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Is Experience Value Still Relevant? Evidence from Tidung Island's Digital Tourism

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Abstract
This study is motivated by the growing role of digital technology in shaping tourist behavior, particularly its influence on revisit intention in marine tourism destinations. Previous studies have generally examined digital service quality, social media engagement, and revisit intention separately, while limited research has integrated these variables simultaneously in the context of Indonesian marine tourism destinations, creating a research gap regarding the mediating role of perceived experience value. Therefore, this study aims to analyze the effect of digital service quality and social media engagement on tourist revisit intention, with perceived experience value as a mediating variable. This study adopts a quantitative approach using an explanatory research design. Data were collected through questionnaires distributed to 170 respondents who had visited Tidung Island within the past year using purposive sampling, and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that digital service quality and social media engagement have a positive and significant effect on tourist revisit intention. Furthermore, digital service quality significantly affects perceived experience value, whereas social media engagement does not, and perceived experience value does not significantly affect revisit intention. These findings indicate that digital factors have a stronger direct influence on revisit intention than indirect effects through experiential evaluation. This study contributes theoretically by enriching the literature on digital tourism behavior and, practically, by providing insights for tourism managers to strengthen digital services and social media strategies to improve tourist loyalty and revisit intention.

Keywords: digital service quality, social media engagement, perceived experience value, revisit intention, digital tourism

Introduction

Tourism is one of the strategic sectors that significantly contributes to Indonesia's national economy (Rather et al., 2019). In recent years, this sector has demonstrated a strong recovery and positive growth trajectory in the post-pandemic period (Akhtar et al., 2021). According to reports from Badan Pusat Statistik and the Ministry of Tourism and Creative Economy of the Republic of Indonesia, the tourism sector's contribution to Indonesia's Gross Domestic Product (GDP) reached approximately 4.01% in 2024 and is projected to remain in the range of 3.9%–3.97% in 2025. Beyond its direct contribution to GDP, the tourism sector also generates substantial multiplier effects, including employment absorption of more than 25 million workers and foreign exchange earnings of around USD 16.7 billion in 2024. In line with rapid technological advancements, the tourism industry is undergoing a significant transformation toward digital tourism, in which the use of digital platforms, social media, and

technology-based services plays a critical role in enhancing destination competitiveness in the digital economy (Haedar, 2023; Yen et al., 2025).

Tidung Island, located in the Thousand Islands (Kepulauan Seribu) region, is one of the leading marine tourism destinations in the Special Capital Region of Jakarta, with tourist visits fluctuating dynamically over the past few years. Based on data from the Jakarta Provincial Tourism and Creative Economy Agency, the number of tourist arrivals to Tidung Island has fluctuated, with approximately 120,000 visits in 2022, rising to around 150,000 in 2023, and exceeding 170,000 in 2024, in line with the tourism sector's post-pandemic recovery (Poon, 2021). This growth has been driven by improved transportation accessibility, intensified digital promotion, and the increasing popularity of the destination through social media platforms (Guo et al., 2023; Haedar, 2023). However, the increase in visitor numbers has not been fully matched by the optimization of digitally supported tourism experiences, which may influence tourists' intention to revisit the destination (Kasemsarn & Nickpour, 2025; Tiago, 2021a).

From a theoretical perspective, the development of digital tourism is closely associated with user engagement on digital platforms and the quality of technology-based services (Arango Espinal et al., 2024; Camilleri, 2018; Tiago, 2021b). The concept of social media engagement plays a crucial role in shaping tourists' perceptions and decision-making processes (Harrigan et al., 2017; Rozak, 2023). As highlighted by (Zhang, 2019).Active interaction on social media significantly influences revisit intention by shaping the perceived value of the experience. Furthermore, (Rather, 2021) in the Journal of Travel Research found that digital service quality directly impacts tourist satisfaction and loyalty. In addition, (Kaushik, 2018; Mgiba, 2020) emphasized that perceived experience value is a key mediator in the relationship between digital experience and tourist behavioral outcomes. These findings suggest that the integration of digital engagement and service quality constitutes a primary determinant of tourist behavior in the digital era (Barkah & Febriasari, 2021; Yu, 2024).

