Determinants of revisit intention on rafting tourism in Bali mediated by trust and brand love

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A B S T R A C T

This research used a quantitative method designed based on positivism to examine the determinants of revisit intention on rafting tourism MSMEs in Bali Mediated by trust and brand love. Data were collected from 328 Indonesian Tourists with rafting history using questionnaires. The data collected were descriptively and inferentially analyzed using SPSS_29 and SEM with SmartPLS_3 software, respectively. The results showed that 1) The effect of Attitude, perceived risk, trust, and brand love, on revisit intention had a positive significant, while the effect of service quality had a positive insignificant; 2) Trust is positively and significantly influenced by attitudes, service quality, and perceived risk; 3) brand love is positively and significantly influenced by attitude; 4) Trust is able to partially mediate the influence of attitude, perceived risks, on revisit intention, while on the effect of service quality on the revisit intention is full mediation; 5) Brand love plays a role in mediating influence of attitude towards revisit intention. Theoretically, contributed to the enrichment of the Theory of Planned Behavior, Experiential Marketing, and Risks. In conclusion, practical implications are needed to educate managers on how to make rafting very memorable, hire guides who master the terrain, determine affordable prices, manage brand, and make rafting tours in Bali more attractive to increase intention to revisit. Practical implications for local governments for the accuracy of data on the number of visits require an integrated and connected system, as well as the need for guaranteed protection and security for tourists.

1. Introduction

The sustainable preservation of cultural richness and traditions are some of the advantages of Bali as a superior tourism destination. Characteristics, such as effective air circulation, adequate sunlight, not dense population, and open green space, make it an ideal alternative for tourists searching for low COVID-19 risk places. Tourists can engage in various outdoor activities, such as nature excursions, ecotourism, wellness retreats, and adventure tourism. In 2021, Tripadvisor, a travel company site based in the United States, ranked Bali as the world's best destination (Ramadhian & Prasetya, 2021), and most popular tourist destination in Asia and fourth in the world in 2022 (Fajriah, 2022). These awards were given as a reflection of the unique appeal and potential of Bali to tourists. Adventure tourism is one of the alternative tours that are in great demand by tourists, and organizing it is costly due to the complexity associated with the preparation process and enhanced security. According to the Chairman of the Indonesian Rafting Federation (FAJI), Amalia Yunita, adventure tourism attracts rich tourists with a growing interest in travel, which benefits the local economy (Ramadhian & Cahya, 2020). Adventure tourism activities in Bali provide unique and thrilling experiences, which sets it apart as an exciting vacation place. The trend of adventure tourism activities in Bali for Indonesian tourists has increased, with a rise in rafting tours. According to data from the Bali Adventure Tour in 2022, of the twenty popular adventure activities in Bali, rafting in Gianyar and Karangasem Regencies ranks first (Suadnyana, 2023). Tripadvisor also stated that Ubud rafting tour is a favorite tourist destination and ranks two out of four

hundred adrenaline-boosting and extreme tours in Bali (Tripadvisor.co.id, 2023). The Covid-19 pandemic, which affected 146 countries by mid-March 2020 (Kluge et al., 2020), significantly impacted the Asia-Pacific region, and this led to loss of travel revenue estimated between $300 billion to $500 billion (Yu et al., 2021). The pandemic severely affected micro, small, and medium-sized businesses (Wijaya & Rahmayanti, 2023) and altered travel plans, thereby leading to a significant decline in both foreign and Indonesian tourist arrivals to Bali from 2020 up to early 2023. The shift in travel patterns hit the tourism sector hard, affecting businesses that focused more on foreign tourists, even some of the tourism sector businesses especially rafting MSMEs in Bali have gone bankrupt. Table 1 is detailed data on Indonesian tourist visits to Bali (Bali, 2023).

Table 1

Number of Indonesian Tourist Visits to Bali

year	2019 (people)	2020 (people)	2021 (people)	2022 (people)	2023 (people)
TOTAL	10.545.039	4.596.157	4.301.592	8.052.974	9.877.911
Growth (%)		-56,41	-6,41	87,21	22,66

Preliminary research has been carried out to confirm the problems that arise regarding Indonesian tourists' intention to make a repeat visit. Interviews were held with 30 Indonesian tourists who participated in rafting activities in Kedewatan-Ubud, Bali, Indonesia, in early May 2022. Questions submitted directly to respondents are shown in Table 2.

Table 2

Preliminary Research Results

No	Question	Purpose	Yes	No
1	Do you experience pleasure and happiness while rafting?	To find out attitude of respondents towards rafting tourism	30	0
2	Are you satisfied with service provided by rafting manager?	To find out respondents' perceptions of quality of rafting management service	30	0
3	Are you not afraid of risk associated with rafting?	To find out respondents' responses to risk perception during rafting activities	7	23
4	Do you believe you will get what we promised?	To get feedback on respondents' trust in rafting managers	30	0
5	Do you feel happy rafting in Bali?	To know the tourists, love for rafting in Bali (Brand Love)	30	0
6	Would you like to go rafting again?	To find out intention of revisiting respondents for rafting tours	19	11

Respondents expressed a preference for rafting tours in Bali compared to other areas despite the expensive cost. This suggests that the respondents contributing to an increase in brand love for rafting is characterized by being friendly, honest, and serviceable.

