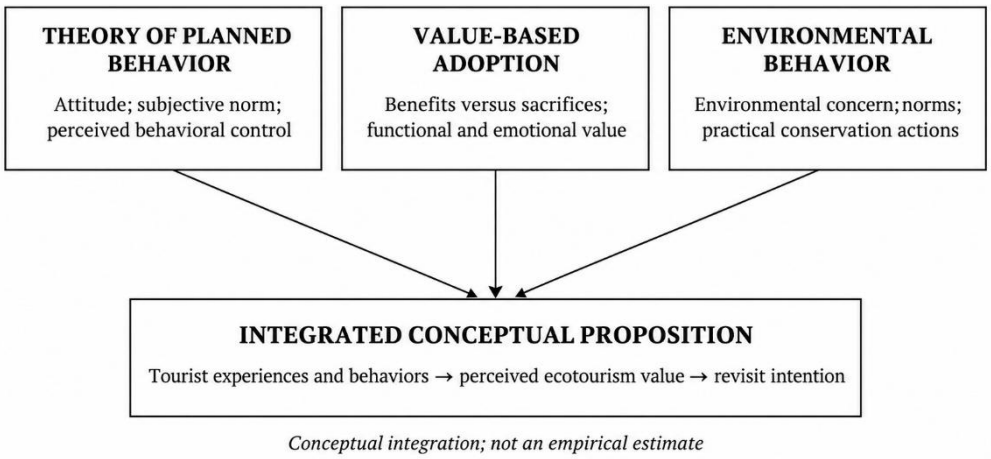


Figure 1. Differentiated Contribution of Three Theories To The Proposed Framework
Source: Authors, 2026

Figure 1 clarifies what each theory contributes, thereby avoiding the earlier manuscript's simple accumulation of acronyms. TPB concerns intention formation and behavioral feasibility, VAM concerns perceived benefit–sacrifice evaluation, and environmental behavior theory concerns the motivations and structural opportunities for low-impact action. Their roles are complementary but not mutually validating. As a result, the conceptual model should be assessed against evidence about temporal sequence and plausible alternative paths rather than judged sufficient merely because it cites several recognized theories (Ajzen, 1991; Kim et al., 2007; Stern, 2000).

4. Propositions and Competing Mediating Mechanisms

Proposition P1 states that enacted green consumption behavior is positively associated with perceived ecotourism value when visitors recognize its ecological or

social benefits. This proposition may fail when behavior is externally compelled, costly, or disconnected from visible conservation outcomes. Proposition P2 states that credible digital engagement is positively associated with value appraisal when messaging matches experienced conditions, while misleading representations may reverse the association. Proposition P3 states that meaningful coastal ecotourism experience—combining environmental quality, interpretation, local interaction, and functional service relates positively to perceived ecotourism value. P1–P3 are associations proposed for testing, not effects observed here (Hasan & Aziz, 2024; Sana et al., 2023; Vicente, 2024).

Proposition P4 states that perceived ecotourism value is positively associated with revisit intention, net of costs and barriers. Proposition P5 states that indirect pathways from each antecedent to revisit intention through perceived value should remain distinguishable from concurrent routes through trust, satisfaction, destination image, or place attachment. The stronger version of the original framework—full mediation through value is therefore a competing empirical possibility, not a conclusion. Recent quantitative findings on destination trust, place attachment, and value provide good grounds for evaluating rival specifications rather than favoring the preselected path by assumption (Awang et al., 2026; Rodrigues et al., 2024; Zheng et al., 2024).

Table 2. Comparative Interpretation Of The Literature And Propositions

Literature stream	Supported insight in cited studies	Proposition requiring testing
Environmental action	Pro-environmental practices relate to ecological evaluation (Hasan & Aziz, 2024; Vicente, 2024)	P1: Green behavior relates positively to perceived ecotourism value
Digital engagement	Communication and social media frame image and expectations (Chen et al., 2024; Suhartina & Nurindahsari, 2026)	P2: Authentic engagement relates positively to value; inflated expectations may weaken it
Experience quality	Coastal services and lived experiences shape appraisals (Kore et al., 2024; Awang et al., 2026)	P3: Meaningful experience relates positively to value
Value and return intention	Perceived value can matter alongside trust and satisfaction (Awang et al., 2026; Awang et al., 2026)	P4: Value relates positively to revisit intention
Conditional alternatives	Place attachment, trust and image offer rival mechanisms (Rodrigues et al., 2024; Zheng et al., 2024)	P5: Indirect effects are contingent and may not fully explain return intention