From a practical standpoint, the digital tourism phenomenon on Tidung Island has grown rapidly, particularly through platforms such as Instagram, TikTok, and online booking systems. Many local business operators, including homestay providers and tour service agencies, have leveraged social media to promote their offerings (Azzahra et al., 2025; Mobini et al., 2024). Nevertheless, high levels of social media engagement are not necessarily accompanied by adequate digital service quality, such as integrated reservation systems, accurate information, and prompt service responsiveness. This discrepancy may affect tourists' perceived value of the experience, which in turn influences their intention to revisit. Therefore, it is essential to examine how social media engagement and digital service quality simultaneously affect tourists' perceived experience value in this destination context (Jeong, 2020; Mohamad, 2021). This research is important because understanding the role of digital factors in shaping tourist behavior can help tourism stakeholders develop more effective digital marketing strategies, improve service quality, and strengthen tourist loyalty, particularly in marine tourism destinations that increasingly rely on digital platforms for promotion and visitor engagement.

This study aims to analyze the influence of social media engagement and digital service quality on tourists' revisit intention, with perceived experience value acting as a mediating variable in the context of Tidung Island (Yen et al., 2025). The urgency of this research lies in the need to better understand tourist behavior within an evolving digital ecosystem and to provide empirical contributions to the growing body of literature on digital tourism, particularly in the context of marine tourism destinations in Indonesia (Lee et al., 2025; Mobini et al., 2024). Theoretically, this study is expected to enrich digital-based tourist behavior models by

integrating social media engagement and digital service quality variables. From a practical perspective, the findings of this study are expected to provide strategic recommendations for destination managers, tourism business operators, and local governments in enhancing digital service quality and social media-based marketing strategies (Azzahra et al., 2025; Mathew, 2021). Ultimately, optimizing the perceived value of the experience is expected to foster greater tourist loyalty and support the long-term sustainability of Tidung Island as a tourism destination.

This study is conceptually grounded in the Stimulus-Organism-Response (S-O-R) Theory, originally introduced by Albert Mehrabian and James A. Russell (1974) within the field of environmental psychology (Zhu, 2020). This theory posits that individual behavior results from the interaction between external stimuli, internal psychological states, and behavioral responses. In this study, the stimulus (S) is represented by social media engagement and digital service quality, which are external factors derived from the digital tourism environment. The organism (O) reflects tourists' internal cognitive and affective evaluations, operationalized through perceived experience value. Meanwhile, the response (R) refers to the resulting behavioral outcome, namely revisit intention. Therefore, the S-O-R framework provides a systematic explanation of how digital-based stimuli influence tourists' internal perceptions and ultimately shape their behavioral intentions (Ajzen, 2020).

In addition, this study adopts the Theory of Planned Behavior (TPB) developed by Icek (Ajzen, 1991), which extends the Theory of Reasoned Action proposed by Martin Fishbein and (Ajzen & Fishbein, 2000). TPB explains that behavioral intention is determined by attitude toward the behavior, subjective norms, and perceived behavioral control. In this study, perceived experience value is used as a proxy for tourists' attitudes toward their digital tourism experiences, which in turn influence their intention to revisit. Importantly, this research integrates S-O-R Theory and TPB into a unified conceptual framework. The S-O-R Theory is employed to explain the causal mechanism linking external digital stimuli to internal evaluations and behavioral responses, while TPB strengthens the explanation of how internal evaluations, particularly attitudes, translate into behavioral intentions. By combining these two theoretical perspectives, this study offers a more comprehensive and robust framework for understanding the interplay between digital engagement, service quality, perceived value, and revisit intention in the context of digital tourism. This integrative approach also represents a theoretical contribution by bridging stimulus-response mechanisms with intention-based behavioral theory (Ajzen, 2020).

Method

This study employs a quantitative approach using an explanatory research design to examine the causal relationships among social media engagement, digital service quality, perceived experience value, and revisit intention. This approach is selected because it enables hypothesis testing and analysis of both direct and indirect effects among variables within the proposed research model (Hair et al., 2019). The study is conducted in Tidung Island, which is recognized as one of the leading tourism destinations in the Thousand Islands region. The research is conducted from August to December 2026 and comprises stages including preparation, data collection, data processing, and report writing.