The inconsistencies in the results of preliminary research on the influence of attitude toward revisit intention (Foroudi et al., 2021; Harahap & Dwita, 2020; Hasan et al., 2020; Intayos et al., 2021; Liao et al., 2021) stated a positive significant effect. However, a non-significant positive influence was obtained in the research by (Abbasi et al., 2021). Similarly, (Jansri et al., 2020; Lai et al., 2020) finding that the revisit intention is influenced by the quality of service with a positive and significant impact, while (Abbasi et al., 2021; Hasan et al., 2020) reported no significant influence. In terms of risk perception, (Cong, 2021; Jun, 2020; Nazir et al., 2021; Van et al., 2020; Viet et al., 2020) stated a negative and significant effect, while (Abbasi et al., 2021; Islam et al., 2020; Ventre & Kolbe, 2020) reported a negative and insignificant effect.

The inconsistencies in preliminary research motivated the evaluation of this research to 1) examine existing business issues, 2) Fill the gap in revisit intentions related to attitudes, service quality, and perceived risk, 3) develop a model to be more comprehensive with exogenous variables of attitude. These include service quality and perceived risk, mediation variables of trust and brand love as well as endogenous variables of revisiting intent, according to the Theory of Planned Behavior (TPB), Experiential Marketing, also Risk.

2. Literature review

2.1 Theory of planned behavior (TBP)

TPB is highly regarded as a foundational theory for understanding the behavioral attitude of consumers intending to revisit a destination. It posits that a person's attachment to a visited destination stems from evaluations grounded in logic, emotions, and actions. This includes the person's trust in what to receive and confidence in the destination manager's ability to provide service (Abbasi et al., 2021; Hasan et al., 2020; Intayos et al., 2021).

2.2 Theory of Experiential Marketing

The relevance of the Theory of Experiential Marketing is to explain service quality1 and brand love variables, using five dimensions from Schmitt (Schmitt, 1999). This framework allows Indonesian tourists to provide an assessment by comparing expectations with what is obtained during rafting activities in Bali. The concept of service quality is examined using the RATER concept from Parasuraman (Parasuraman et al., 1985), and brand love is assessed and perceived based on 1) sensory dimensions comprises the five senses, 2) feeling dimensions such as mood and emotions, 3) cognitive dimensions based on knowledge and

experience to provide rational judgments, 4) action dimensions based on real behavior resulting from a decision, and 5) the relational dimension based on conformity to the social life of the individual (Choi et al., 2023; Dass et al., 2021).

2.3 Risk theory

The relevance of Risk Theory is adventure tourism such as rafting, which is a tour full of challenges and risk. Risk is described as an anticipation from consumers of negative consequences that may occur related to rafting tours conducted (Ebert & Morreau, 2023; Johnson & Staveley-O'Carroll, 2020; Savard, 2022).

2.4 Revisit Intention

Revisit intention is the strong desire of a person to transact again because of attachment to the destination (Abbasi et al., 2021; Cong, 2021; Harahap & Dwita, 2020; V. Kumar & Kaushik, 2020; Nazir et al., 2021).

2.5 Attitude

Attitude is a person's evaluation of an object such as logic, feelings, and actions (Abbasi et al., 2021; Yang & Ahn, 2020).

2.6 Service quality

Service quality is a customer's assessment of perceived service on the performance of tourist destination managers (Abbasi et al., 2021; Lai et al., 2020).

2.7 Received Risk

Perceived risk is the possibility of negative impacts on purchases made by someone such as financial, psychological, physical, and social risk (Abbasi et al., 2021; Cong, 2021; Jun, 2020; Sin & Ismail, 2021).

2.8 Trust

Trust of each visitor is rooted in the destination managers' capability to provide the desired service (Asti et al., 2021; Kalia et al., 2021).

2.9 Brand Love

Indonesian tourist emotional attachment to rafting tourist destinations (Kumar et al., 2021; Verma, 2021).

2.10 Research concept framework

Based on the explanation above, tourists determine to revisit a place based on attitude, service quality, perceived risk, mediation of trust, and brand love. The relationship between the cause-and-effect factors of revisit intention is presented in Fig. 1.
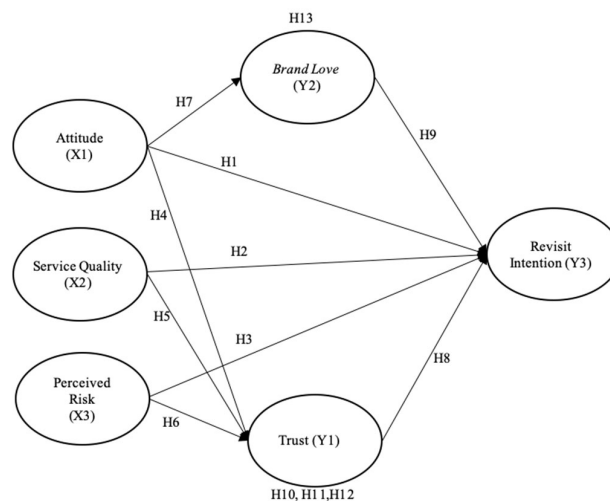
Fig. 1. The Framework of Research Conceptual

3. Hypothesis development

The research hypothesis can be formulated as follows.

