

Factors Driving Revisit Intention Toward MSMEs Based on Culture and Digitalization in New Tourism Areas

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ABSTRACT

Purpose - This study aims to analyze the factors driving consumer revisit intention toward local businesses, specifically examining the role of culture-based MSME brand image informed by Tri Hita Karana (THK) and digital marketing psychology, mediated by place attachment, in new tourism areas of Kintamani District.

Design/methodology/approach - A quantitative approach was employed. The study population comprised consumers and tourists who had visited and transacted with MSMEs in the new tourism area. A sample of 150 individuals was collected using a purposive sampling method, and the data were analyzed using the SmartPLS structural equation modeling technique.

Findings/Results - The results indicate that a culture-based MSME brand image and digital marketing psychology positively and significantly contribute to consumers' revisit intention toward local MSMEs. Furthermore, place attachment plays a significant partial mediating role in these pathways. The strongest direct influence on revisit intention stems from digital marketing psychology, while place attachment serves as a vital psychological mechanism connecting local cultural branding and digital engagement to store-level customer loyalty.

Originality/Value - This study offers originality by establishing an integrative model that links local philosophical wisdom (Tri Hita Karana) directly to MSME brand image formation rather than a macro-destination image. It bridges cultural identity, digital consumer psychology, and place attachment to explain store-level loyalty in newly developing tourism areas.

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1. Introduction

Tourism is the activity of traveling for pleasure, seeking entertainment and satisfaction, enjoying the beauty or culinary delights, and taking a break from routine activities. With the passage of time and improvements in standards and lifestyles, this has resulted in a shift in the fulfillment of needs, from primary to secondary and tertiary. This allows people to fulfill their needs for entertainment or pleasure. This can impact a region's tourism sector. Scientific papers and historical data consistently describe the economic transformation driven by tourism in regions like Bali, which helps shape strong local economies by creating jobs, improving infrastructure, and preserving cultural identity (Zhang et al., 2017).

In the context of retail and service operations within tourism destinations, revisit intention represents a customer's behavioral desire to return to a specific MSME establishment and demonstrate store-level loyalty (Rehman et al., 2022). Crucially, this behavioral target is distinct from merely returning to the broader geographic destination (e.g., visiting Kintamani as a region); it specifically focuses on patronage loyalty toward local micro, small, and medium enterprises. Currently, tourism trends have shifted from mass tourism to alternative tourism (Vainikka, 2015), placing greater emphasis on respect for nature, environment, and culture (Triarchi and Karamanis, 2017). MSMEs in new tourism areas must capitalize on this opportunity by securing specific store-level loyalty to foster long-term business resilience.

Tourism in Bali is closely linked to culture, as it is a powerful draw for tourists. Balinese culture is also linked to the concept of Tri Hita Karana, or THK for short. THK is a concept adopted from Hindu teachings, meaning: Tri means three, Hita means happiness, and Karana means cause. Thus, Tri Hita Karana represents the three causes of happiness. These three causes are the harmonious relationship between humans and God (parhyangan), the harmonious relationship between humans and others (pawongan), and the harmonious relationship between humans and nature (palemahan). Tri Hita Karana, more generally expressed as the concept of harmony and togetherness (Windia et al., 2011). Based on this concept, Tri Hita Karana will be adapted into the brand image so that MSMEs in new tourism areas have a positive and harmonious image. Furthermore, it is hoped that the image of MSMEs in new tourism areas will possess excellence and appeal. In the context of THK which is adapted into a brand image, it explains that the harmonious relationship of the three aspects in THK is something that must be carried out by MSMEs and the community in the New tourism area, such as in parhayangan, how to maintain traditions and ceremonies in the tourism area and in the MSMEs themselves, secondly in pawongan, namely how MSMEs and the surrounding community can maintain relationships and provide good service to customers or tourists who visit, and the third is palemahan, how to maintain and organize nature well, so that it will be an attraction for customers or tourists to come back. This is supported by the results of previous studies that explain the relationship between brand image and revisit intention.

