

Coffee Agrotourism Revisit Intention: Experiential Marketing, e-WOM, and Brand Image

Pande Ketut Ribek^{1*}, Ni Putu Nita Anggraini¹, Veronica Ayu Dwi Atmaja¹

¹Universitas Mahasaraswati Denpasar

Jl. Kamboja No.11A, Denpasar, Bali 80233, Indonesia

*Corresponding Email: pandeketutribek@unmas.ac.id

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Ribek, P. K., Anggraini, N. P. N., & Atmaja, V. A. D. (2026). Coffee agrotourism revisit intention: Experiential marketing, e-WOM, marketing and electronic word of mouth and brand image. *International Journal of Applied Business & International Management*, 11(2), 998-1016.

DOI:

<https://doi.org/10.32535/ijabim.v11i2.4656>

Copyright@ year owned by Author(s).

Published by IJABIM



This is an open-access article.

License:

Attribution-Noncommercial-Share Alike (CC BY-NC-SA)

Received: 15 June 2026

Accepted: 18 July 2026

Published: 20 August 2026

ABSTRACT

Coffee agrotourism has emerged as a unique tourism concept that combines agricultural activities with nature-based experiences to enhance visitor engagement and destination competitiveness. This study aims to examine the effects of experiential marketing, e-WOM, and electronic word of mouth (e-WOM) on revisit intention, both directly and indirectly through brand image. A quantitative associative research design was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected from 160 visitors to coffee agrotourism destinations in Gianyar, Bali, and analyzed using SmartPLS 3.2.9. The results indicate that experiential marketing has no significant direct effect on revisit intention ($b = 0.208$, $p = 0.078$), whereas e-WOM has a positive and significant effect ($b = 0.422$, $p < 0.001$). Experiential marketing ($\beta = 0.290$, $p < 0.001$) and e-WOM ($b = 0.576$, $p < 0.001$) significantly improve brand image, which subsequently has a positive and significant effect on revisit intention ($b = 0.276$, $p = 0.006$). Furthermore, brand image fully mediates the relationship between experiential marketing and revisit intention and partially mediates the relationship between e-WOM and revisit intention. These findings highlight the importance of strengthening brand image and encouraging positive e-WOM to increase tourists' revisit intentions toward Bali coffee agrotourism.

Keywords: Brand Image; Coffee Agrotourism; Electronic Word of Mouth; Experiential Marketing; Revisit Intention; Theory of Planned Behavior

JEL Classification: M31

INTRODUCTION

Coffee agrotourism has emerged as an important form of sustainable tourism by integrating agricultural production, local culture, and tourism experiences into a single destination. Beyond generating economic value for local communities, coffee agrotourism offers visitors authentic experiences through coffee cultivation, processing demonstrations, tasting activities, and interactions with the natural environment. In an increasingly competitive tourism industry, however, attracting first-time visitors is no longer sufficient. Ensuring that tourists intend to revisit has become a critical factor for maintaining destination competitiveness and long-term business sustainability. To stay competitive and ensure long-term success, these businesses must not only attract first-time visitors but, crucially, foster their intention to return. The main challenge is to understand what drives tourists to revisit, with a specific focus on the role of experiential marketing, electronic word of mouth (e-WOM), and brand image in shaping these intentions. Addressing this challenge can help businesses formulate strategies that directly enhance the intention to revisit.

Coffee production is one of the important indicators reflecting the sustainability of coffee-based agribusiness in Bali. Although production figures cannot directly represent tourist arrivals, fluctuations in coffee production may indicate broader challenges faced by coffee agrotourism businesses, including market dynamics, operational sustainability, and visitor demand. Therefore, the production trend presented in Table 1 provides contextual background for understanding the importance of strengthening revisit intention among tourists.

Table 1. Coffee Production in Bali Province, 2020–2024 (Tons)

No	Year	Average Production
1.	2020	11.111
2.	2021	11.666
3.	2022	11.657
4.	2023	10.935
5.	2024	9.922

Source: [Agriculture and Food Security Department of Bali Province \[Distanpangan Bali\] \(2025\)](#)

As presented in Table 1, coffee production in Bali has gradually declined from 11.666 tons in 2021 to 9.922 tons in 2024. Although these figures do not directly measure tourist visitation, they suggest that Bali's coffee sector has experienced changing conditions in recent years. Since coffee agrotourism depends on both agricultural sustainability and tourism activities, encouraging repeat visits has become increasingly important to support business competitiveness and long-term sustainability.