H_1: *The effect of attitude on revisit intention has a positive significance.*
H_2: *The effect of service quality on revisit intention has a positive significance.*
H_3: *The effect of perceived risk on revisit intention has a negative significance.*
H_4: *The effect of attitude on trust has a positive significance.*
H_5: *The effect of service quality on trust has a positive significance.*
H_6: *The effect of perceived risk on trust has a negative significance.*
H_7: *The effect of attitude on brand love has a positive significance.*
H_8: *The effect of trust on revisit intention has a positive significance.*
H_9: *The effect of brand love on revisit intention has a positive significance.*
H_{11}: *Trust can significantly mediate the effect of service quality on revisit intention.*
H_{12}: *Trust can significantly mediate the effect of perceived risk on revisit intention.*
H_{13}: *Brand Love can significantly mediate the effect of attitude towards revisit intention.*

4. Research method

This study used quantitative methods, with questionnaires as a data collection tool distributed in Badung, Gianyar, and Karangasem regencies, Bali Province – Indonesia. The collected data is then analyzed using SPSS and SEM statistical tools. These three locations were chosen due to the presence of rafting tourism. The exogenous variables used in this research consist of attitude (X1), service quality (X2), and perceived risk (X3), while the endogenous variables are trust (Y1), brand love (Y2), and revisit intention (Y3). The target population comprises Indonesian tourists who have participated in rafting activities in Bali, as determined using the non-probability sampling method. The sample size comprises 5 to 10 respondents x 46 indicators (Hair Jr et al., 2019), culminating in a range of 230 to 460 respondents to obtain 328 respondents. This is in accordance with data on the number of rafting operators still actively operating in three districts, as shown in Table 3.

Table 3
Number of Rafting Operators

No	Regency	Sum	Percentage (%)	Sample Size
1	Badung	1	4.3	14
2	Gianyar	16	69.6	227
3	Karangasem	6	26.1	87
	Total	23	100	328

Descriptive statistics are used to analyze the collected data through tables of indicators or variables that affect the variables studied. This calculation was performed based on the answer choices provided by respondents, by summing the outcomes of each indicator.

$$\text{Level of interval} = \frac{\text{Highest Value - Lowest Value}}{\text{Number of Statement/Question Criteria}} = \frac{5-1}{5} = 0.8.$$

After obtaining the average values and discerning the answers, the results are further interpreted using continuum table tools as follows (Hilbert et al., 2022):

Table 4
Category Interval

Scale	Category	
	PR, TR, BL, RI	AT, SQ
4.20 – 5.00	Very high	Very good
3.40 – 4.19	High	Good
2.60 – 3.39	Moderately high	Good enough
1.80 – 2.59	Low	Bad
1.00 – 1.79	Very low	Very bad

AT: Attitude SQ: Service Quality RP: Perceived Risk TR: Trust BL: Brand Love RI: Revisit Intention

To answer the research question, SEM method is used to analyzed the collected data, using both a variance-based and component-based method with the version 3 of SmartPLS software

5. Results and discussion

5.1 Characteristics of respondents

As seen in Fig. 2, the 328 respondents' profiles are broadly summarized based on a number of variables, including sex, age, and monthly income.
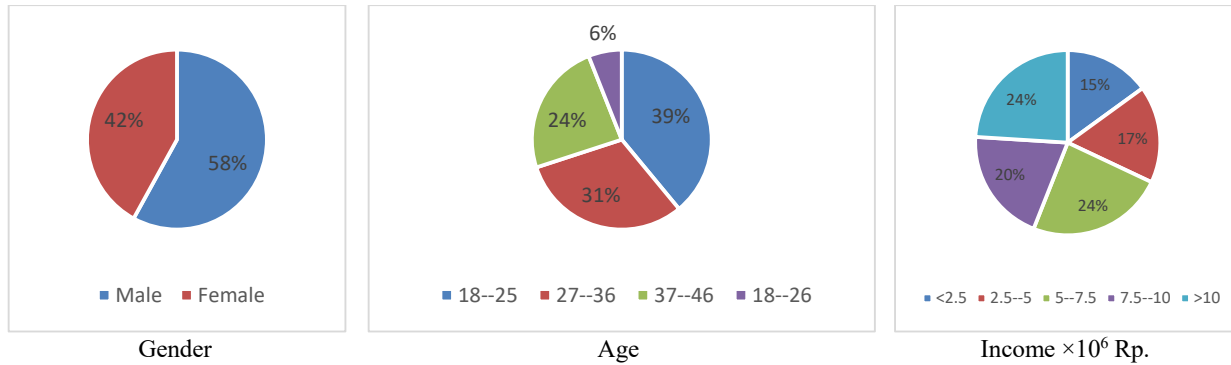
Fig. 2. Characteristics of respondents

5.2 Results

To describe the research variables, examine the picture of each variable seen from the frequency distribution and the average value of respondents' answers to the statements of the variables studied used descriptive statistical analysis. The variables used include attitude (X1), service quality (X2), perceived risk (X3), trust (Y1), brand love (Y2), and revisit intention (Y3). Table 5 provides a detailed interpretation of each variable.