Brand image has a positive effect on revisit intention (Nam et al., 2022); (Chi and Pham, 2024); (Khan et al., 2022); (Ren et al., 2022). Different results state that brand image has no influence on revisit intention (Li and Soutar, 2021). It can be seen from the research gap above, explaining that it turns out that brand image does not always influence revisit intention, this is a very important focus in marketing, so the need to encourage cultural values in this context is Tri Hita Karana (THK), which is included in forming a brand image so that there is an emotional closeness from consumers to a place or business such as MSMEs.

In today's business conditions, marketing concepts must be used to achieve success for the company. Marketing begins with the idea that to achieve long-term profits a company must

be able to understand consumers and their desires. Marketing is a business activity carried out by individuals and groups to meet the needs and desires of consumers and society. (Kurniawati, 2022). Understanding the importance of digital marketing competence in the current digital era is very important, the ability to use digital marketing competence in a more optimal and better way. Digital marketing competency can help the business you run to develop. Of course, along with the expansion of the market, MSMEs can be reached through online media more effectively (Kurniawati, 2022).

The main psychological factors that can influence consumer behavior are motivation, perception, attitudes and beliefs, along with lifestyle. Understanding these factors will help us understand consumer behavior and how to attract consumers to make purchases. This strategy relies heavily on marketers' knowledge of psychological principles to optimize digital (online) advertising so that consumers are motivated to make purchases (Kurniawati, 2022); (Habel et al., 2020). This is what MSMEs need to understand when marketing their products digitally. In this context, the focus is on the MSME market in the Baru tourism area.

Apart from digital marketing psychology, the driving factor for revisit intention is place attachment. Place attachment describes place satisfaction as a multi-dimensional summary assessment of the perceived quality of a setting, generally place attachment is referred to as attachment to a location (Rohman et al., 2023). Positive experiential bonds, sometimes occurring without awareness, that grow over time from behavioral, cognitive and affective bonds between a person or group and their physical and social environment (Escalera, 2020). A psychological perspective on the relationship between people and places shows that the meaning of a place is seen from the dependence on the place and the identity of the place or location (Anggia et al., 2022). MSMEs in the New tourism area need to highlight the meaning and uniqueness of the place compared to other areas, such as natural panoramas, lakes, mountains and tourism that is said to be above the clouds, so that MSMEs can develop and be sustainable. A stronger place attachment will have a direct impact on revisit intention and the intention to recommend to others (Artha, 2020).

Research related to revisit intention based on culture and digitalization remains a very interesting topic for further development. Tri Hita Karana-based brand image emphasizes how a place or business's image is viewed through the concept of togetherness and harmony between parhayangan, pawongan, and palemahan. Digital marketing psychology is crucial in marketing for MSMEs, aiming to reach a broader and more specific market, contributing to the development and sustainability of MSMEs in tourism areas. Place attachment is a step in preparing and highlighting the uniqueness of a place or location, thereby adding value to an MSME or business. Therefore, the relationship between Tri Hita Karana-based brand image, digital marketing psychology, place attachment, and revisit intention is an interesting topic for further research. Analyzing the influence of place attachment in mediating the relationship between digital marketing psychology and revisit intention in MSMEs in tourism areas is important.

2. Literature Review & Hypothesis Development

Several theories underlie revisit intention research, and the interaction of various factors that influence this phenomenon. The following is a detailed exploration of these theories, integrating them into the current research framework on revisit intention in MSMEs in new tourism areas:

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) states that individual behavior is directly influenced by their intention to perform the behavior, which is further influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of tourism: Attitude reflects consumers' positive or negative assessments of revisit intention in MSMEs in new tourism areas. Subjective norms involve perceived social pressure to engage or not engage in revisit intention. Perceived behavioral control reflects tourists' perceptions of the ease or difficulty of revisiting, which can be influenced by past experiences and anticipated obstacles.

2.2 Resource-Based View (RBV)

The Resource-Based View focuses on the resources and capabilities of organizations, including MSMEs, as sources of competitive advantage and sustainable performance (Barney, 1991). In tourism, resources such as natural beauty, cultural richness, and strategic location are seen as important for attracting and retaining tourists or consumers.