Source: Authors' Conceptual Synthesis From The Cited Literature, 2026

Table 2 deliberately separates what cited studies examined from what this paper proposes. For example, an association between digital advertising and destination image is relevant to the feasibility of a digital-value pathway, yet it is not direct evidence that

digital behavior caused perceived ecotourism value or that any respondent subsequently returned. Likewise, destination studies of trust or satisfaction identify plausible alternatives, but their coefficients cannot be imported into Bangka Belitung without a compatible sample and measures. The contribution of synthesis is thus to map testable evidence gaps accurately, not to assign fictitious relative strengths to theoretical paths.

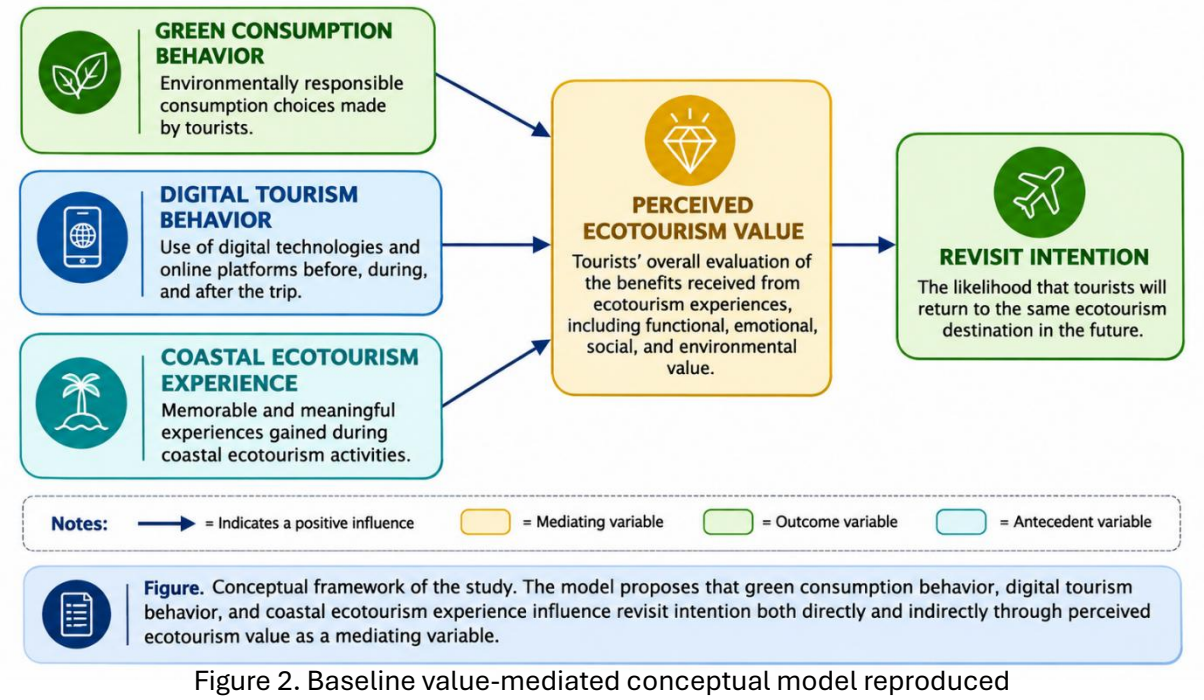


Figure 2. Baseline value-mediated conceptual model reproduced
Source: Authors, 2026

Figure 2 retains the framework supplied by the authors for continuity. Its visual sequence substantially overlaps with an earlier published conceptual model and is therefore treated as the baseline object of critical examination, not a first demonstration of the model (Fitriani et al., 2025). The revised argument adds qualifications to each arrow and asks whether different tourist segments, destination conditions, and competing mediators change the relationships. This positioning converts a simple restatement of known concepts into a more defensible critical conceptual extension.