Table 5

Respondents' Answer Frequency

Variables	Average Score	Note
X1 Attitude	4.52	very good
X2 Service Quality	4.53	very good
X3 Perceived Risk	4.14	high
Y1 Trust	4.42	very high
Y2 Brand Love	4.16	high
Y3 Revisit Intention	4.21	very high

Table 5 shows that attitude and service quality variables both are in a very good category with an average score of 4.52 and 4,53. Perceived risk variable was rated high with an average score of 4.14, while trust variable was in the very high category with average score of 4.42. With an average score of 4.16, brand love variable in the high category, as opposed to revisit intention variable with an average score of 4.21 in the very high category. The results of SEM Algorithm data processing with PLS software are shown in Fig. 3.
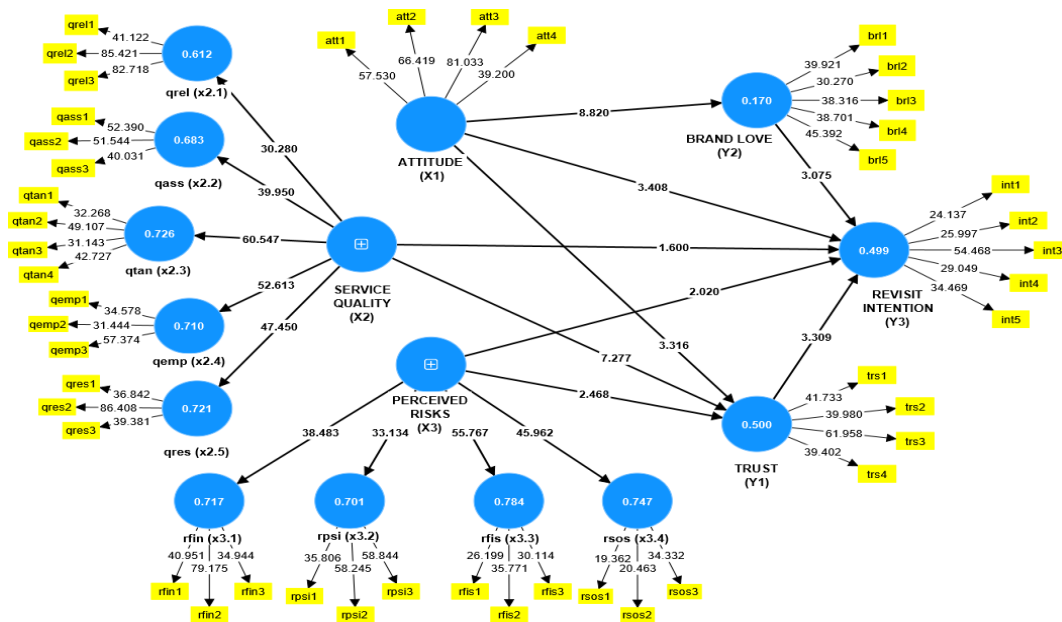

Fig. 3. Output Algorithm Smart PLS (Loading Factor and Standardize Beta)

All indicators of the variables have a *loading factor (original sample)* above 0.7 with a t-statistic > 1.960 and a p-value < 0.05, which shows all valid indicators reflect its construct. Similarly, all service quality and perceived risk have a *loading factor (original sample)* above 0.7 with *coefficient* > 0.7, t-statistics > 1.960, and probability values < 0.05, indicating that all valid dimensions reflect the construct in the second order. All valid indicators *convergently* reflect the variables in *the first*

and *second order*, qualifying all data for further analysis according to the PLS structural model's empirical data analysis outcomes. *The highest loading factor* value on tourist attitudes towards *rafting* tourism in Bali is in a very interesting indicator ($X_{1.3}$) with a value of 0.929. For service quality, *the highest loading factor* is the guide indicator providing a fast response ($X_{2.5.2}$) with a value of 0.921. In risk perception variables, the "inducing feelings of anxiety" indicator ($X_{3.2.2}$) had the *highest loading factor* at 0.914. *The highest loading factor* value in the trust variable is the indicator of believing that destination managers will keep promises ($Y_{1.3}$), with a value of 0.895. *Brand love variable, an* indicator of feeling extraordinary conducting *rafting tours* in Bali ($Y_{2.4}$), has 0.875 for loading factor of. Finally, the highest *loading factor* value of the variable revisit intention of Indonesian tourists is the indicator that will make this place the main choice ($Y_{3.3}$), with a value of 0.855.