The population of this study consists of all tourists who have visited Tidung Island. Since the population size is not precisely known (an infinite population), a non-probability sampling technique is employed, specifically purposive sampling. Purposive sampling was selected

because this study requires respondents who meet specific criteria relevant to the research objectives. The criteria for respondents in this study include: (1) tourists who have visited Tidung Island at least once within the past year, (2) individuals aged at least 17 years, (3) active users of social media platforms such as Instagram, TikTok, or other digital platforms, and (4) individuals who have used digital tourism-related services, such as online information search, digital booking systems, or tourism applications. The sample size is determined by the guidelines of Partial Least Squares Structural Equation Modeling (PLS-SEM), which recommends a minimum sample size of 10 times the number of indicators in the study (Hair et al., 2019). In this research, a total of 17 indicators are employed; therefore, the minimum required sample size is 170 respondents (17 × 10). This sample size is considered adequate to ensure the robustness and reliability of the statistical analysis. Data collection was conducted via a survey using a structured questionnaire, distributed both offline and online. The online questionnaire was distributed via Google Forms, while the offline survey was administered directly to tourists visiting Tidung Island. The variables were measured using a 5-point Likert scale, ranging from strongly disagree to strongly agree. The 5-point Likert scale was selected because it is simple, easy for respondents to understand, and effective in capturing respondents' perceptions and attitudes consistently, thereby improving response accuracy and reliability. In addition to primary data, this study used secondary data from government reports, reputable academic journals, and official publications on digital tourism. The data analysis technique employed in this study is Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software. The analysis was conducted in two main stages, namely the evaluation of the measurement model (outer model) and the structural model (inner model).In the measurement model evaluation, the assessment focuses on ensuring the validity and reliability of the constructs. Convergent validity is evaluated using factor loadings, with a threshold of ≥ 0.70; values between 0.60 and 0.70 are considered acceptable in the early stages of model development. Additionally, the Average Variance Extracted (AVE) ≥ 0.50 indicates that the construct explains more than 50% of the variance of its indicators. For discriminant validity, the Fornell-Larcker criterion is applied, where the square root of AVE must exceed the correlations between constructs, along with the Heterotrait-Monotrait Ratio (HTMT) < 0.90. Reliability is assessed using Composite Reliability ≥ 0.70 and Cronbach's Alpha ≥ 0.70, indicating satisfactory internal consistency (Hair et al., 2019).

Furthermore, in the structural model evaluation, the relationships among latent variables are examined. The decision criteria include: (1) the R-square (R^2) value, with thresholds of 0.75 (substantial), 0.50 (moderate), and 0.25 (weak), indicating the explanatory power of the independent variables on the dependent variable; (2) the path coefficient, which reflects the direction and strength of relationships between variables; (3) the significance testing (bootstrapping) with criteria of t-statistics > 1.96 and p-value < 0.05 at a 5% significance level, indicating that the hypothesis is supported; and (4) the effect size (f^2), with values of 0.02 (small), 0.15 (medium), and 0.35 (large), used to assess the contribution of each independent variable to the dependent variable. In addition, the model's predictive relevance is assessed using $Q^2 > 0$, indicating predictive capability. By applying these criteria, the SEM-PLS analysis in this study not only enables the simultaneous examination of relationships among variables but also ensures that the resulting model demonstrates adequate validity, reliability, and predictive power in accordance with contemporary quantitative research standards (Hair et al., 2021).

Table 1. Operational Variable

Variable	Operational Definition	Indicators	Scale
Social Media Engagement (X1)	The level of tourist engagement with digital tourism destination content on social media reflects active participation and user responses.	Frequency of interactions Engagement with content Participation in content creation (UGC) Trust in content/influencers	Likert
Digital Service Quality (X2)	Tourists' perceptions of the quality of digital-based services provided by tourism destinations in meeting information and online transaction needs.	Ease of use Service access speed Digital system security Quality of digital information Service responsiveness	Likert
Perceived Experience Value (Z)	Tourists' perceptions of the value obtained from digital-based tourism experiences, whether functional, emotional, or social.	Functional value Emotional value Social value Consistency between expectations and experience	Likert
Revisit Intention (Y)	Tourists' intention to revisit tourism destinations and recommend them to others based on previous experiences.	Intention to revisit Intention to recommend Destination loyalty Positive word of mouth	Likert