Despite deploying several business strategies, Bali Coffee Agrotourism continues to face declining revisit intentions and overall visitor numbers. Research suggests revisit intention is influenced by experiential marketing, e-WOM, and brand image; however, there is a need to clarify how these determinants interrelate and contribute to the current situation. Understanding these relationships is pivotal for designing interventions that effectively boost repeat visits.

Experiential marketing refers to a marketing approach that creates memorable experiences by engaging consumers through sensory, emotional, cognitive, behavioral, and relational dimensions. Rather than merely emphasizing product attributes, experiential marketing seeks to establish meaningful interactions that foster stronger emotional connections between visitors and destinations. In tourism, authentic and memorable experiences encourage visitors to develop favorable perceptions and

increase their intention to revisit a destination (Hanafi et al., 2025; Nguyen & Vu, 2026). Recent studies have shown that experiential marketing positively influences revisit intention by enhancing visitors' overall experiences and satisfaction (Atmaja et al., 2024; Tiong et al., 2025). However, empirical findings remain inconclusive. While Atmaja et al. (2024) reported that experiential marketing significantly increases revisit intention through brand image, other studies suggest that its effect may vary depending on destination characteristics and tourists' perceptions (Respati et al., 2025). These inconsistencies indicate the need for further investigation, particularly in the context of coffee agrotourism.

E-WOM refers to user-generated information shared through digital platforms regarding products, services, or tourism destinations. In coffee agrotourism, visitors actively exchange reviews, recommendations, photos, and travel experiences via social media and online travel platforms, thereby shaping destination perceptions among prospective tourists (Ouyang & Jiang, 2025). Compared with traditional word of mouth, e-WOM has a broader reach, greater accessibility, and stronger influence on tourists' decision-making processes (Jalilvand & Samiei, 2012). Recent studies have consistently demonstrated that positive e-WOM enhances destination image and increases tourists' revisit intention (Avcı & Sürücü, 2025; Karimi & Asgharzadeh, 2025). Likewise, Sulkaisi et al. (2025) found that e-WOM significantly encourages revisit intention by strengthening tourists' confidence in destination quality. Nevertheless, previous research also indicates that the effectiveness of e-WOM depends on factors such as information credibility, message quality, and tourists' attitudes toward the destination (Luong, 2025; Ouyang & Jiang, 2025). Therefore, examining the role of e-WOM in coffee agrotourism remains highly relevant.

Despite growing evidence that experiential marketing, e-WOM, and brand image influence tourists' behavioral intentions, previous studies have reported inconsistent findings regarding the direct effect of experiential marketing on revisit intention and the mediating role of brand image, particularly in tourism settings. Furthermore, limited studies have simultaneously examined these relationships in the context of coffee agrotourism, especially in Bali, where agricultural tourism and destination branding are closely interconnected. Therefore, this study aims to investigate the direct effects of experiential marketing and e-WOM on revisit intention, as well as the mediating role of brand image. The novelty of this study lies in examining brand image as a mediating mechanism linking experiential marketing and e-WOM to revisit intention within Bali coffee agrotourism. The findings are expected to enrich the application of the Theory of Planned Behavior (TPB) in tourism marketing while providing practical insights for coffee agrotourism managers in developing strategies to strengthen destination image and encourage repeat visitation.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

This study adopts the TPB as the main theoretical foundation to explain revisit intention in coffee agrotourism. TPB proposes that behavioral intention is influenced by attitude, subjective norm, and perceived behavioral control, which together shape an individual's intention to perform a behavior (Ajzen, 1991). In tourism settings, tourists' evaluations of a destination, social influence from others, and perceptions of their ability to revisit can determine their intention to return.

Recent studies have extended TPB by incorporating destination image, place attachment, and online communication variables to explain revisit behavior (Liu et al., 2025; Meliya et al., 2025). In this study, e-WOM represents social influence through

online reviews and recommendations, experiential marketing reflects tourists' perceptions formed through direct experiences, and brand image represents evaluative beliefs about the destination. These variables are expected to jointly influence tourists' revisit intention in Bali coffee agrotourism.