Table 6
Path Coefficients

Hypothesis	Correlation Between Variables	Path Coefficient	t- statistics	P value	Note
H1	Attitude (X1) → Revisit Intention (Y3)	0.225	3.408	0.001	Sig
H2	Service Quality (X2) → Revisit Intention (Y3)	0.113	1.600	0.110	Non-Sig
H3	Perceived Risk (X3) → Revisit Intention (Y3)	0.098	2.020	0.043	Sig
H4	Attitude (X1) → Trust (Y1)	0.219	3.316	0.001	Sig
H5	Service Quality (X2) → Trust (Y1)	0.486	7.277	0.000	Sig
H6	Perceived Risk (X3) → Trust (Y1)	0.132	2.468	0.014	Sig
H7	Attitude (X1) → *Brand Love* (Y2)	0.412	8.820	0.000	Sig
H8	Trust (Y1) → Revisit Intention (Y3)	0.285	3.309	0.001	Sig
H9	Brand Love (Y2) → Revisit Intention (Y3)	0.193	3.075	0.002	Sig
H10	Attitude (X1) → Trust (Y1) → Revisit Intention (Y3)	0.062	2.269	0.023	Sig
H11	Service Quality (X2) → Trust (Y1) → Revisit Intention (Y3)	0.139	2.977	0.003	Sig
H12	Perceived Risk (X3)→ Trust (Y1) → Revisit Intention (Y3)	0.038	2.112	0.035	Sig
H13	Attitude (X1) → Brand Love (Y2) → Revisit Intention (Y3)	0.080	2.791	0.005	Sig
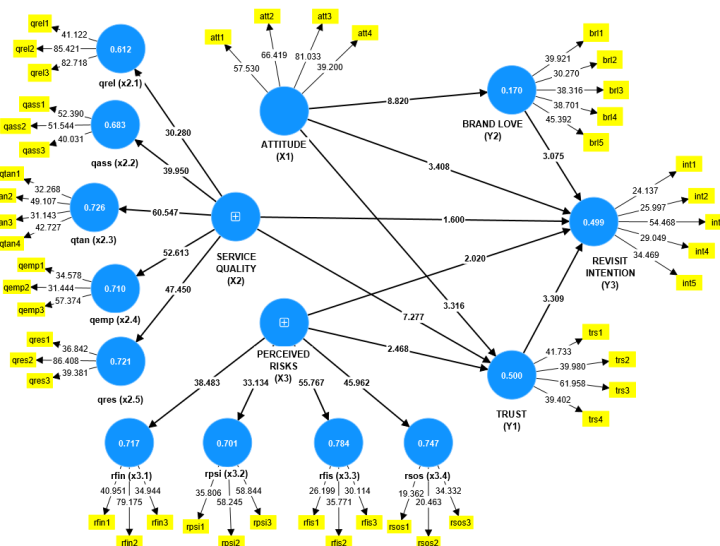
Fig. 4. Coefficient t-Statistics Model Bootstrapping

Based on Figure 4 and Table 6, hypothesis 1 to 9 were tested on the effect of Attitude, Service Quality, Perceived Risk on Trust, Brand Love, and Revisit Intention.

In testing the hypothesis 1 (H1), the magnitude of the path coefficient (β_1), t $_{count}$, and p$_{-value}$ were 0.225, 3.408, and 0.001, respectively. The path coefficient (β_1) of 0.225 means that there is a positive influence of attitude towards revisit intention, while the coefficient t $_{count}$ and p$_{-value}$ of 3.408 > 1.96 and 0.001 < 0.05 mean that the effect is significant. The hypothesis that attitude has a positive significant effect on revisit intention is ascertained. The better the attitude, the higher the revisit intention.

In testing the hypothesis 2 (H2) magnitude of the path coefficient (β_2), t $_{count}$ and p$_{-value}$ are 0.113, 1.600 and 0.110. The path coefficient (β_2) of 0.113 means there is a positive influence. Meanwhile, the coefficient t $_{count}$ and p$_{-value}$ of 1.600 < 1.96 and 0.110 > 0.05 mean that the effect is insignificant. The hypothesis 2 that service quality has a positive significant effect on revisit intention cannot be supported by this analysis. This shows that, while the quality of services given by rafting firms improves, tourists' intentions to return do not necessarily increase.

In testing the hypothesis 3 (H3), the magnitude of the path coefficient (β_3), t $_{count}$, and p$_{-value}$ are 0.098, 2.020, and 0.043. Path coefficient (β_3) of 0.098 means it has a positive influence. Meanwhile, the calculated t coefficient of 2.020 >1.96 and p $_{value}$

0.043 < 0.05 means that the effect is significant. Hypothesis 3 stated that perceived risk has a negative and significant effect on revisit intention is not verified. This is because the higher the perceived risk, the greater the intention to revisit.