Result and Discussion

Demographic Aspect

This section presents the demographic characteristics of the respondents involved in this study. A total of 170 respondents participated, all of whom met the predetermined sampling criteria. The demographic profile includes gender, age, occupation, visit frequency, and monthly income, which are considered relevant in describing the general characteristics of tourists visiting Tidung Island. Understanding these characteristics is important for providing contextual insights into respondents' backgrounds and for interpreting the research findings.

Table 2. Demographic Characteristics of Respondents

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	78	45.90%
	Female	92	54.10%
Age	17–25 years	65	38.20%
	26–35 years	58	34.10%
	36–45 years	30	17.60%

Characteristics	Category	Frequency (n)	Percentage (%)
	>45 years	17	10.00%
Occupation	Student	60	35.30%
	Private Employee	55	32.40%
	Entrepreneur	28	16.50%
	Government Employee	15	8.80%
	Others	12	7.10%
Visit Frequency	Once	80	47.10%
	2–3 times	60	35.30%
	More than 3 times	30	17.60%
Monthly Income	< IDR 3,000,000	50	29.40%
	IDR 3,000,000 – IDR 5,000,000	62	36.50%
	IDR 5,000,001 – IDR 10,000,000	40	23.50%
	> IDR 10,000,000	18	10.60%
	Total	**170**	**100%**

Based on Table 2 above, the demographic profile of the 170 respondents indicates that the majority are female (54.10%), while male respondents account for 45.90%. In terms of age distribution, most respondents fall within the productive age groups, particularly 17–25 years (38.20%) and 26–35 years (34.10%), followed by 36–45 years (17.60%) and those aged 45 and above (10.00%). Regarding occupation, students represent the largest group (35.30%), followed by private employees (32.40%), entrepreneurs (16.50%), government employees (8.80%), and others (7.10%). In terms of visit frequency, nearly half of the respondents have visited the destination only once (47.10%), while 35.30% have visited 2–3 times, and 17.60% have visited more than three times. For monthly income, the majority of respondents earn between IDR 3,000,000 and IDR 5,000,000 (36.50%), followed by those earning below IDR 3,000,000 (29.40%), between IDR 5,000,001 and IDR 10,000,000 (23.50%), and above IDR 10,000,000 (10.60%). Overall, these findings suggest that the respondents are predominantly young, digitally active individuals with moderate incomes and relatively few prior visits, indicating strong potential to increase revisit intention through effective digital tourism strategies.

Evaluation of Measurement Models (Outer Model)

The evaluation of the measurement model (outer model) assesses the quality of the constructs used in the study by examining their validity and reliability. This stage ensures that the indicators accurately measure the intended latent variables. The evaluation includes testing convergent validity (through factor loadings and Average Variance Extracted), discriminant validity (using Fornell-Larcker criteria and HTMT ratio), and construct reliability (using Composite Reliability and Cronbach's Alpha). A well-evaluated measurement model indicates that the indicators are both consistent and represent their respective constructs, thereby providing a solid foundation for further analysis of the structural model.

Table 3. Outer Model

Variables/Indicators	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Social Media Engagement		0.790	0.824	0.595
SM01	0.753			
SM02	0.793			
SM03	0.799			
SM04	0.739			
Digital Service Quality		0.763	0.761	0.517
SQ01	0.741			
SQ02	0.815			
SQ03	0.717			
SQ04	0.696			
SQ05	0.610			
Perceived Experience Value		0.859	0.874	0.701
PV01	0.856			
PV02	0.789			
PV03	0.876			
PV04	0.826			
Tourist Revisit Intention		0.784	0.783	0.608
R101	0.763			
R102	0.833			
R103	0.789			
R104	0.729			