Revisit Intention

Revisit intention refers to a tourist's willingness or plan to revisit a destination in the future. It is considered an important indicator of tourist loyalty because repeat visitors are generally more cost-effective to retain than acquiring new visitors (Respati et al., 2025). In the context of coffee tourism, revisit intention is associated with tourists' preferences, emotional attachment, and prioritization of a destination when planning future trips (Suhud et al., 2025).

Previous studies have shown that revisit intention is influenced by customer experience, destination image, and online communication (Hanafi et al., 2025; Mutiara & Sri, 2025). In this study, revisit intention is measured through indicators related to the intention to revisit, seeking information about the destination, recommending the destination to others, and considering the destination as a preferred choice for future visits.

Electronic Word of Mouth (e-WOM)

E-WOM refers to information, opinions, reviews, and recommendations shared by consumers through digital platforms regarding products, services, or destinations (Jalilvand & Samiei, 2012). In tourism, e-WOM has become an important source of information because tourists frequently rely on online reviews and social media before making travel decisions.

Recent studies have confirmed that positive e-WOM can improve destination image and encourage revisit intention (Avcı & Sürücü, 2025; Karimi & Asgharzadeh, 2025). Likewise, Ouyang and Jiang (2025) found that social media word-of-mouth significantly influences tourists' intention to visit coffee tourism destinations. Therefore, e-WOM is expected to play an important role in shaping tourists' perceptions and revisit intention toward Bali coffee agrotourism.

Experiential Marketing

Experiential marketing emphasizes creating memorable experiences through sensory, emotional, cognitive, behavioral, and relational interactions. Rather than focusing solely on product attributes, this approach seeks to provide meaningful experiences that strengthen tourists' emotional connections with a destination (Nguyen & Vu, 2026).

Empirical studies show that customer experience and experiential marketing positively influence revisit intention in tourism and hospitality contexts (Hanafi et al., 2025; Tiong et al., 2025). In coffee tourism, activities such as coffee plantation tours, coffee tasting, and interactions with local culture can create memorable experiences that encourage tourists to revisit. This study adopts experiential marketing indicators related to sense, feel, think, act, and relate.

Brand Image

Brand image refers to tourists' perceptions, impressions, and associations toward a destination. A strong brand image can enhance tourists' confidence, satisfaction, and future behavioral intentions. In coffee agrotourism, brand image may be formed through the uniqueness of the coffee experience, service quality, destination atmosphere, and perceived authenticity.

Previous studies have shown that brand image mediates the relationship between experiential marketing, e-WOM, and revisit intention (Atmaja et al., 2024; Suparno & Aksari, 2023). Brand image is therefore expected to become an important mechanism through which experiential marketing and e-WOM influence tourists' intention to revisit Bali coffee agrotourism.

Hypotheses Development

Experiential Marketing and Revisit Intention

Memorable tourism experiences can strengthen tourists' emotional attachment and encourage repeat visits. Studies in tourism and hospitality contexts have reported that experiential marketing positively influences revisit intention (Hanafi et al., 2025; Nguyen & Vu, 2026). Therefore, the following hypothesis is proposed:

H1: Experiential marketing has a positive and significant effect on revisit intention.

e-WOM and Revisit Intention

Positive online reviews and recommendations can reduce uncertainty, increase trust, and encourage tourists to revisit a destination. Previous studies have found that e-WOM positively affects revisit intention (Karimi & Asgharzadeh, 2025; Sulkaisi et al., 2025). Accordingly, the following hypothesis is formulated:

H2: e-WOM has a positive and significant effect on revisit intention.

Experiential Marketing and Brand Image

Positive tourism experiences can create favorable perceptions and strengthen destination image. Research has shown that experiential marketing contributes to the development of brand image and destination image (Atmaja et al., 2024; Holilah et al., 2026). Therefore, the following hypothesis is proposed:

H3: Experiential marketing has a positive and significant effect on brand image.

e-WOM and Brand Image

Online reviews, recommendations, and social media communication can shape how tourists perceive a destination. Positive e-WOM has been found to improve destination image and brand image (Avci & Sürücü, 2025; Huynh, 2025). Accordingly, the following hypothesis is formulated:

H4: e-WOM has a positive and significant effect on brand image.