In testing the hypothesis 4 (H4) the influence of attitude on trust, the magnitude of the path coefficient (β_4), t_{count}, and p_{value} are 0.219, 3.316, and 0.001. The path coefficient ($\beta4$) of 0.218 means that there is a positive influence of attitude towards trust of 0.219. Meanwhile, the calculated t-coefficient and p-values of 3.316 > 1.96 and 0.001 < 0.05 mean that the influence of attitude toward trust is significant. It might be explained that hypothesis 4 is accepted, it means that a better attitude will increase trust.

The hypothesis 5 (H5) was evaluated using path coefficient (β_5), t_{count}, and p_{value} of 0.486, 7.277, and 0.000, respectively. A path coefficient ($\beta5$) of 0.486 means that trust is positively impacted by service quality at 0.486. The coefficient t_{count} and p_{value} of 7.277 > 1.96 and 0.000 < 0.05 means that the effect is significant. Therefore, it can be stated that Hypothesis 5 is accepted. This is because the better quality of service, the higher the trust.

The magnitude of the path coefficient (β_6), $t_{count, and p-value}$ of 0.132, 2.468, and 0.014, respectively to test the hypothesis 6 (H6). The path coefficient ($\beta6$) = 0.132, this means a positive effect of 0.132. The calculated t-coefficient and p-values of 2.468 > 1.96 and 0.014 < 0.05 indicate that the effect is significant. Therefore, hypothesis 6 that perceived risk has a negative and significant effect on trust is untested, because the effect of perceived risk on trust is positive and significant. This means that the higher the perceived risk, the greater the trust.

The hypothesis 7 (H7) the influence of attitude towards brand love was tested using the path coefficient (β_7), t_{count}, and p_{value} of 0.412, 8.820, and 0.000, respectively. The path coefficient ($\beta7$) of 0.412 means that there is a positive influence on attitude towards brand love of 0.412. The calculated t-coefficient and p_{value} of 8.820 > 1.96 and 0.000 < 0.05 show that the influence of attitude towards brand love is significant. Therefore, the hypothesis that attitude has a positive and significant effect on brand love is true. The better attitude, the greater brand love.

Hypothesis 8 (H8) was determined using a path coefficient, t_{count}, and p_{value} of 0.285, 3.309, and 0.001. The path coefficient ($\beta8$) of 0.285 means that the revisit intention is positively influenced of 0.285 by trust. The coefficient t_{count} and p_{value} of 3.309 > 1.96 and 0.001 < 0.05 means the effect is significant. Therefore, the hypothesis that trust has a positive and significant effect on revisit intention is true because the higher trust, the greater intention to revisit.

In testing the hypothesis 9 (H9) the magnitude of the path coefficient (β_9), $t_{count,}$ and p_{value} were 0.193, 3.075, and 0.002, respectively. The value of the path coefficient ($\beta9$) of 0.193 means a positive of 0.193. The coefficient t_{count} and p_{value} of 3.075 > 1.96 and 0.002 < 0.05 mean that the influence is significant. Therefore, the hypothesis that brand love has a positive significant effect on revisit intention is true. The higher *brand love*, the greater intention to revisit.

The hypothesis 10 (H10) obtained path coefficient (β_{10}), t-statistic, and p-values of 0.062, 2.269, and 0.023 < 0.05, respectively, show that trust is able to mediate the effect of attitude on revisit intention partially, H10 is accepted. Trust can fully mediate the effect of service quality on revisit intention, as evidenced by the path coefficient ($\beta11$), t-statistic, and p-values of 0.139, 2.977, and 0.003 < 0.05, H11 is accepted. Trust can partially mediate the effect of perceived risk on revisit intention, obtained from path coefficients (β_{12}), t-statistics, and p-values of 0.038, 2.112, and 0.035 < 0.05, H12 is accepted. The influence of attitude on revisit intention through brand love, obtained from the path coefficient (β_{13}), t-statistic, and p-value of 0.080, 2.791, and 0.005 < 0.05 means that brand love can mediate partially, H13 is accepted.

6. Discussion

6.1 Effect of attitude on revisit-intention1

In accordance with the TPB concept that attitudes as feelings of liking or disliking individuals are related to behavior (Cuy Castellanos et al., 2022). The more memorable the rafting activity, the greater the intention to visit again, in line with (Hassan et al., 2020) that the intention of returning tourists to Cox's Bazar Beach in Bangladesh is influenced by attitudes positively and significantly. Research from (Yang & Ahn, 2020) also stated that consumer behavioral intentions in traditional markets in Seoul and Gyeonggi, South Korea are positively and significantly influenced by customer attitudes. The same results were also obtained by (Harahap & Dwita, 2020), that the intention of returning tourists to Pasaman Regency tourist destinations is determined by positive and significant attitudes, in accordance with the results of research by (Sukaatmadja et al., 2022). Different results expressed by (Abbasi et al., 2021) which states that attitudes do not significantly affect travelers' intention to revisit, shows the variable nature of how attitudes can influence behavioral intentions in different contexts.