Based on Table 3 above, the measurement model evaluation results indicate that all constructs meet the required criteria for validity and reliability. In terms of convergent validity, all indicator loadings are above the acceptable threshold of 0.60, with most exceeding 0.70, indicating that the indicators adequately represent their respective constructs. The Average Variance Extracted (AVE) values for all variables are above 0.50 (Social Media Engagement = 0.595, Digital Service Quality = 0.517, Perceived Experience Value = 0.701, and Tourist Revisit Intention = 0.608), confirming that each construct explains more than 50% of the variance of its indicators. Furthermore, the reliability tests show that all constructs have Cronbach's Alpha and Composite Reliability values above 0.70, indicating good internal consistency. Although one indicator (SQ05 = 0.610) has a relatively lower loading, it is still within the acceptable range for exploratory research. Overall, these findings demonstrate that

the measurement model is both valid and reliable, making it suitable for further analysis within the structural model.

Table 4. Fornell-Larcker Criterion

Construct	Digital Service Quality	Perceived Experiance Value	Social Media Engagement	Tourist Revisit Intention
Digital Service Quality	**0.719**			
Perceived Experiance Value	0.581	**0.837**		
Social Media Engagement	0.488	0.409	**0.771**	
Tourist Revisit Intention	0.712	0.416	0.535	**0.780**

Based on Table 4 above, the Fornell-Larcker Criterion results indicate that the measurement model meets the discriminant validity requirement. This is evidenced by the fact that the square root of the Average Variance Extracted (AVE) for each construct—Digital Service Quality (0.719), Perceived Experience Value (0.837), Social Media Engagement (0.771), and Tourist Revisit Intention (0.780) is greater than the correlations with other constructs in the model. For instance, the square root of AVE for Perceived Experience Value (0.837) exceeds its correlations with Digital Service Quality (0.581), Social Media Engagement (0.409), and Tourist Revisit Intention (0.416). Similarly, all other constructs demonstrate the same pattern, confirming that each construct is empirically distinct and measures a unique concept. Therefore, the model's discriminant validity is well established, indicating that the constructs are distinct and suitable for further structural analysis.

Table 5. Goodness of Fit Model

Criteria	Saturated Model	Estimated Model
SRMR	0.079	0.079
NFI	0.808	0.808

Based on Table 5 above, the goodness-of-fit results indicate that the model provides an acceptable fit. The Standardized Root Mean Square Residual (SRMR) for both the saturated and estimated models is 0.079, which is below the recommended threshold of 0.08, indicating low residual variance and that the model meets the criteria for a good fit. Meanwhile, the Normed Fit Index (NFI) of 0.808 indicates a moderate level of model fit, though it remains below the ideal threshold of 0.90. However, in the context of PLS-SEM, goodness-of-fit indices are not the primary focus, as the approach emphasizes predictive accuracy and variance explanation. Therefore, overall, the model can be considered adequate and suitable for further evaluation in the structural model stage.

Table 6. Coefficient Determination

Construct	R-Square	R-Square Adjusted
Perceived Experiance Value	0.358	0.351
Tourist Revisit Intention	0.554	0.546

Based on Table 6 above, the coefficient of determination (R-square) indicates that the model has a moderate level of explanatory power. The R-square value for Perceived Experience Value is 0.358 (Adjusted R-square = 0.351), meaning that approximately 35.8% of the variance in Perceived Experience Value can be explained by the independent variables in the model, namely Social Media Engagement and Digital Service Quality, while the remaining variance is influenced by other factors outside the model. Meanwhile, the R-square value for Tourist Revisit Intention is 0.554 (Adjusted R-square = 0.546), indicating that 55.4% of the variance in revisit intention is explained by the model variables, including the mediating role of Perceived Experience Value. Based on common interpretation criteria, these values fall into the moderate category, suggesting that the model has a reasonably good ability to explain the relationships among the studied variables.