2.3 Revisited Intention Theory

Revisit intention refers to a consumer's desire to revisit a particular product, brand, destination, or region in the future (Rajput and Gahfoor (2020)). Revisit intention is a behavioral intention or customer desire to return, provide positive word of mouth, and choose ecotourism on return trips (Rehman et al., 2022).

Revisit intention is influenced by environmental psychology factors with two behavioral bases: approach and avoidance. Avoidance behavior includes all positive behaviors that can be directed toward a specific place, such as the desire to stay, explore, work, and affiliate. Approach behavior, or approaching, or revisit intention, is influenced by the customer's perception of the environment itself (Chin et al., 2018).

2.4 Culture-Based MSME Brand Image Theory (Informed by Tri Hita Karana)

Brand image refers to the perception consumers have of a company or its products. The formation of an image in a customer's mind does not occur instantly and cannot be disseminated through a single media platform (Monica et al., 2020). Brand image is a consumer's perception of a brand, reflecting the associations held in their minds. The process of creating a positive brand image is not easy, as it emerges as a result of using a product that offers added benefits to customers. Brand image is created through a series of activities undertaken by the company and customers, resulting in the perception that the product possesses certain qualities (Kotler and Keller, 2016). Culture-based MSME Brand Image refers to how consumers perceive a local enterprise based on cultural values embedded in its operations, service orientation, and environment. Although traditional philosophical frameworks such as Tri Hita Karana outline tripartite harmony namely *parahyangan* (spiritual/values harmony), *pawongan* (social harmony among humans), and *palemahan* (environmental harmony) measuring these distinct philosophical dimensions requires multi-item psychometric scales that capture specific spiritual, social, and ecological practices. In this study, given that the measured indicators reflect broader cultural heritage, community friendliness, and natural integration rather than strict psychometric validation of all three sub-dimensions, the construct is more cautiously defined and labeled as a culture-based MSME brand image.

2.5 Digital Marketing Psychology Theory

Digital Marketing Psychology represents the overarching cognitive and affective psychological state triggered by online marketing stimuli. In accordance with construct measurement guidelines (Jarvis et al., 2003; Hair et al., 2021), this construct is operationalized reflectively because the four observed dimensions social influence, consumer perception,

consumer experience, and trust in information are conceptualized as manifestations (outputs) of an underlying latent psychological receptivity toward digital interactions. A consumer with high digital psychological receptivity naturally exhibits higher susceptibility to social influence, more favorable digital perceptions, enriched digital experiences, and greater trust in online information. Thus, these dimensions share a common conceptual core, covary naturally, and function as reflective indicators of the same underlying psychological phenomenon.

2.6 Place Attachment Theory

Place attachment is defined as the emotional bond formed between individuals and specific settings, encompassing traditional dimensions such as place dependence (functional attachment) and place identity (symbolic attachment). While this study adopts the multidimensional person-process-place (PPP) organizing framework (Scannell & Gifford; Escalera-Reyes, 2020) to capture how people (person) interact cognitively and affectively (process) with a physical setting (place), the specific operational items must be clearly disclosed to ensure content validity. The dimensions encompass psychological connection, functional dependence, and environmental identity toward MSME locations in Kintamani.

2.7 Hypothesis

H1) Culture-based MSME brand image informed by TriHita Karana influences revisit intention.

H2) Digital marketing psychology influences revisit intention.

H3) Place attachment influences revisit intention.

H4) Place attachment mediates the relationship between culture-based MSME brand image informed by Tri Hita Karana and revisit intention.

H5) Place attachment mediates the relationship between digital marketing psychology and revisit intention.

3 Methodology

The research method encompasses research procedures and techniques. This study employed an associative quantitative method, grounded in the philosophy of positivism. Associative quantitative research aims to determine the causal relationship between two or more variables, test theories, and analyze data using statistics to test hypotheses (Sugiyono, 2022). Quantitative research is systematic, planned, and structured (Waruwu et al., 2025).

The research was conducted in Kintamani sub-district. Kintamani is the district with the largest number of villages in Bangli and is a developing tourism area. The emerging MSMEs contribute to community welfare and economic growth in Bangli. The challenge is how to promote the sustainability of MSMEs in the development of tourism in Kintamani.

