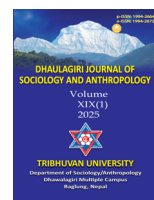


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Service Quality and Experience as Determinants of Tourist Re-visit and Recommendation Intentions in Nepal: The Mediating Role of Satisfaction

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This study explains the structural relationships among service quality, tourist experience, and tourists' satisfaction levels, in turn, with their intention to revisit and recommend the destination. It also examines the mediating role of tourist satisfaction in these relationships, particularly among international tourists visiting Nepal. The study used a quantitative approach and a cross-sectional survey research design, in which the required data were collected from 405 foreign visitors using self-administered, structured questionnaires. The relationships of service quality, tourist experience, tourist satisfaction, and behavioral intentions were analyzed by using PLS-SEM to identify direct and indirect relationships among the study variables. The results indicate that service quality and tourist experience are important determinants of satisfaction. Satisfaction, in turn, positively influences the intention to recommend and revisit the destination. As a mediating effect, the direct influence of tourists' experience on revisit intention was not significant, but its indirect influence via satisfaction was substantial. The analysis establishes the relevance of Planned Behavior and the Expectation-Confirmation theories, while explaining the tourist behaviors. Tourist satisfaction also forms an important mediating factor between perceived service quality, perceived service experience, and behavioral intentions. The key strategies to promote destination loyalty are to deliver high service standards and to create greater experiential value for international tourists. Thus, the strategy that must be given priority by the tourism stakeholders is the process of enhancing the quality of service, memorable moments to boost satisfaction, foster repeated visits, and positive publicity. Finally, this study contributes empirical knowledge regarding the mediating effect of tourist satisfaction in both prominent and emerging tourism destinations. Besides, it has theoretical and practical implications for sustainable tourism transformation and development.

Keywords: behavioral intentions; mediation effect; recommendation intention; revisit intention; service quality; tourist experience and satisfaction

Introduction

Global tourism has emerged as one of the world's largest and fastest-growing industries, making a substantial contribution to economic growth, employment generation, and cross-border development. Global tourism also has

nearly recovered to pre-pandemic levels, with 2023 seeing 1.3 billion international arrivals (88% of 2019) and \$1.4 trillion in receipts (93% of 2019), confirming its vital role in the global economy, which contributed 10% to global GDP ([UNWTO, 2024](#); [UNWTO, 2022](#)). Buhalis et al. (2023) explained that tourism plays a key role in the



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global economy by stimulating foreign exchange earnings, supporting millions of jobs, and fostering inclusive growth aligned with the Sustainable Development Goals. As international tourist flows continue to expand worldwide, understanding the factors that influence tourists' revisit and recommendation intentions has become increasingly crucial for destinations such as Nepal.

Tourism is a highly significant industry in Nepal, as it is a crucial part of the economy, a source of employment, and a driver of cultural exchange in the country. Natural beauty, including the majestic Himalayas, lush forests, and diverse biodiversity, is among the attractions that bring millions of people to Nepal annually in search of adventure through trekking, mountaineering, heritage exploration, and spiritual trips (NTB, 2023). Tourism plays a huge role in the GDP of Nepal and is a significant source of foreign exchange earnings (Bhandari, 2022). The fact shows that 1.17 million international tourists generate NRs. 96.56 billion in foreign exchange and contributing 7.4 percent to GDP in FY 2023/24 (MoCTCA, 2025). It also aids rural development through the creation of jobs and the development of local businesses in the remote areas, and especially by carrying out community-based tourism projects (Juma & Khademi-Vidra, 2019). In addition, the tourism sector contributes to the maintenance of the traditional culture, art, and architecture, as it makes the world more aware and appreciative of the unique heritage of Nepal (Karki et al., 2024). Tourism is therefore not only a source of economic development but also a pathway linking Nepal to the world (Chan & Bhatta, 2023).

Tourism is an increasing international sector that plays a significant role in the development of the economy of most nations. As destinations continue to compete to attract tourists, the current focus in sustainable tourism management is the actualization of the determinants that drive tourists' behavioral intentions; specifically, their willingness to visit a destination again and refer other travelers to it. Here, tourist satisfaction is commonly recognized as a crucial mediating variable, with service quality and tourist experience as commonly recognized independent predictors of positive tourist behavior. Two characteristics of tourist loyalty are revisit intention and visit recommendation. Besides being cost-effective for tourism marketers, these behaviors also enhance destination image through desirable word of mouth and repeat visits (Han et al., 2025). The study has shown that previous experiences and level of satisfaction are very powerful predictors of revisit intentions (Alegre & Cladera, 2009). Moreover, the more satisfied tourists are with their visit, the more likely they are to leave positive feedback and to influence their travel choices (Zhang et al., 2020). Tourist satisfaction is a core mediator of service quality, experience, and behavioral intentions. It is the emotional response created by the gaps between expectations and actual experiences (Aurier & Guintcheva, 2014). When a tourism consumer feels the tourism experience they have had is satisfactory

or even surpasses their expectations, they are more likely to be satisfied, which triggers their desire to revisit or refer others (Abbas et al., 2021). Satisfaction mediated the relationship between the dimensions of service delivery (tangible and intangible) and subsequent tourist behavior (Albayrak et al., 2010).