Table 7. Hypothesis Testing

Influence Between Variables	Relationship	Original Sample	T Statistics	P Values
Digtal Service Quality -> Perceived Experiance Value	Direct	0.501	6.778	0.000
Digtal Service Quality -> Tourist Revisit Intention	Direct	0.614	7.507	0.000
Perceived Experiance Value -> Tourist Revisit Intention	Direct	-0.044	0.480	0.632
Social Media Engagement -> Perceived Experiance Value	Direct	0.165	1.859	0.063
Social Media Engagement -> Tourist Revisit Intention	Direct	0.253	3.457	0.001
Digtal Service Quality -> Perceived Experiance Value -> Tourist Revisit Intention	Indirect	-0.022	0.464	0.643
Social Media Engagement -> Perceived Experiance Value -> Tourist Revisit Intention	Indirect	-0.007	0.418	0.676

The relationship between Digital Service Quality and Perceived Experience Value is positive and significant, with a coefficient of 0.501, a t-statistic of 6.778, and a p-value of 0.000 (< 0.05). This indicates that higher perceived digital service quality leads to a higher perceived experience value among tourists. Therefore, this hypothesis is supported. Furthermore, the

effect of Digital Service Quality on Tourist Revisit Intention is positive and significant, with a coefficient of 0.614, a t-statistic of 7.507, and a p-value of 0.000. This result suggests that better digital service quality directly enhances tourists' intention to revisit the destination. Thus, this hypothesis is supported. In contrast, the relationship between Perceived Experience Value and Tourist Revisit Intention is found to be not significant, with a coefficient of -0.044, t-statistics of 0.480, and a p-value of 0.632 (> 0.05). This indicates that the perceived experience value does not significantly influence the intention to revisit. Therefore, this hypothesis is not supported. The effect of Social Media Engagement on Perceived Experience Value shows a positive but not significant relationship, with a coefficient of 0.165, t-statistics of 1.859, and a p-value of 0.063 (> 0.05). This suggests that social media engagement is not strong enough to significantly enhance perceived experience value. Hence, this hypothesis is not supported.

Meanwhile, the relationship between Social Media Engagement and Tourist Revisit Intention is positive and significant, with a coefficient of 0.253, a t-statistic of 3.457, and a p-value of 0.001 (< 0.05). This result indicates that higher social media engagement increases tourists' intention to revisit. Therefore, this hypothesis is supported. Regarding indirect effects, the relationship between Digital Service Quality and Tourist Revisit Intention through Perceived Experience Value is not significant, with a coefficient of -0.022, t-statistics of 0.464, and a p-value of 0.643. This indicates that Perceived Experience Value does not mediate this relationship. Thus, the mediation hypothesis is not supported. Lastly, the indirect effect of Social Media Engagement on Tourist Revisit Intention through Perceived Experience Value is also not significant, with a coefficient of -0.007, t-statistics of 0.418, and a p-value of 0.676. This suggests that Perceived Experience Value does not mediate this relationship. Therefore, this hypothesis is also not supported. Overall, the findings indicate that Digital Service Quality and Social Media Engagement play significant roles in enhancing Tourist Revisit Intention, whereas Perceived Experience Value is not a significant mediating variable in this research model.

Discussion

The findings indicate that digital service quality has a positive and significant effect on perceived experience value. From the perspective of Stimulus-Organism-Response (S-O-R) Theory, digital service quality serves as a stimulus originating from the destination's digital environment that subsequently influences tourists' internal state (organism), as reflected in their perceived experience value. The higher the quality of digital services, such as ease of use, speed, and system reliability, the stronger the cognitive and affective evaluation of the experience. This finding is consistent with recent studies (Aboalganam & Alzghoul, 2025; Hanafi et al., 2024), which confirms that digital service quality significantly enhances perceived value in technology-based services. Therefore, the result supports the S-O-R mechanism, where high-quality digital stimuli shape tourists' perceived experience value.

The results show that digital service quality has a positive and significant effect on tourist revisit intention. Based on the S-O-R framework, digital service quality as a stimulus can directly influence the response without necessarily passing through complex internal evaluations. Meanwhile, within the Theory of Planned Behavior, digital service quality contributes to a positive attitude toward the destination, which in turn drives behavioral intention. This finding aligns with previous research (Rather, 2021), which demonstrates that

service quality directly affects tourist loyalty. Thus, digital service quality plays a crucial role in directly enhancing the intention to revisit.