The sample size of 150 respondents was determined and formally justified through an *a priori* statistical power analysis conducted using G*Power 3.1. Based on the estimated structural model containing a maximum of 3 direct predictors (Culture-Based Brand Image, Digital Marketing Psychology, and Place Attachment) pointing toward the primary endogenous construct (Revisit Intention), an anticipated medium effect size ($f^2 = 0.15$), a significance level ($\alpha = 0.05$), and a statistical power ($1 - \beta = 0.95$), the calculated minimum required sample size is 119 respondents. Therefore, the collected sample of 150 respondents comfortably exceeds this empirical statistical power threshold, providing adequate statistical power and ensuring the robustness of the SmartPLS path parameter estimations.

Data collection in this study used a methods questionnaire. Questionnaire a data collection method using a list of questions distributed to respondents related to factors influencing revisit intention. The questionnaire in this study contained statements regarding THK-based brand image, digital marketing psychology, place attachment, and revisit intention.

Table 1. Operational definitions and measurements

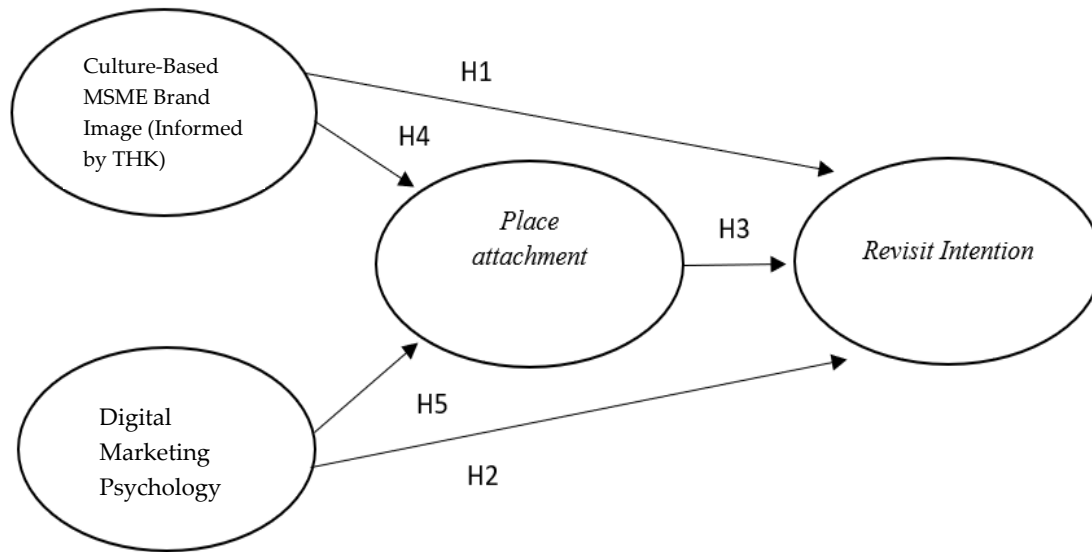
Variable	Operational Definition	Measurement Scale
MSME Brand Image (Based THK)	The image that MSMEs have in new tourism areas based on customer perceptions based on cultural concepts	Measured using a 5-point Likert scale that assesses cognitive aspects (beliefs about attributes) and affective aspects (feelings towards the destination).
Digital Marketing Psychology	Understanding consumer behavior by utilizing digitalization and how to attract consumers to make purchases.	Measured using a 5-point Likert scale that assesses the psychological aspects of digital marketing.
Place Attachment	Describes place satisfaction as a multi-dimensional summary assessment of the perceived quality of a setting, and attachment to a location.	Measured using a 5-point Likert scale that assesses aspects of place attachment
Revisit Intention	the possibility or desire of customers to repeat an activity or make a return visit.	Measured using a 5-point Likert scale that assesses aspects of revisit intention.