One of the dominant variables that influences behavioral intentions and satisfaction to a considerable degree is service quality. It includes aspects such as responsiveness, reliability, and assurance in the provision of tourism services (Narayan et al., 2009). Good service quality helps improve tourist ratings and achieve satisfaction and loyalty (Keshavarz & Jamshidi, 2018). On the other hand, dissatisfaction and negative feedback can result from unsatisfactory experiences, thereby negatively impacting destination reputation (Fernandes & Fernandes, 2018). The other critical variable that influences satisfaction and behavioral outcomes is the tourist experience, along with service quality. Tourist experience is the sentiment of activities, attractions, and experiences during the journey as a whole. Authenticity, engagement, and emotional connection are all experiential factors, which are especially important for the development of tourists' destination feelings (Kim & Kim, 2020). An enjoyable experience provides greater satisfaction and probability of revisit and recommendation behavior.

The factors which contribute to tourist loyalty, especially revisit intention and recommendation, have become more and more important within the framework of competitive and experience-oriented tourism destinations. In this context, the research questions adopted for this study are: what is the predictive effect of service quality and tourist experience on revisit intention and recommendation, and what is the mediating effect of tourist satisfaction? Regarding this question, the primary aim of the study is to explain the structural relationship between service quality, tourist experience, and behavioral intentions of tourists and the mediating effect of tourist satisfaction. By focusing on this objective, the research will provide empirical evidence for tourism planning, destination marketing, and experience delivery, leading to higher levels of visitor satisfaction with the destination over the longer term.

Review of Literature

Theoretical Review

This study is supported by multiple Theoretical perspective that help explain how service quality and tourist experience influence tourists' satisfaction, and how these factors lead to revisit and recommendation behavior. More specifically, Expectation-Confirmation Theory, SERVQUAL Model, the Experience Economy Theory, and the Theory of Planned Behavior were reviewed. Oliver (1980) provides a good account of the formation of tourist satisfaction using the Expectation-Confirmation Theory. This theory states that individuals make

comparisons between their personal experience and their anticipations. When the experience exceeds expectations, they are satisfied. In the tourism sector, as tourists receive high-quality service and enjoy their experiences, their satisfaction increases. This satisfaction will consequently play a significant role in their decision to return to the destination or refer others to it. In this study, service quality is conceptualized based on the SERVQUAL Model: having five dimensions of significant service quality, such as reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). Quality of service enhances the total tourist experience, develops trust, and generates satisfaction. When tourists perceive that they have been provided with quality services, they tend to be happier and revisit in the future or recommend the same place to others. This argument is further supported by the Experience Economy Theory (Pine & Gilmore, 2011). According to this theory, tourists do not simply seek services in the modern-day tourism industry; they seek something quite different and memorable. An excellent experience comprises emotional involvement, amusement, and self-significance. The tourists' behavior of returning or referring others can be explained by the Theory of Planned Behavior (Ajzen, 1991), which is defined as revisiting and recommending. According to this theory, people's intentions are based on their attitudes, social influences, and beliefs about their ability to perform the behavior. Satisfied visitors tend to develop a positive attitude and will consider taking actions such as revisiting or referring to the destination.

Empirical Review and Hypotheses Development **Revisit Intention and Visit Recommendation**

It is a key indicator of destination competitiveness and tourist loyalty. These behaviors depend heavily on the general relationship through which tourists associate their perceived experience and satisfaction. The factors influencing tourists' revisit intention in Nepal, as reported by Paudyal et al. (2022), revealed that among the many factors influencing revisit and recommendation behavior, service quality and emotional attachment enhance these behaviors. Khan et al. (2017) in their study in South Asia found a connection between destination image and perceived safety as antecedents of tourists' willingness to visit the destination and to refer their friends and families to it. As demonstrated by Cheng et al. (2020), digital interaction during the touring experience positively affects the desire to revisit the destination and to recommend it. Yaghi al. (2025) found that memorable experiences and perceived trust in local experiences are significant factors influencing intention to return and word of mouth recommendations in Middle Eastern countries. Lin and Rasoolimanesh (2023) discussed how social influence and peer recommendation played a role in future behavioral intention for tourists to visit European heritage sites. All these new empirical studies support the significance of the

multidimensional factors underlying tourists' repeat visit and recommendation behavior.