5. Contextual Boundary Conditions and Research Design

Bangka Belitung offers potentially useful heterogeneity for testing the framework. Ecological characteristics differ among beaches, island excursions, geopark features, and settlements; service infrastructure and transportation likewise vary. Natural attributes that draw visitors need not indicate consistently implemented conservation standards. Regional findings on tourism readiness, Rambak Beach conditions, and community engagement suggest that future studies should include destination-level indicators rather than treating province-wide beach tourism as a homogeneous intervention (Bernia et al., 2024; Rosid & Yuliani, 2025; Zukhri & Rosalina, 2024).

Visitor segmentation is another potential moderator. First-time visitors may judge ecological value through expectations and online images, whereas repeat visitors may rely on experienced consistency, place attachment, and trust. Tourists motivated by

conservation may respond positively to interpretation and low-impact services; leisure-oriented visitors may assign greater weight to comfort, transport reliability, or safety. A model that ignores these differences might incorrectly attribute heterogeneous responses to measurement error. Recent work on ecotourism experience and consumer value recommends multi-stage and segment-sensitive analysis (Kusumaningrum et al., 2024; Sana et al., 2023).

Digital engagement similarly needs a temporal frame. Before arrival, search, reviews, and promotional images shape expectations; on site, navigation, connectivity, digital interpretation, and payment facilities may affect service convenience; after departure, posting photos or ratings can express satisfaction, social recognition, or dissatisfaction. These phases can create feedback loops. Digital behavior measured after a positive visit should not automatically be specified as a prior cause of that same experience. Indonesian digital marketing research and recent studies of digital tourism communication support analyzing content credibility and engagement stage, rather than aggregating all social-platform use into one undifferentiated construct (Rizki et al., 2023; Sanjaya et al., 2024; Suhartina & Nurindahsari, 2026).

Sustainability should be evaluated substantively rather than inferred from a destination's designation or a promotional claim. Evidence of waste reduction, habitat management, community benefit, or accessible interpretation could be recorded independently of visitor impressions and then linked to perceptions in a multi-level design. Without such verification, tourists may report a 'green' experience largely because of an attractive natural setting. Sustainability research urges attention to actual behavior and destination outcomes rather than relying exclusively on self-reported intentions (Li et al., 2024; Paul & Roy, 2023; Vicente, 2024).

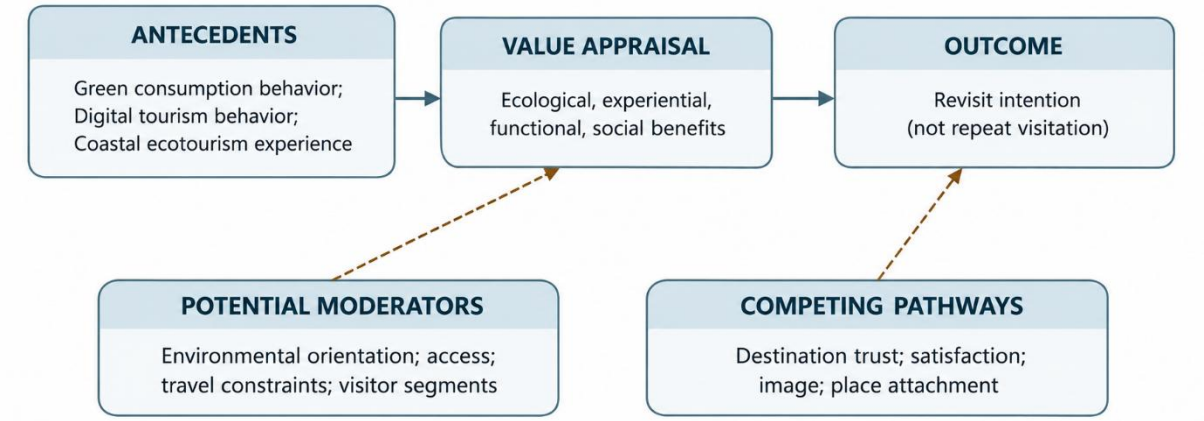


Figure 3. Conditional and competing paths proposed for future empirical validation
Source: Authors' conceptual synthesis, 2026

Figure 3 summarizes the empirical uncertainty more accurately than a single fully mediated line. Moderators may affect the sign or magnitude of antecedent–value relationships, while satisfaction, trust, image, and attachment can operate as competing or parallel appraisal processes. A stronger design would explicitly compare these specifications and evaluate how well they predict independently measured intention. No figure in this article should be interpreted as a path diagram with estimated coefficients, confidence intervals, or confirmed mediation.