6.2 Effect of service quality on revisit intention

Although Indonesian tourists, who served as respondents, rated service quality provided by rafting operators and staff as very high it does not guarantee intention to revisit because other factors are needed. According to Seyfi, Indonesian tourists evaluate service quality through aspects such as reliability, assurance, tangibles, empathy, and responsiveness, showing a greater tolerance for lower service quality compared to foreign tourists (Seyfi et al., 2022). According to research from (Abbasi et al., 2021) obtained the same results, there is a positive and insignificant influence of the perception of service quality on the intention to revisit tourists to Penang Hill, Malaysia. In line with research (Sirimongkol, 2022) stated that the intention to revisit during the pandemic in Khon Kaen Province, Thailand was not directly influenced by the quality of restaurant service. According to research (Jasin et al., 2023) that the repurchase intention is not positively and significantly influenced by the quality of service. The results of this study do not correspond to (Ekawati et al., 2023) obtained stated that repurchase intent

is influenced by the quality of e-service positively and significantly, as well as (Jasin & Firmansyah, 2023) states the significant effect of service quality variables on buyback intent variables.

6.3 Effect of perceived risk on revisit intention

Indonesian tourists know the risks of rafting activities are high because they feel that their minds feel psychologically uncomfortable, and experience tension, but this can actually increase revisit intention. While acknowledging high risks, pursuing adventure and challenge makes the prospect of returning more attractive. Jun (2020) obtained inappropriate results, stating that while performance risk positively affects Airbnb users' intent to stay, it has a negative and significant impact on social and psychological risk. Similarly, Cong stated that perceived risk negatively and significantly influences European tourists' intention to revisit attractions in Vietnam, such as Nha Trang Bay, Vinpearl Land, and Po Nagar Cham Tower (Cong, 2021). Different results are also obtained by (Nazir et al., 2021) states that the behavioral intentions of international tourists to revisit are negatively and significantly affected by perceived risk.

6.4 Effect of attitude on trust

Results regarding the impact of attitudes on trust determined through hypothesis testing, showing a positive and significant influence of attitudes towards trust, then the hypothesis is accepted. This shows that the more memorable and very interesting the rafting activity, the higher the trust that the rafting manager is very reliable. In line with (Ha, 2020) also expressed a positive and significant influence on hedonistic and utilitarian attitudes towards the trust of commercial banks in Ho Chi Minh City in Vietnam.

6.5 Effect of service quality on trust

Indonesian tourists who experience positive experiences and emotions regarding the quality of service from rafting managers contribute significantly to increased trust. Another positive impact is the ability of the captain to steer the boat and polite behavior, which led to an increase in trust and feelings of security. These results are in line with the study (Han et al., 2021) which outlines the role of service quality in improving tourist satisfaction and rebuilding trust in autonomous regions in China except Tibet. These results are also in accordance with (Qalati et al., 2021) state that a positive and significant influence of service quality on trust in online purchase. Furthermore, Kalia et al. corroborate these results, stating that there is a positive significant effect of service quality on trust in the telecommunications sector, thereby showcasing the universal importance of service quality in fostering trust across different services (Kalia et al., 2021).

6.6 Effect of perceived risk on trust

Indonesian tourists trust the competent ability of the manager or officer to navigate the challenges and risks encountered during rafting activities. This trust is strengthened by the friendly and anticipatory nature of the Balinese people who manage and conduct the activities. However, the results obtained rejected the hypothesis proposed, thereby making it inconsistent with previous research. Liang and Chi (2021) states that trust is negatively and significantly affected by perceived risks in blockchain trading technology. Similarly, stated that privacy and security risk in smart transport apps have a negative and significant impact on trust, with privacy risk having a stronger effect (Wang et al., 2021). Huang (2021) added that the public's trust in regulators' supervision is significantly impacted negatively by risk perception, to Chinese air pollution news on the internet.

6.7 Effect of attitude on brand love

Rafting experiences in Bali captivated Indonesian tourists, leading to a deep affection for this tourism product. This positive sentiment contributed to the strong brand loyalty towards recreational activities. The results obtained are in line with the research by Navaneethakrishnan and Sathish (2020), Navaneethakrishnan and Sathish (2020) investigated love for the Amazon brand and found a strong positive and substantial relationship between brand attitude and brand love. Furthermore, Arghashi et al. (2021) investigated the effects of social media users' attitudes on brand love, finding a substantial and positive relationship between attitude and brand love among Turkish students who use Twitter, Instagram, Facebook, or Linkedin. Madadi et al. (2021) examined the effect of Hispanic-targeted advertising on brand love among undergraduates in the United States. It was reported that brand attitude significantly and positively influenced brand love for various products, including Apple watches, Toyota cars, Coca-Cola soft drinks, and Suave shampoo.