Service Quality

It can be defined as the perception of the customers or tourists about the overall excellence of the service provided by a destination, which has dimensions of reliability, responsiveness, assurance, empathy, and tangibility (Parasuraman et al., 1988). Quality of service is one of the key strategies for improving tourist satisfaction and stimulating return and destination promotion. Many empirical studies have documented the strong influence of service quality on tourist satisfaction, revisit intentions, and recommendations. A high quality of services improves satisfaction as it meets or surpasses the expectations of the tourists (Baker & Crompton, 2000), and satisfied tourists tend to be more specific in developing loyalty behavior (Yoon & Uysal, 2005). Chen and Tsai (2007) found that perceived service quality directly influences subsequent satisfaction and behavioral intentions, such as returning to visit and referring the destination. Manyangara et al. (2023) highlighted that the quality of service showed a positive relationship with customer satisfaction, as well as mediating effects between customer satisfaction and intention to visit again. Meng and Han (2018) also found that tourists who perceive the destination's service quality are more likely to return and recommend the destination through word of mouth. Zhang et al. (2020) found that hospitality, cleanliness, and staff behavior were major service quality dimensions that affected foreign tourists' satisfaction, which in turn influenced their loyalty. Jraisat (2016) reveals that service quality is a significant predictor of tourists' recommendation intentions, based on trust and satisfaction. Gonzalez et al. (2007) also argue that the quality of service affects revisit intention through both direct and indirect means mediated by satisfaction. Based on the above findings, the study set the following three alternative hypotheses:

H₁: Service quality significantly impacts on revisit intention

H₂: Service quality significantly impacts on intention to recommendation

H₃: Service quality significantly impacts on tourist satisfaction

Tourist Experience

It is the conceptualization of the quality of interactions, emotional involvement, and satisfaction with the scenery that tourists experience during their visit. Thus, a high-quality, distinct tourist experience can enhance satisfaction, thereby increasing the desire to return and recommend the destination. Empirically, there is a consistent positive relationship between tourist experience and the key outcome variables, revisit intention and recommendation intention. Utomo et al. (2025) reveal that tourist experience has a significant and positive impact on tourist satisfaction,

which consequently leads to revisit intention in Indonesia. Hossain et al. (2024) evaluated various destinations and also concluded that dimensions of tourist experience quality, like services provided, environmental quality, and perceived value, are highly correlated with loyalty and revisit intention, and all dimensions have high direct manifestations. A multidisciplinary review by Kabra and Singh (2025) established that rich destination experience plays a key role in improving recommendation intention and revisit intention, which occur through satisfaction and destination image. Based on the above findings, the study set the following three alternative hypotheses:

H₄: Tourist experience significantly impacts on revisit intention

H₅: Tourist experience significantly impacts on recommendation

H₆: Tourist experience significantly impacts on tourist satisfaction

Tourist Satisfaction

It is the degree to which tourists believe that their experiences are above expectations which always demonstrates a positive correlation with revisit intention and recommendation intention. Enhancement of tourist satisfaction, in terms of trust, hospitality, cultural connection, and perceived value, is the key to both returning visits and destination advocacy. In a study of foreign tourists visiting Pokhara, Nepal, it was revealed that the overall satisfaction, which was influenced by hospitality services, local behavior, and cost of stay, was an important predictor of revisit intention (Bam & Kunwar, 2020). Su et al. (2014) have shown that the trust that tourists placed in destination services to a great extent contributed to the satisfaction, which has been deemed as a primary factor contributing to positive behavioral intentions. Even though the present study did not explicitly model behavior in terms of recommendations, the previously developed satisfaction-behavior relationship suggests probable revisit and recommendation intentions impacts. Satisfaction level plays a significant role in destination recommendations: tourists who express high satisfaction are more likely to promote the destination (Utomo et al., 2025). Nguyen Huu et al. (2024) discovered that intention to revisit and intention to recommend rose directly because of satisfaction that occurred when cultural engagement took place, and perceived value was created in Vietnam. Based on the above findings, the study set the following six alternative hypotheses:

H₇: Tourist satisfaction significantly impacts on revisit intention

H₈: Tourist satisfaction significantly impacts on recommendation

H₉: Tourist satisfaction significantly mediates between service quality and revisit intention