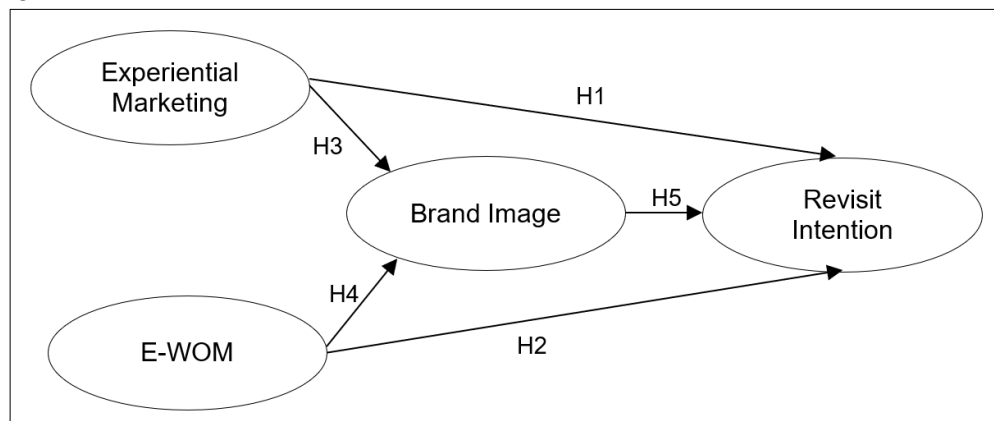
Brand Image and Revisit Intention

A favorable brand image can increase tourist confidence and loyalty, thereby encouraging repeat visits. Previous studies have confirmed that brand image positively influences revisit intention (Atmaja et al., 2024; Suparno & Aksari, 2023). Therefore, the following hypothesis is proposed:

H5: Brand image has a positive and significant effect on revisit intention.

Conceptual Framework

Figure 1. Research Framework



Based on the TPB and previous empirical studies, this study proposes that experiential marketing and e-WOM influence revisit intention both directly and indirectly through brand image. As shown in Figure 1, the framework positions brand image as a mediating variable that explains how tourists' experiences and online communications shape their intention to revisit Bali coffee agrotourism. The proposed relationships are represented by hypotheses H1–H5.

RESEARCH METHOD

Research Design

This study employed a quantitative explanatory research design to examine the relationships among experiential marketing, e-WOM, brand image, and revisit intention in Bali coffee agrotourism. The study adopted a cross-sectional survey approach by collecting data from visitors who had previously visited coffee agrotourism destinations in Gianyar, Bali. The proposed relationships were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) because this method is appropriate for simultaneously examining direct and indirect relationships among latent variables (Hair et al., 2022). Data analysis was conducted using SmartPLS version 3.2.9.

Population and Sample

The population consisted of visitors who had previously visited coffee agrotourism destinations in Gianyar Regency, Bali. Since the exact population size was unknown, non-probability purposive sampling was employed.

The sampling criteria required respondents to (1) be at least 17 years old, (2) have visited a coffee agrotourism destination in Gianyar at least once, and (3) be willing to complete the questionnaire.

Following the recommendation for PLS-SEM, the minimum sample size was determined based on ten times the number of measurement indicators. As this study employed 16 indicators, a total of 160 respondents were considered adequate for statistical analysis.

Measurement of Variables

Four latent variables were examined in this study: experiential marketing, e-WOM, brand image, and revisit intention. Experiential marketing was operationalized using Schmitt's (1999) five experiential dimensions, namely sense, feel, think, act, and relate, to capture tourists' holistic experiences during their visits. E-WOM was measured using indicators related to online recommendations, positive reviews, information sharing, and the willingness to encourage others to visit, adapted from Atmaja et al. (2024) and Karimi &

Asgharzadeh (2025). Brand image was assessed through three dimensions: functional, symbolic, and experiential image, adapted from Atmaja et al. (2024), reflecting tourists' overall perceptions and associations with coffee agrotourism destinations. Finally, revisit intention was measured using indicators related to tourists' intention to revisit, willingness to recommend the destination, priority for future visits, and intention to seek additional information, adapted from Respati et al. (2025) and Suhud et al. (2025). All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Analysis

Data were analyzed using PLS-SEM with SmartPLS version 3.2.9. The analysis consisted of two stages. The first stage evaluated the measurement model (outer model) through indicator reliability, internal consistency reliability (Cronbach's Alpha and Composite Reliability), convergent validity using Average Variance Extracted (AVE), and discriminant validity using the Fornell–Larcker criterion and Heterotrait–Monotrait Ratio (HTMT).