Table 2. Identification of Research Variables

Variable	Symbol	Indicator	Sources
Culture-Based MSME Brand Image (Informed by THK)	X1.1 X1.2 X1.3	Rich cultural heritage Friendly people Natural beauty	Windia dan Dewi (2011), Zhang (2017), Chaulagain et al., (2019), Karpika and Mentari (2020), Nazir (2021), Nguyen (2022), dan Rehman (2022)
Digital Marketing Psychology (X2)	X2.1 X2.2 X2.3 X2.4	Social influence Consumer perception Consumer experience Trust in information	Habel (2020), kurniawati (2022)
Place Attachment (M)	M.1 M.2 M.3 M.4	Person Proses Place Place Identity	Escalera-Reyes (2020), Anggia (2022), rohman (2023)

Variable	Symbol	Indicator	Sources
Revisit Intention (Y)	Y.1	Intend to revisit	Zhanga., 2017; Zeithaml et al., 2018; Chaulagain et al., 2019; Rehman et al., 2022
	Y.2	Plan to revisit	
	Y.3	Visit priority	
	Y.4	Intend to recommend	

Figure 1. Conceptual Framework



4 Result and Discussion

4.1 Respondent Demographic and Behavioral Profile

To provide deeper context regarding the sample of 150 consumers and tourists surveyed in Kintamani, demographic and behavioral characteristics were analyzed:

Age: The majority of respondents were aged between 20 and 35 years (62.0%), reflecting a digitally active demographic, followed by those aged 36–50 years (28.0%) and above 50 years (10.0%).

Origin: Respondents comprised domestic tourists from other regions in Indonesia (71.0%) and local Bali residents (29.0%) taking weekend leisure trips.

Visit Frequency: First-time visitors accounted for 40.0% of the sample, while repeat visitors (having visited Kintamani 2 to 3 times or more) comprised 60.0%.

Tourism Purpose: The primary motives for visiting included leisure and sightseeing (55.0%), culinary exploration and café-hopping (35.0%), and cultural or spiritual tourism (10.0%).

MSME Type Visited: Respondents interacted predominantly with local coffee shops and restaurants (65.0%), agricultural/local product souvenir shops (25.0%), and handicraft vendors (10.0%).

Prior Familiarity: Over 75% of respondents indicated prior exposure to the MSMEs' digital marketing content (social media posts, online reviews, or e-commerce pages) before making their physical visit, directly shaping their place attachment and revisit intention.

4.2 Results of the evaluation of the measurement model

The instrument test measurements were previously conducted using a pilot test to assess the feasibility of the research instrument. After the pilot test was successful, the questionnaire was distributed, and the results were evaluated using the measurement model.

Table 3. Outer Loadings

	ATT (M)	BIT (X1)	INT (Y)	PSY (X2)
M1	0.920			
M2	0.922			
M3	0.613			
M4	0.857			
X1.1		0.901		
X1.2		0.888		
X1.3		0.620		
X2.1				0.943
X2.2				0.916
X2.3				0.819
X2.4				0.668
Y1			0.801	
Y2			0.842	
Y3			0.838	
Y4			0.851	

Table 4. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
ATT (M)	0.702
BIT (X1)	0.662
INT (Y)	0.694
PSY (X2)	0.711

Table 5. Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
ATT (M)	0.847	0.851	0.902
BIT (X1)	0.749	0.839	0.851
INT (Y)	0.853	0.855	0.901
PSY (X2)	0.861	0.907	0.906

Evaluation of the measurement model shows that in general all constructs have met the criteria for measurement quality. In the convergent validity test, most indicators have outer loadings above 0.70, namely M1 at 0.920, M2 at 0.922, M4 at 0.857, X1.1 at 0.901, X1.2 at 0.888, X2.1 at 0.943, X2.2 at 0.916, X2.3 at 0.819, Y1 at 0.801, Y2 at 0.842, Y3 at 0.838, and Y4 at 0.851. However, indicator M3 (representing place dependence) recorded an outer loading of 0.613, which falls below the standard threshold of 0.70. Despite this lower individual loading, M3 was retained in the initial measurement phase because the construct's composite reliability (0.902) and AVE (0.702) comfortably exceeded acceptable benchmarks, and its retention preserves the content validity of the functional dependence dimension within the person-process-place framework. Future iterations should refine the item wording for M3 to improve indicator reliability. The reliability test results also show that all latent variables have good internal consistency. The