H₁₀: Tourist satisfaction significantly mediates between service quality and recommendation

H₁₁: Tourist satisfaction significantly mediates between tourist experience and revisit intention

H₁₂: Tourist satisfaction significantly mediates between tourist experience and recommendation

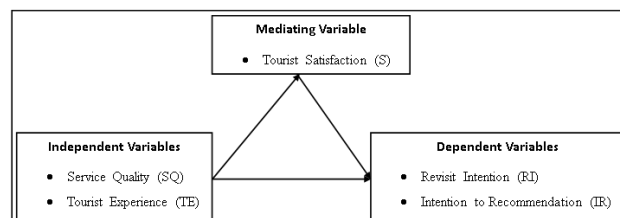


Figure 1
Conceptual Framework

Research Methods

Research Design

This study employed an explanatory and cross-sectional research design with a quantitative approach, applying deductive reasoning within a positivist philosophical paradigm (Creswell & Creswell, 2023) to analyze the relationships between service quality, tourist experience, satisfaction, and post-visit behavioral intentions among tourists visiting Nepal.

Population and Sample

The study population was all the tourists visiting Nepal. A purposive sampling method was used to ensure that participants had recent or ongoing tourist experiences relevant to the constructs under investigation. Using Cochran's (1977) formula for large populations, a sample size of 405 respondents was determined to be adequate for reliable statistical analysis.

Data Collection

The selected tourists who were willing to participate were given the structured questionnaires, so the data covered a wide range of tourist backgrounds and preferences.

Tools Development

Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), outer loadings, and Variance Inflation Factor (VIF) were used to assess the reliability and validity of the measurement model. Internal reliability was acceptable as all constructs characterized Cronbach alpha levels greater than 0.70. CR values were higher than the suggested value of 0.70, and AVE values are all higher than the 0.50 cut-off for high convergent validity (Fornell & Larcker, 1981). Additionally, VIFs were less than 5, and all measurement item outer loadings were greater than 0.70, indicating an absence of a multicollinearity problem (Hair et al., 2019). Discriminant validity was also analyzed through the Fornell-Larcker test (HTMT) ratio; both tests revealed discriminant validity

and the independence of the constructs and conceptual distinction. All construct square roots were stronger than the inter-construct correlations, and all of the HTMT values were less than the conservative 0.85 value (Henseler et al, 2015). Path analysis was done to evaluate the hypothesized relationships among constructs by way of Partial Least Squares Structural Equation Modeling (PLS-SEM). This was the right method to address the predictive objectives of the study and its complex model, having many direct or indirect effects. This was evaluated and measured on both direct and mediated trajectories, and the statistical significance of each path coefficient was also evaluated by employing bootstrapping simulations (5,000 resamples). The results provided specifications of the influence of the quality of service and tourist experience on the level of satisfaction and vice versa. The methodology used in the whole research study is rigorous, and therefore its results are statistically dependable, replicable, and applicable in filling the gaps between theoretical tourism management and policy-making.

Result and Discussion

Result analysis is defined as the logical study and analysis of the obtained data to assess the correlations between variables and check the hypotheses. It is the process of using statistical applications and methods to make significant inferences from the empirical results in connection with the research goals.

Demographic Analysis

Table 1

Frequency of Age

	Frequency	Valid Percent	Cumulative Percent
Below 25	97	23.95	23.95
25-50	196	48.40	72.35
Above 50	112	27.65	100
Total	405	100	
<i>Frequency of Gender</i>			
Male	212	52.35	52.35
Female	193	47.65	100
Total	405	100	
<i>Frequency of Qualification</i>			
Under Graduate	110	27.16	27.16
Graduate	173	42.72	69.88
Masters	86	21.23	91.11
Above Masters	36	8.89	100
Total	405	100	

The demographic profile of the respondents in terms of age, gender, and educational qualification is given in

Table 1. Most of the respondents are aged between 25 and 50 years (48.40%), male (52.35%), and have a graduate education (42.72%), which shows that the sample is mostly middle-aged and with an average level of education. In general, there are evident gender proportions and a variety of educational levels among the 405 respondents.