The second stage evaluated the structural model (inner model) by assessing collinearity, coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), path coefficients, and hypothesis testing using the bootstrapping procedure with 5,000 subsamples. A hypothesis was accepted when $p < 0.05$ and the t-statistic > 1.96 .

RESULTS

Respondents' Demographic Profile

A total of 160 valid questionnaires were collected and included in the analysis. The respondents consisted of visitors who had previously visited coffee agrotourism destinations in Gianyar, Bali.

Table 2. Demographic Profile of Respondents (n = 160)

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	70	43.7
	Female	90	56.3
Age	≤20 years	28	17.5
	21–30 years	66	41.3
	31–40 years	45	28.1
	>40 years	21	13.1
Education	Senior High School	45	28.1
	Diploma	22	13.8
	Bachelor's Degree	75	46.9
	Postgraduate	18	11.2
Occupation	Student	45	28.1
	Private Employee	56	35
	Entrepreneur	33	20.6
	Government Employee	12	7.5
	Others	14	8.8
Number of Visits	First Visit	61	38.1
	More than Once	99	61.9
Source of Information	Social Media	74	46.3
	Friends/Family	48	30
	Online Travel Platform	23	14.4
	Others	15	9.3

As shown in Table 2, female respondents accounted for the majority of participants (56.3%), indicating that women were slightly more interested in visiting coffee agrotourism destinations than men. Most respondents were between 21 and 30 years old (41.3%), suggesting that coffee agrotourism is particularly attractive to young adults who actively seek unique tourism experiences. In terms of education, respondents were predominantly bachelor's degree holders (46.9%), reflecting a relatively well-educated visitor profile capable of evaluating tourism experiences and sharing opinions through digital platforms.

Regarding occupation, private employees (35%) and students (28.1%) represented the largest groups of visitors. Furthermore, 61.9% of respondents had visited the destination more than once, indicating that most participants had sufficient prior experience to evaluate experiential marketing, e-WOM, brand image, and revisit intention. This finding strengthens the suitability of the sample because respondents were familiar with the destination and capable of providing reliable assessments of the constructs investigated. In addition, social media was the primary source of information (46.3%), followed by recommendations from friends and family (30%), highlighting the important role of digital communication and e-WOM in influencing tourists' decisions to visit coffee agrotourism destinations.

Validity and Reliability Test Results

Table 3. Results of the Validity Test of Experiential Marketing Variables

	Statement	Result	Information
Experiential Marketing	X1.1 I found the Bali Coffee Agrotourism concept very unique	0.761	Valid
	X1.2 My mood during my visit to the Bali Coffee Agrotourism was better	0.876	Valid
	X1.3 The Bali Coffee Agrotourism provided a comfortable experience	0.866	Valid
	X1.4 The Bali Coffee Agrotourism was able to build good relationships with customers	0.885	Valid
E-WOM	X2.1 I received a recommendation for Bali Coffee Agrotourism from social media	0.838	Valid
	X2.2 I found positive reviews about Bali Coffee Agrotourism on social media	0.865	Valid
	X2.3 I received positive interactions with Bali Coffee Agrotourism on social media	0.744	Valid
	X2.4 I found photos of customers visiting Bali Coffee Agrotourism on social media	0.775	Valid
Brand Image	M1.1 I found the service quality at Bali Coffee Agrotourism to be excellent.	0.913	Valid
	M1.2 I feel that Bali Coffee Agrotourism has a good reputation.	0.897	Valid
	M1.3 I was very impressed when I visited Bali Coffee Agrotourism.	0.823	Valid
Revisit intention	Y1.1 I always look for the latest offers from Bali Coffee Agrotourism.	0.775	Valid
	Y1.2 I will frequently visit Bali Coffee Agrotourism in the near future.	0.806	Valid
	Y1.3 I will make Bali Coffee Agrotourism my first choice when visiting Bali.	0.863	Valid
	Y1.4 I will recommend Bali Coffee Agrotourism to my relatives and friends.	0.832	Valid

	Y1.5 I will seek more information about Bali Coffee Agrotourism before my next visit.	0.721	Valid
--	---	-------	-------

Table 3 shows that all questionnaire items show outer loadings above 0.70, indicating that all questions used to measure the variables are considered valid.