6.8 Effect of trust on revisit intention

The high level of trust experienced by Indonesian tourists during rafting, which was previously promised through social media or the company website (act dimension), greatly influenced the intention to revisit it in the future. Information conveyed through social media strengthens business networks, providing diverse customer touchpoints and enhancing engagement, thereby benefiting both companies and consumers (Muna et al., 2023). The results obtained are consistent with prior studies conducted by Jiseon Ahn & Kwon (2020), who explored how hotels in the United States effectively influenced customer patronage behavior by using trust in hotel intention. Similarly, Asti et al. (2021) found that consumer trust has a positive significant impact on purchase intention in the context of e-grocery shopping. Giantari et al. (2013), found that trust has a considerable impact on purchasing intention.

6.9 Effect of brand love on revisit intention

The positive experiences and active engagement of Indonesian tourists in rafting tourism in Bali have positively and significantly influenced intention to revisit. The findings are consistent with earlier studies carried out by (Tekbıyık & Erdoğmuş, 2020), who stated that brand love significantly influenced intention to engage in e-WOM when individuals encountered positive tweets about brand. Similarly, Joshi and Garg (2021) stated that brand love has a strong and favorable impact on loyalty intentions. The findings obtained are inconsistent with the Verma research, who stated that brand love does not directly impact purchase intent. The study, which was carried out in India, concentrated on how Indian consumers' overall brand equity and purchase intent are affected by brand engagement and love (Verma, 2021). However, the relationship between the two variables focused on the significance of consumer emotional connections with brands, fostering a sense of commitment (Harjadi et al., 2023).

6.10 The role of trust in mediating attitude on revisit intention

The role of trust serves as a mediator between attitude and revisit intention, depicting the significant role in influencing tourists' decisions. These results were based on the significant indirect and direct effects of attitude on revisit intention through trust. The strong inclination to revisit rafting activities, with friends or family, underscores rafting's appeal as a top choice in Bali. Tourists find the experience highly memorable, interesting, fun, and rewarding. The high intention to revisit was also driven by trust in the reliability of rafting managers and employees, as well as the positive interactions with the local community. These tourists have confidence in the expertise of the guides and believe in the fulfillment of promised experiences. This means that revisit intention could be explained either directly or indirectly through attitude and trust. The findings are in line with prior studies by Ahn and Kwon (2020), who incorporated trust as a mediator in understanding how CSR perceptions influence behavioral intention.

6.11 The role of trust in mediating service quality on revisit intention

As a full mediator, trust plays a significant role in the relationship between revisit intention and service quality. It shows that trust completely explains the indirect effect of service quality on revisit intention. Although the direct effect of service quality on revisit intention is insignificant, the direct effect of service quality on trust, and trust on revisit intention, is significant. The exceptional abilities of guides in mastering the terrain, ensuring safety, providing courteous assistance, and maintaining clear communication were not unable to increase intention to revisit in the future. In this case, the significant factor lies in trust placed in rafting managers and employees. Tourists trust in the reliability, competence, and integrity of rafting personnel, alongside the positive interactions with the local community, significantly enhance revisit intention. The findings are consistent with study by (Ricardianto et al., 2023), which found that passenger loyalty is positively and significantly impacted by service quality through a trust-mediated mechanism.

6.12 The role of trust in mediating perceived risk on revisit intention

Trust has an important role as a partial mediator between revisiting intention and perceived risk. These results are based on the significant indirect perceived risk on revisit intention through trust. In addition, the direct effect of perceived risk on revisit intention, the direct effect of perceived risk on trust, and the direct effect of trust variables on revisit intention are significant. The reliability of rafting managers and employees, the existence of polite and friendly local people, the competence of rafting managers and employees, and the belief that the obtained and promoted values are in accordance can increase intention to visit again in the future, friends, and family. Despite experiencing psychological discomfort, tension, and concerns about disease transmission during rafting activities with many people, trust plays an important role in mitigating these perceptions. Indonesian tourists engaging in rafting tours seek thrills and challenges, prioritizing fun and satisfaction aside from potential risk. This indicates that curiosity and a strong sense of trust for rafting managers and staff tempered knowledge about rafting risk.

6.13 The role of brand love in mediating attitude on revisit intention

Based on the strong indirect impact of attitude on revisit intention through brand love, the mediation of brand love between attitude and revisit intention demonstrates a partial mediating role. There is a considerable relationship between revisit intention and the attitude toward revisit intention, the attitude toward brand love, and the brand love factors. The findings of this study support those of (Wijaya et al., 2024), who found that brand love had a significant impact on interest in revisiting. Indonesian tourists who visit rafting tours in Bali have high intention to revisit with friends or family in the near future. The high intention to revisit is the influence of the famous love rafting brand in Bali on foreign countries, which provides happiness, experience, and extraordinary impressions. Revisit intention is predicted well by direct attitude or through brand love.

7. Conclusion

In conclusion, this research determined Indonesian tourist intention to visit rafting tourism in Bali, which is predicted by attitude, service quality, risk perception, trust, and brand love. This indicates that, MSMEs in the tourism sector in adventure tourism, especially rafting businesses in Bali, should always pay attention to these variables, so that they can continue to exist and grow. Given the importance of unique and authentic attractions in the tourism industry, local attachment variables were incorporated to understand the influence on revisit intention.

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