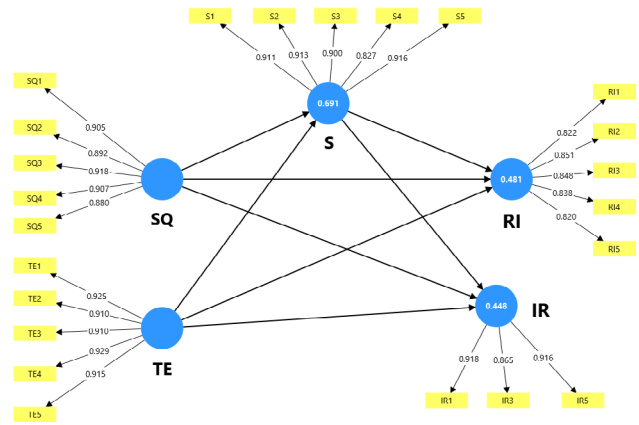


Figure 2
Validity and Reliability

Table 2

Measurements

Constructs	Items	Outer load-ings	Cron-bach's alpha	CR (rho_a)	CR (rho_c)	AVE	VIF
Inten-tion to Recom-menda-tion	IR1	0.918	0.882	0.882	0.927	0.81	3.238
	IR3	0.865					1.949
	IR5	0.916					3.204
Inten-tion to Revisit	RI1	0.822	0.892	0.893	0.921	0.699	2.041
	RI2	0.851					2.446
	RI3	0.848					2.513
	RI4	0.838					2.343
	RI5	0.82					1.996
Tourist Satisfac-tion	S1	0.911	0.937	0.939	0.952	0.799	4.537
	S2	0.913					3.857
	S3	0.9					3.462
	S4	0.827					2.274
	S5	0.916					4.744
Service Quality	SQ1	0.905	0.942	0.942	0.955	0.811	3.802
	SQ2	0.892					3.442
	SQ3	0.918					4.385
	SQ4	0.907					3.926
	SQ5	0.88					3.03

Tourist Experience	TE1	0.925	0.953	0.954	0.964	0.843	4.542
	TE2	0.910					4.154
	TE3	0.910					3.869
	TE4	0.929					4.740
	TE5	0.915					4.251

The measurement model was very reliable and valid. The Cronbachs alpha value of all the constructs was more than acceptable (0.70), ranging from 0.882 (Intention to Recommend) to 0.953 (Tourist Experience). Similarly, the CR was higher than the recommended level of 0.70 with a maximum CR of 0.964 for Tourist Experience. Averaging AVE's were determined to be above the 0.50 threshold used for convergent validity (Fornell & Larcker, 1981) with AVE's ranging from 0.699 (Intention to Revisit) to 0.843 (Tourist Experience). Also, the mean of all the outer loadings was more than 0.70, and the majority were more than 0.90, which contributes to the trustworthiness of the indicator. All the VIF values were less than critical point (>5: 1.94-4.74) suggest that there was no problem of multicollinearity (Hair et al., 2019).

Table 3
Heterotrait-Monotrait (HTMT) Matrix

	IR	RI	S	SQ	TE
Intention to Recommendation (IR)					
(Revisit Intention (RI)	0.737				
Satisfaction (S)	0.664	0.713			
Service Quality (SQ)	0.691	0.702	0.834		
Tourist Experience (TE)	0.68	0.674	0.836	0.839	

Table 3, shows the HTMT ratio of correlations, which is used to determine the discriminant validity of the constructs in the model. Discriminant validity holds that each construct is conceptually distinct. Under the threshold requirement, the value of HTMT is expected to fall under 0.90 or preferably under 0.85. In this research, the values of all Exclusivity to Margin of all HTMT are within acceptable levels, which proves that the discriminant validity is proven. The HTMT value between IR and RI is 0.737, indicating a significant difference between the two constructs. S shows moderate correlations with SQ (0.834) and TE (0.836), both of which are below the critical value. These results confirm that each construct measures a unique concept and that there is no significant overlap among them, thereby validating the measurement model (Henseler et al., 2015).

Table 4
Fornell Larcher Criterion

	IR	RI	S	SQ	TE
Intention to Recommendation (IR)	0.900				
(Revisit Intention (RI)	0.654	0.836			
Satisfaction (S)	0.604	0.655	0.894		
Service Quality (SQ)	0.63	0.646	0.784	0.901	
Tourist Experience (TE)	0.624	0.624	0.791	0.796	0.918

Table 4 shows the Fornell-Larcker Criterion that evaluates the discriminant validity, with the square root of AVE of each construct (on the diagonal) to be larger than the connection with the rest of the constructs (off-diagonal). Every construct fulfilled this requirement. For instance, the square root of the AVE of Tourist Experience was 0.918, which was higher than its relationships with Service Quality (r = 0.796), Tourist Satisfaction (r = 0.791), Intention to Revisit (r = 0.624), and Intention to Recommend (r = 0.624). The square root of Tourist Satisfaction was 0.894, which was larger than the correlations between Tourist Satisfaction and Service Quality (r = 0.784) and Intention to Revisit (r = 0.655). These findings affirm discriminant validity on all constructs (Fornell and Larcker, 1981).