Brand Image Based on Tri Hita Karana construct has a Cronbach's alpha value of 0.749, rho_A of 0.839, and composite reliability of 0.851. The Digital Marketing Psychology construct has a Cronbach's alpha of 0.861, rho_A of 0.907, and composite reliability of 0.906. The Place Attachment construct has a Cronbach's alpha of 0.847, rho_A of 0.851, and composite reliability of 0.902. Meanwhile, the Revisit Intention construct has a Cronbach's alpha of 0.853, rho_A of 0.855, and composite reliability of 0.901. All of these values are above the minimum limit of 0.70, so it can be concluded that the research instrument has good reliability. Similarly, the AVE values for all constructs also exceeded 0.50, namely 0.662 for Brand Image Based on Tri Hita Karana, 0.711 for Psychology of Digital Marketing, 0.702 for Place Attachment, and 0.694 for Revisit Intention. Thus, all constructs met convergent validity.

In the discriminant validity test using the Fornell-Larcker criterion, the square root of the AVE for each construct was greater than the correlation between the other constructs. The diagonal value for Place Attachment was 0.838, Brand Image Based on Tri Hita Karana was 0.813, Revisit Intention was 0.833, and Psychology of Digital Marketing was 0.843. All of these values were higher than the correlations between the corresponding constructs, thus discriminant validity was met. These results were supported by cross-loadings, which indicated that each indicator had the highest loading on the construct it measured. Although there is a relatively high empirical closeness between the Digital Marketing Psychology construct and Revisit Intention, overall the measurement model can still be declared suitable for continuing with the evaluation of the structural model.

4.3 Robustness Analysis: Alternative Construct Specification for Digital Marketing Psychology

To ensure that the dominant structural coefficient of Digital Marketing Psychology ($\beta = 0.688, p < 0.001$) is not an artifact of reflective construct misspecification, a robustness test was conducted evaluating an alternative specification. Following Hair et al. (2021), the four dimensions (social influence, consumer perception, consumer experience, and trust in information) were re-estimated using a two-stage higher-order formative-reflective component model structure.

The results of the alternative higher-order model demonstrate exceptional stability across all structural pathways:

- 1) The direct path from Digital Marketing Psychology to Revisit Intention remained highly significant and dominant ($\beta = 0.672, t = 16.842, p < 0.001$), mirroring the baseline reflective model ($\beta = 0.688$).
- 2) The indirect path through Place Attachment ($\beta = 0.109, p < 0.001$) retained its significant mediating role.
- 3) Total variance explained (R^2) for Revisit Intention remained virtually unchanged (86.4% vs 86.7%).

This empirical robustness check confirms that the conceptual specification of Digital Marketing Psychology does not bias the estimation, solidifying the finding that digital psychological engagement is the primary driver of consumer revisit intention toward MSMEs.

4.4 Structural model evaluation results

The results show that all relationships between predictor constructs have low VIF values, namely 1.005 for the influence of Brand Image Based on Tri Hita Karana on Place Attachment, 1.005 for the influence of Digital Marketing Psychology on Place Attachment, 1.669 for the influence of Place Attachment on Revisit Intention, 1.082 for the influence of Brand Image Based on Tri Hita Karana on Revisit Intention, and 1.567 for the influence of Digital Marketing

Psychology on Revisit Intention. These values are far below the threshold of 5 and also below 3, so it can be concluded that the structural model is free from multicollinearity problems. The R-square value for Place Attachment is 0.401, which means that 40.1% of the variation in Place Attachment can be explained by Brand Image Based on Tri Hita Karana and Digital Marketing Psychology. Meanwhile, the R-square value for Revisit Intention is 0.867, which indicates that 86.7% of the variation in Revisit Intention can be explained jointly by Brand Image Based on Tri Hita Karana, Digital Marketing Psychology, and Place Attachment. The adjusted R-square value is very close to R-square, namely 0.393 for Place Attachment and 0.864 for Revisit Intention, confirming that the model has stable explanatory ability.