Reliability Test

The reliability testing of the variables in this study was based on Cronbach's Alpha coefficient. The results of the reliability testing of the variables used in this research model are shown in Table 4 below.

Table 4. Reliability Test Results

Variables	Cronbach Alpha	Information
Experiential Marketing (X1)	0.852	Reliable
E-WOM (X2)	0.820	Reliable
Brand image (M)	0.869	Reliable
Revisit intention (Y)	0.871	Reliable

The results of the reliability test for the research variables, as shown in Table 4, indicate that the Cronbach alpha coefficient for each variable exceeds 0.60. Therefore, it can be concluded that all variables comprising the research model are reliable.

Direct Effect Hypothesis Test

This study uses a Partial Least Squares (PLS) analysis approach to test the previously stated research hypotheses. Experiential marketing has a positive but not statistically significant effect on revisit intention, with a t-value of 1.765. Additionally, e-WOM has a direct effect on revisit intention, with a t-value of 3.825. Experiential marketing has a positive and statistically significant effect on brand image, with a t-value of 3.53. E-WOM has a positive and statistically significant effect on brand image, with a t-value of 7.618. Brand image has a positive and statistically significant effect on revisit intention, with a t-value of 2.740.

Table 5. Results of the Total Influence Test Between Variables

	Hypothesis & Relationship	Path Coefficient (β)	t-value	p-value	Decision
H1	Experiential Marketing → Revisit Intention	0.208	1.765	0.078	Rejected (Not Supported)
H2	e-WOM → Revisit Intention	0.422	3.825	<0.001	Supported
H3	Experiential Marketing → Brand Image	0.290	3.531	<0.001	Supported
H4	e-WOM → Brand Image	0.576	7.618	<0.001	Supported
H5	Brand Image → Revisit Intention	0.276	2.740	0.006	Supported

Table 5 presents the results of the structural model and hypothesis testing using the bootstrapping procedure in PLS-SEM. The findings indicate that four out of the five proposed hypotheses are supported. Specifically, experiential marketing did not have a significant effect on revisit intention ($\beta = 0.208$, $t = 1.765$, $p = 0.078$); therefore, H1 was not supported. Although the relationship was positive, the p-value exceeded the significance threshold of 0.05, indicating that experiential marketing alone was insufficient to directly encourage tourists to revisit coffee agrotourism destinations.

In contrast, e-WOM had a positive and significant effect on revisit intention ($\beta = 0.422$, $t = 3.825$, $p < 0.001$), supporting H2. This finding suggests that positive online reviews, recommendations, and shared experiences significantly increase tourists' intentions to revisit coffee agrotourism destinations. Furthermore, experiential marketing positively influenced brand image ($\beta = 0.290$, $t = 3.531$, $p < 0.001$), supporting H3, indicating that memorable tourism experiences contribute to strengthening visitors' perceptions of the destination.

The strongest relationship was found between e-WOM and brand image ($\beta = 0.576$, $t = 7.618$, $p < 0.001$), confirming H4. This result demonstrates that positive electronic word of mouth plays a substantial role in enhancing the image of coffee agrotourism destinations. Finally, brand image had a positive and significant effect on revisit intention ($\beta = 0.276$, $t = 2.740$, $p = 0.006$), supporting H5. Overall, these findings suggest that while experiential marketing does not directly increase revisit intention, it contributes indirectly by strengthening brand image, whereas e-WOM exerts both direct and indirect influences on tourists' revisit intention.