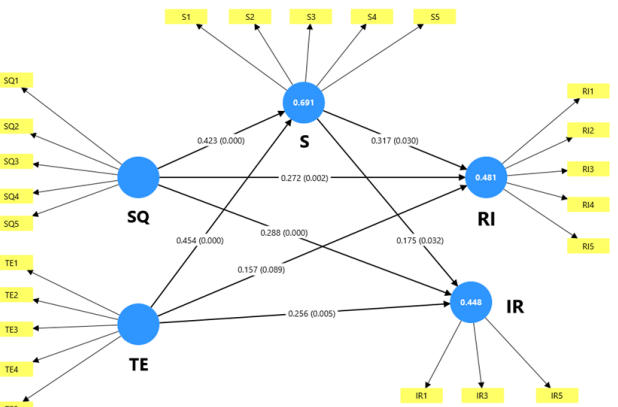


Figure 3
Measurements

Table 5*Direct Coefficient*

Path	Original sample (O)	Sample mean (M)	Standard deviation (ST-DEV)	T statistics (O/ST-DEV)	P values	Decision
SQ -> RI	0.272	0.272	0.089	3.069	.002	H1: Supported
SQ -> IR	0.288	0.274	0.08	3.603	.000	H2: Supported
SQ -> S	0.423	0.41	0.082	5.156	.000	H3: Supported
TE -> RI	0.157	0.165	0.092	1.699	.089	H4: Not Supported
TE -> IR	0.256	0.263	0.091	2.804	.005	H5: Supported
TE -> S	0.454	0.466	0.081	5.61	.000	H6: Supported
S -> RI	0.317	0.305	0.146	2.174	.030	H7: Supported
S -> IR	0.175	0.177	0.082	2.15	.032	H8: Supported

Table 5 presents the direct path coefficients, their significance levels, and the corresponding hypothesis-testing results for the relationships among the constructs. The findings reveal that S has a considerable positive effect on IR ($\beta = 0.175$, $t = 2.15$, $p < .05$). Tourist Satisfaction significantly influences Revisit Intention (RI) ($\beta = 0.317$, $t = 2.174$, $p < .05$). This is an implication that the greater the satisfaction levels of tourists, the higher the chances of recommending and re-visiting the destination, which is in line with the existing literature on tourism (Kozak, 2001).

Intention to Recommend ($\beta = 0.288$, $t = 3.603$, $p = .001$) and Intention to Revisit ($\beta = 0.272$, $t = 3.069$, $p < .05$) also have service quality (SQ) with a strong positive effect on the hypotheses. Moreover, Service Quality has a positive impact on Tourist Satisfaction ($\beta = 0.423$, $t = 5.156$ and $t < .001$), which is one of the key antecedents of satisfaction and a further behavioral intention. These findings underscore the need to maintain high service standards to increase tourist satisfaction and loyalty intentions. Tourist Experience (TE) has a strong and positive impact on Intention to Recommend ($\beta = 0.256$, $t = 2.804$, $p < .01$), which means that adding to tourist

experiences may stimulate the desire to recommend. The relationship between Tourist Experience and Intention to Revisit is however not statistically significant ($\beta = 0.157$, $t = 1.699$, $p > .05$) resulting in rejection of the relationship. This could mean that although a positive experience produces a temptation to recommend a destination to the tourists, this does not really translate to a definite intention to come back to the same place, which could be related to the fact that a tourist wants to experience something different, or some other external factors. Altogether, the findings highlight a complex interaction between the quality of services, satisfaction, and experience on behavioral intentions of tourists, and certain peculiarities in the revisit intention path as in terms of experience. The high positive correlations exist between Tourist Satisfaction and Service Quality and both intention variables, which proves that satisfaction and perceived quality are still basic factors of tourist loyalty and agrees with the previous studies (Baker and Crompton, 2000). The fact that the relationship between Tourist Experience and revisit intention is insignificant, however, is subject to more investigation. It implies that revisit intention can also be affected by other variables like personal motivations, travelling restrictions, or a destination that is unique in the long run rather than in the immediate experience. Mediation by other factors that explain this relationship could be examined in future research.