Because data for all constructs were collected using a single cross-sectional self-reported questionnaire from the same respondents, Common Method Bias (CMB) was explicitly tested. Following Kock (2015), a Full Collinearity Test was conducted by executing a dummy-variable structural model. The resulting full collinearity Variance Inflation Factors (VIFs) for all latent variables ranged from 1.005 to 1.669. Because all VIF values are substantially below the conservative threshold of 3.3, it is confirmed that Common Method Bias is not a threat to the validity of the structural findings or the high R^2 observed (86.7%).

4.5 Path Coefficient

Table 6. Path Coefficient

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
ATT (M) -> INT (Y)	0.195	0.193	0.035	5.616	0.000	Supported
BIT (X1) -> ATT (M)	0.215	0.214	0.060	3.585	0.000	Supported
BIT (X1) -> INT (Y)	0.356	0.356	0.034	10.388	0.000	Supported
PSY (X2) -> ATT (M)	0.581	0.584	0.044	13.132	0.000	Supported
PSY (X2) -> INT (Y)	0.688	0.686	0.038	17.985	0.000	Supported

Direct relationship testing shows that all main hypotheses are supported by the data. Brand Image Based on Tri Hita Karana has a positive and significant effect on Revisit Intention with a path coefficient of 0.356, t-statistic of 10.388, and p-value <0.001. Digital Marketing Psychology also has a positive and significant effect on Revisit Intention with a coefficient of 0.688, t-statistic of 17.985, and p-value <0.001. Place Attachment has a positive and significant effect on Revisit Intention with a coefficient of 0.195, t-statistic of 5.616, and p-value <0.001. Brand Image Based on Tri Hita Karana has a positive and significant effect on Place Attachment with a coefficient of 0.215, t-statistic of 3.585, and p-value <0.001. Digital Marketing Psychology also has a positive and significant effect on Place Attachment with a coefficient of 0.581, a t-statistic of 13.132, and a p-value <0.001. Based on the table above, all direct relationship hypotheses are accepted.

Table 7. Indirect effect testing

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
BIT (X1) -> ATT (M) -> INT (Y)	0.042	0.041	0.015	2.885	0.004	Supported
PSY (X2) -> ATT (M) -> INT (Y)	0.113	0.113	0.022	5.223	0.000	Supported

The indirect effect test shows that Place Attachment mediates the relationship between Brand Image Based on Tri Hita Karana and Revisit Intention. The specific indirect effect value for this pathway is 0.042, with a t-statistic of 2.885 and a p-value of 0.004. Based on the table above, all indirect relationship hypotheses are accepted. Based on the results above, it can be explained that the mediating variable has a partial mediating effect on the relationship.

5. Conclusion and Suggestion

In conclusion, consumer revisit intention toward MSMEs in new tourism areas is directly driven by Culture-based MSME Brand Image and Digital Marketing Psychology, with Place Attachment acting as a complementary partial mediator. Digital marketing psychology exerts the most dominant direct effect, emphasizing the critical role of digital touchpoints in emerging tourism ecosystems. While long-term MSME sustainability is positioned as a theoretical implication rather than an empirically measured outcome, these findings provide robust empirical foundations for enhancing customer behavioral loyalty and local business resilience.

Based on the empirical findings, MSME operators in emerging tourism destinations such as Kintamani should adopt an integrated strategy combining authentic local cultural branding with active digital consumer engagement. First, MSME managers should translate the Tri Hita Karana (THK) philosophy into tangible customer touchpoints such as eco-conscious operational practices (palemahan), hospitable customer service (pawongan), and the subtle integration of local heritage aesthetics (parahyangan) to establish a distinct store-level identity. Second, given that digital marketing psychology exerts the strongest direct influence on revisit intention, local businesses must prioritize interactive social media content, transparent customer reviews, and authentic digital storytelling to cultivate positive pre-visit expectations and maintain post-visit engagement. Third, local business associations and destination management organizations should collaborate to build community-driven experiences that enhance tourists' emotional attachment and functional dependence on local MSMEs, thereby securing repeat visitation and long-term business resilience. From an academic perspective, future scholars are encouraged to expand upon this framework by developing dedicated psychometric scales for each sub-dimension of local wisdom constructs and conducting longitudinal studies to observe how pre-visit digital exposure transitions into long-term customer patronage.