The findings reveal that perceived experience value does not significantly affect tourists' intention to revisit. Within the S-O-R framework, this suggests that the organism does not necessarily lead to a significant response. In the context of TPB, although perceived experience value may represent an attitudinal component, it may not be sufficient to influence behavioral intention without support from other factors, such as subjective norms or perceived behavioral control. This result is inconsistent with prior studies (Guo et al., 2023; Xie et al., 2022), which found a significant relationship between perceived value and revisit intention. This discrepancy may indicate that digital tourists are more responsive to external stimuli rather than internal evaluative processes.

The results indicate that social media engagement has a positive but not significant effect on perceived experience value. From the S-O-R perspective, social media engagement, as a stimulus, is not sufficiently strong to significantly influence the organism. This suggests that digital interactions alone are not enough to shape perceived experience value without actual on-site experiences. This finding contrasts with previous studies (Liu et al., 2022), which suggest that social media engagement enhances tourism experiences. Therefore, in this context, real experiences at the destination appear to be more influential than digital interactions.

The findings show that social media engagement has a positive and significant effect on tourist revisit intention. Within the S-O-R framework, social media engagement as a stimulus can directly influence the response without necessarily involving the organism. In TPB, social media engagement can shape subjective norms and social influence, which are key determinants of behavioral intention. This result is consistent with recent studies (Tiago, 2021a), which demonstrate that digital interaction significantly affects tourist behavior. Thus, social media serves as an important tool in influencing revisit intention.

The results indicate that perceived experience value does not mediate the relationship between digital service quality and tourist revisit intention. From the S-O-R perspective, this suggests that the SOR pathway is not fully supported, and the effect occurs more directly through stimulus-response. In TPB terms, this implies that attitude (represented by perceived value). This mediation effect may not occur because tourists tend to prioritize practical aspects of digital services, such as ease of access to information, online booking convenience, responsiveness, and digital communication efficiency, rather than evaluating the overall experiential value before deciding to revisit. This finding is inconsistent with previous studies (Rather, 2021), which identified a mediating effect in similar relationships.

The findings also show that perceived experience value does not mediate the relationship between social media engagement and tourist revisit intention. Within the S-O-R framework, this indicates that social media, as a stimulus, directly influences the response without significant internal processing. From the TPB perspective, this suggests that social influence derived from digital platforms can directly shape behavioral intention without relying on attitudinal evaluation. This finding contradicts previous studies (J. Zhang, 2022), but may be explained by the nature of digital tourism behavior, which is often driven by instant factors such as trends, virality, and online recommendations.

Overall, the findings reinforce the integration of Stimulus-Organism-Response (S-O-R) Theory and the Theory of Planned Behavior, in which digital service quality and social media engagement, as stimuli, exert a more dominant direct effect on the response (revisit intention) rather than through the organism (perceived experience value). This suggests that in the context

of digital tourism, tourist behavior tends to be more responsive to external technological and social stimuli rather than complex internal evaluative processes.

Conclusion

This study aims to examine the effects of digital service quality and social media engagement on tourists' revisit intention, mediated by perceived experience value, when visiting Tidung Island. The results indicate that digital service quality and social media engagement positively and significantly influence tourist revisit intention, while digital service quality also significantly affects perceived experience value. However, social media engagement does not significantly influence perceived experience value, and perceived experience value itself does not significantly affect tourist revisit intention, indicating that it does not function as a mediating variable in this model. These findings suggest that tourists' revisit intentions are more directly influenced by external digital factors rather than internal evaluative processes. Therefore, it is recommended that destination managers enhance digital service quality through integrated, reliable, and user-friendly platforms, while also optimizing social media strategies to increase engagement. For future research, it is suggested to incorporate additional variables such as customer satisfaction, destination image, or trust, and to expand the research scope by applying mixed-methods approaches to achieve more comprehensive and generalizable findings. This study has several limitations, including a relatively small sample focused solely on tourists visiting Tidung Island, which may limit the generalizability of the findings to other tourism destinations. In addition, the study employed a cross-sectional design and relied primarily on self-reported questionnaire data, which may be subject to response bias. For future research, it is suggested to incorporate additional variables such as customer satisfaction, destination image, or trust, and to expand the research scope by applying mixed-methods approaches to achieve more comprehensive and generalizable findings.

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