Table 6*Indirect Coefficient*

Path	Original sample (O)	Sample mean (M)	Standard deviation (ST-DEV)	T statistics (O/ST-DEV)	P values	Remarks
SQ -> S -> RI	0.134	0.125	0.064	2.112	.035	H9: Supported
SQ -> S -> IR	0.074	0.075	0.042	1.787	.074	H10: Not Supported
TE -> S -> RI	0.144	0.142	0.073	1.975	.048	H11: Supported
TE -> S -> IR	0.08	0.082	0.04	1.976	.048	H12: Supported

Table 6 shows the indirect impact of Service Quality (SQ) and Tourist Experience (TE) on Intention to Recommend (IR) and Revisit intention (RI) with the help of S. This indirect relationship between SQ and IR with Tourist Satisfaction has a $\beta = 0.074$, $t = 1.787$ and $p > .05$ that is slightly greater than the traditional significance level

($p < 0.05$) and therefore rejects Hypothesis. This implies that the mediating role of Tourist Satisfaction between Service Quality and Intention to Recommend is weak or not statistically significant in this sample.

On the contrary, SQ has an indirect influence on RI, with the help of Tourist Satisfaction ($\beta = 0.134$, $t = 2.112$, $p < 0.05$), which confirms the Hypothesis. This shows that Tourist Satisfaction plays a partial role in mediating the effect of Service Quality on Intention to Revisit ($\beta = 0.080$, $t = 1.976$, $p < 0.05$) and Intention to Recommend ($\beta = 0.144$, $t = 1.975$, $p < 0.05$) through Tourist Satisfaction, which validates Hypotheses. These results highlight the fact that Tourist Satisfaction is a crucial mediator through which the positive experience of the tourists is transformed into greater behavioral intentions to recommend the destination and revisit it.

The nonsignificant mediation of Tourist Satisfaction between Service Quality and Intention to Recommend may imply that other factors besides satisfaction could directly influence recommendation behaviors, such as emotional attachment or social influence. The major intermediations on revisit intention support the role of satisfaction in promoting loyalty intentions based on quality and experience. The mediation of Tourist Satisfaction stability for the two experience-based approaches is compatible with the literature that proposes a psychological process that links the experience and the behavioral outcome in satisfaction (Medeiros et al., 2025).

Discussion

Tourist Satisfaction is defined as the overall attitude of the visitor towards the experience, relative to expectations, that influences their future behavior, such as recommendations or repeat visits to a destination. The results suggest that the more satisfied tourists are, the greater their intention to recommend and revisit the destination. This is in concert with the Expectation-Confirmation Theory, which states that satisfaction results from either a match or an exceedance of expectations, leading to a positive behavioral intention (Oliver, 1980). This has received constant empirical support in tourism, where it has been demonstrated that satisfied tourists are more likely to make positive word-of-mouth recommendations and to re-visit (Chen & Tsai, 2007; Kozak, 2001; Yoon & Uysal, 2005).

Service Quality, which is the general judgement of the excellence or high quality of a service, is very important in determining Tourist Satisfaction and consequent loyalty intentions. This benefit of service quality on satisfaction has validated its use as an antecedent in the service-profit chain model (Heskett et al., 1994), where quality service execution leads to customer satisfaction that leads to loyalty behaviors. Furthermore, the direct positive effects of service quality on intention to recommend and return also demonstrate the importance of service quality not

only for the creation of satisfaction but also on the short-term behavioral intentions of tourists. This is supported by multiple empirical investigations demonstrating that perceived high service quality fosters tourists' willingness to recommend and return to destinations (Brady & Cronin, 2001).

Tourist Experience refers to the emotional, cognitive, and sensory involvement in the course of traveling, which affects the satisfaction and behavioral intentions. The findings indicate that even though the experience of the tourists plays a vital role in boosting the levels of satisfaction and intention to recommend, it does not directly translate to high intent to revisit. This implies that a good experience will strongly encourage tourists to express positive views, but not necessarily to revisit, perhaps because they need to experience new things or try new places. This observation is consistent with experiential marketing theory, which emphasizes the importance of memorable experiences in stimulating customer satisfaction and recommendations, yet revisit behavior can be conditioned by other motivational antecedents (Pine & Gilmore, 2011). Empirical research findings also show mixed impacts of experience on revisit intentions with some tourists developing variety, but not repetition in the tourism sector (Prayag & Ryan, 2012; Tung & Ritchie, 2011).

The conceptualization of Tourist Satisfaction as the evaluative reaction to the quality of service received is considered as a psychological mechanism of influence of service qualities on the behavioral intentions of tourists. According to the mediation analysis, Service Quality and Intention to Recommend do not significantly depend on Tourist Satisfaction in the current study. This implies that service quality is not the only factor influencing tourists' decisions to recommend a destination; other factors, such as satisfaction levels, may also influence the decision, including emotional attachment or social influence. According to the Service-Profit Chain theory (Heskett et al., 1994), satisfaction should mediate quality and loyalty; however, the nonsignificant mediation here aligns with research that highlights complexities in the recommendation process, where satisfaction alone may not fully explain word-of-mouth behaviors (Bowen & Chen, 2001; Zeithaml et al., 1996).