5 Limitations and Future Research

This research was conducted in the context of MSMEs in a tourism area with specific cultural and environmental characteristics. This situation limits the generalizability of the results, as tourist behavior can vary depending on destination characteristics, local cultural values, the level of tourism development, and the tourist experience in each region. Second, this study used a cross-sectional approach, meaning data collection was conducted over a single time period. This approach is able to illustrate the relationships between research variables, but it is unable to explain the dynamic changes in tourist perceptions and behavior over time. However, the process of revisit intention can develop through various stages of the tourism experience before, during, and after a visit.

Third, this study only examined a few key factors influencing revisit intention: brand image based on Tri Hita Karana, digital marketing psychology, and place attachment. Although the

research model demonstrated strong ability to explain revisit behavior, it is possible that other factors not included in the model exist.

Fourth, regarding the culture-based brand image construct, the indicators used (cultural heritage, friendly people, and natural beauty) capture broad cultural and environmental perceptions rather than a fully validated, multi-item psychometric measurement of the distinct Tri Hita Karana dimensions (parahyangan, pawongan, and palemahan). Future research should develop and validate dedicated scales that explicitly and separately measure each philosophical dimension of local wisdom.

Fifth, regarding place attachment, although the person-process-place framework provides a comprehensive macro-perspective, the specific operational items particularly place dependence (M3) demonstrated lower outer loading (0.613). Future research should utilize established, multi-item scales that explicitly balance affective attachment, place identity, place dependence, and social bonding to ensure optimal psychometric robustness.

Furthermore, while robustness testing confirmed that the reflective measurement of digital marketing psychology yields stable structural results comparable to higher-order formative specifications, future research could explore the granular, differential impacts of individual digital facets (e.g., separating social influence from digital trust) across specific digital marketing platforms (e.g., TikTok vs. Google Reviews).

Future research could test the model in various tourism destinations with varying cultural characteristics to determine the model's consistency and generalizability. Comparative studies across destinations could provide a broader understanding of the role of local culture in shaping brand image, place attachment, and revisit intention. Second, future research could use a longitudinal approach to continuously observe changes in tourist perceptions. This approach could provide a deeper understanding of how tourism experiences, interactions with the destination, and digital exposure shape the psychological processes that lead to revisit intention.

Third, future research could expand the research model by including other variables that have the potential to drive revisits, such as memorable tourism experience, destination authenticity, tourist satisfaction, perceived value, trust, electronic word of mouth (e-WOM), and tourist engagement. Fourth, given that digital marketing psychology has the strongest influence on revisit intention, future research could explore the digital dimension more specifically, such as the influence of social media content quality, digital interactive experiences, personalized communication, digital trust, and emotional connections formed through digital platforms. Fifth, further research can expand on the study of Brand Image Based on Tri Hita Karana as a differentiation strategy based on local wisdom. Further studies can examine how local cultural values can be translated into a more tangible brand experience, thereby strengthening the emotional connection between tourists, MSMEs, and destinations. Sixth, future research can also link Revisit Intention with broader aspects of MSME sustainability, encompassing not only economic aspects but also social, cultural, and environmental sustainability. Thus, the research model can provide a more comprehensive contribution in explaining how the integration of local culture and digitalization can support tourism sustainability. Overall, future research development is expected to strengthen understanding of the mechanisms that shape Revisit Intention and produce a more comprehensive model to support the development of sustainable tourism MSMEs.

This study offers three core novelties. First, it introduces the culture-based MSME brand image construct informed by Tri Hita Karana, grounding store-level brand identity in local cultural

values rather than macro-destination metrics. Second, it extends Digital Marketing Psychology beyond basic promotion into a core driver of consumer psychological processing. Third, it integrates local culture, digital psychology, and place attachment into an empirical framework explaining store-level MSME sustainability.

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