For modeling, structural equation methods may estimate associations and conditional indirect effects, but model fit does not by itself identify causality. An a priori distinction between exploratory and confirmatory comparisons is therefore essential. Competing models might include direct effects from coastal experience to intention; parallel mediation through value, trust, and satisfaction; moderation by perceived behavioral control; and sequential digital-expectation pathways. Practical constraints, including ferry access, trip cost, distance, and destination novelty, should be evaluated as alternative explanations. Visitor-level repeated-travel records, when ethically and lawfully available, would materially strengthen evidence beyond one-wave self-reported intention (Awang et al., 2026; Dao et al., 2025).

6. Managerial implications and limitations

For policy and destination management, the analysis favors a retention strategy anchored in credible value creation rather than a narrow campaign to maximize promotional reach. Ecological monitoring, sanitation, and interpreted conservation benefits make green claims verifiable; trained local guides and meaningful community participation create experiential and social value; accessible transport information, honest digital representations, and dependable on-site services can reduce perceived sacrifices. These propositions suggest concrete areas for audit and investment, but their effects on revisit intention remain to be measured. The coastal governance examples from ITJ support linking environmental stewardship and destination operations without assuming they establish a common quantitative causal effect (Kore et al., 2024; Rosid & Yuliani, 2025).

Digital platforms should communicate real ecological attributes and visitor responsibilities, not merely attractive images. A destination can improve credibility by presenting accurate access information, seasonal constraints, site etiquette, protection rules, and local business options. During and after the visit, low-friction visitor feedback and complaints channels may reveal discrepancies between promotional expectations and service delivery. However, a growth in followers or shares should not be treated as evidence of tourist loyalty; those indicators measure communication visibility. The distinction is especially important when the objective is sustainable retention rather than transient online attention (Andzani et al., 2024; Chen et al., 2024; Suhartina & Nurindahsari, 2026).

This article has three central limitations. First, it is a qualitative conceptual synthesis without an auditable exhaustive search corpus, meaning its coverage may be selective; it should not claim PRISMA completeness. Second, the core five-construct architecture has already appeared in published conceptual research, so the contribution lies in critical differentiation, competing explanations, and design specificity, not invention of that architecture (Fitriani et al., 2025). Third, neither visitor-level revisit behavior nor mediated causal effects were measured in Bangka Belitung. Regional tourism statistics and studies of other destinations help motivate hypotheses but do not close that evidentiary gap. Future research must prioritize primary-data validation and transparent reporting of competing findings, including null or negative results.

Complementary literature further demonstrates why several conceptual routes should be tested rather than assumed. Island destination image, memorable tourist experiences, and satisfaction are relevant evaluative mechanisms, while ecotourism-

specific research extends planned-behavior arguments. Research on destination trust, environmental value, and social-media engagement likewise indicates that findings from different tourism settings should not be treated as direct evidence of mediation in Bangka Belitung (Anggraini & Komaryatin, 2025; Hasan et al., 2024; Phung & Do, 2024; Sahabuddin et al., 2026; Wilopo & Nuralam, 2025).

CONCLUSION

This article develops a critical, bounded conceptual interpretation of revisit intention in Bangka Belitung coastal ecotourism. Green consumption behavior, digital tourism behavior, and coastal ecotourism experience may inform tourists' perceived ecotourism value; in turn, value appraisal may relate to their intention to revisit. These links remain theoretical propositions. The revision differentiates behaviors from attitudes, digital engagement from mere promotional reach, value from satisfaction, and intention from actual repeat visits. It also clarifies the distinct roles of TPB, value-based adoption logic, and environmental behavior theory.

An earlier publication has already assembled the same core constructs for Bangka Belitung. The present contribution therefore resides in acknowledging that precedent and specifying why proposed relations might vary or fail: heterogeneous tourist motivations, unreliable digital claims, access barriers, differing destination quality, and competing mediation through trust, image, satisfaction, and place attachment. The added tables organize definitions, cross-study inferences, and proposed measurements; the added figures distinguish theoretical integration from possible empirical paths. None represents new survey observations or supported causal estimates.

ACKNOWLEDGEMENT

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