Service Quality greatly affects Intention to Revisit through the mediating role of Tourist Satisfaction. This is operationally speaking that a high level of SQ leads to increased satisfaction, which consequently encourages tourists to visit the destination again. This result can be explained by the Expectation-Confirmation Theory (Oliver, 1980), which suggests that being satisfied with meeting or exceeding expectations will contribute to repeat behavior. The partial mediation test shows that satisfaction is a crucial psychological mediator in turning perceived service excellence into loyalty intentions among tourists. This trend has been supported by empirical findings

suggesting that satisfaction mediated the relationship between service quality and the intention to return to hospitality and tourism firms (Chen & Tsai, 2007; Oh et al., 2007; Yoon & Uysal, 2005).

The mediating factor between Intention to Recommend and Intention to Revisit and Tourist experience is Tourist Satisfaction, in which the emotional and cognitive involvement in travelling play significant roles. This finding implies that satisfaction is heightened by positive, gratifying experiences, thereby leading to stronger positive behavioral intentions. Experience is one of the components of tourism that delivers a high degree of satisfaction, which in turn drives advocacy and loyalty trends. This mediating role has been supported by several studies that state that experience and future behavioral intentions are mediated by satisfaction (Hosany & Witham, 2010; Prayag & Ryan, 2012; Tung & Ritchie, 2011), and that satisfaction is the central role in transforming positive experiences into tangible expressions of loyalty.

Conclusion and Implications

Conclusion

This study concludes that Tourist Satisfaction is a central mediating variable that especially mediates between Tourist experience and both behavior intention and Service quality directly affect all important results. The findings verify the hypothetical assumptions of Expectation-Confirmation Theory, the Service-Profit Chain Model and Experiential Marketing Theory. Nevertheless, the non-uniform mediation directions, especially between Service Quality and Recommendation, imply that satisfaction is not the only aspect that can help clarify the advocacy behavior of tourists. The research, therefore, leads to a study of the subtle knowledge of how satisfaction impacts behavioral post-visit outcomes in the tourism industry, which supports the imperative yet complicated role of satisfaction in the creation of loyalty.

Implications

The results indicate that destination managers and tourism operators should focus on quality services and emotionally rich experiences to increase Tourist Satisfaction and affect loyalty behaviors. Increasing the level of service reliability, responsiveness and personalization can boost the satisfaction and revisit. In addition to that, creating highly immersive, memorable, and emotional tourist experiences will be important to grow word-of-mouth recommendations. The long-term visitor engagement strategies, such as follow-up communications, loyalty schemes, and individual offers, should also be addressed by policymakers to boost revisit intentions. Since revisit behavior can also depend on novelty-seeking or psychological factors, additional treatment should be done to develop emotional bondage with the destination, which will support the tourist in returning to the location. However, he or she has alternative options.

Future Research Opportunities

Although this research has provided an important insight into the correlations of service quality, tourist experience, post-visit behavioral intentions, and satisfaction, it is not without limitations that it is limited. The method of a cross-sectional survey reduces the possibility of the causal relationship, and the information obtained in a particular geographic area could influence the conclusion on other cultural or tourism environments. Furthermore, the use of self-reported data is likely to create some form of social desirability, and such factors as age, travel purpose, or previous experiences might have affected the findings. The future studies should embrace the longitudinal or experimental research design to examine the changes in tourist perceptions over time and repeated visits. Comparisons between different cultural environments would increase the generalizability of results, whereas the moderating role of such factors as personality features, cultural orientations, or virtual interactions might reveal new insights into behaviors. Moreover, the qualitative techniques (interviews or focus groups) could supplement the information on the emotional and experience aspects, and further models could be expanded by adding constructs such as destination image, perceived value, or trust to obtain a more detailed arrangement of tourist behavior.

Declarations

Ethics Approval and Consent to Participate

Not applicable

Consent for Publication

Not applicable

Availability of Data and Materials

The datasets generated and analyzed during this study are available on reasonable request.

Competing Interests

There is no competing interest on authors in the research work.

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Authors' Contributions

The research undertaken by three authors shared collectively the conceptualization, research design, review of literature, collection and analysis of data, interpretation as well as the development and finalization of the manuscript.

Use of AI

Authors declare that this paper is entirely human-generated.

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