Testing of Indirect Effects

The testing of the indirect influence hypothesis in this study can be explained in Table 6 below:

Table 6. Results of the Indirect Effect Test (Specific Indirect Effect)

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 (Experimental marketing) _ M (Brand image) → Y (Revisit Intention)	0.080	0.076	0.033	2.432	0.015
X2 (e-WOM) → M (Brand Image) → Y (Revisit Intention)	0.159	0.156	0.066	2.426	0.016

Table 6 presents the results of the indirect effect analysis using the bootstrapping procedure. The findings indicate that brand image significantly mediates the relationship between experiential marketing and revisit intention, with an indirect effect coefficient of $\beta = 0.080$, $t = 2.432$, and $p = 0.015$. Since the indirect effect is statistically significant ($p < 0.05$), brand image functions as a mediator in the relationship between experiential marketing and revisit intention. Furthermore, because the direct effect of experiential marketing on revisit intention was previously found to be insignificant ($\beta = 0.208$, $p = 0.078$), the results indicate that brand image fully mediates this relationship. This finding suggests that memorable tourism experiences alone are insufficient to directly encourage revisit intention unless they first strengthen visitors' perceptions of the destination's brand image.

Similarly, brand image significantly mediates the relationship between e-WOM and revisit intention, with an indirect effect coefficient of $\beta = 0.159$, $t = 2.426$, and $p = 0.016$. Since both the indirect effect and the direct effect of e-WOM on revisit intention were statistically significant ($\beta = 0.422$, $p < 0.001$), brand image acts as a partial mediator. This result indicates that positive electronic word of mouth not only directly increases tourists' intention to revisit but also strengthens destination brand image, which subsequently enhances revisit intention. Overall, the findings highlight the strategic importance of developing a strong brand image to maximize the effectiveness of experiential marketing and e-WOM in encouraging tourists to revisit Bali coffee agrotourism destinations.

DISCUSSION

The Influence of Experiential Marketing on Revisit Intention (H1)

The hypothesis testing results indicate that experiential marketing has a positive but statistically insignificant effect on revisit intention ($\beta = 0.208$, $t = 1.765$, $p = 0.078$). Therefore, H1 is rejected. Although the relationship is positive, the p-value exceeds the significance level of 0.05, indicating that experiential marketing alone is insufficient to directly encourage tourists to revisit Bali coffee agrotourism destinations.

This finding suggests that memorable experiences, such as coffee tasting, plantation tours, educational activities, and interactions with local communities, do not automatically translate into revisit intention. Visitors may appreciate the experience during their visit, yet their decision to revisit is likely influenced by additional factors such as destination image, online recommendations, destination accessibility, and alternative tourism options. In the context of Bali coffee agrotourism, tourists may seek novelty and variety, reducing the direct influence of experiential marketing on revisit behavior.

This result differs from previous studies reporting a significant positive relationship between experiential marketing and revisit intention (Hanafi et al., 2025; Nguyen & Vu, 2026). Those studies argued that memorable tourism experiences strengthen tourists' emotional attachment and encourage repeat visits. However, the present findings indicate that experiential marketing does not directly influence revisit intention unless visitors first develop a favorable perception of the destination. Instead, the experience contributes indirectly by strengthening brand image, which subsequently encourages revisit intention.

From the perspective of the TPB, experiential marketing represents tourists' previous experiences that contribute to perceived behavioral control. Nevertheless, the findings imply that previous positive experiences alone are insufficient to form behavioral intention unless they are accompanied by favorable cognitive evaluations of the destination. This result extends TPB by demonstrating that brand image serves as an important psychological mechanism linking experiential marketing to revisit intention.

The Influence of e-WOM on Revisit Intention (H2)

The results indicate that H2 is accepted, demonstrating that e-WOM has a positive and significant effect on revisit intention ($\beta = 0.422$, $p < 0.001$). This finding suggests that more positive online reviews, recommendations, and shared experiences regarding Bali coffee agrotourism significantly increase visitors' intention to revisit the destination. In the digital tourism environment, travelers increasingly rely on user-generated content when evaluating tourism destinations. Positive e-WOM reduces uncertainty, strengthens trust, and reinforces favorable perceptions, encouraging visitors to return in the future.

The result is consistent with previous studies demonstrating that e-WOM is an important determinant of revisit intention in tourism and hospitality. Karimi and Asgharzadeh (2025) found that positive electronic word of mouth significantly influences revisit intention among ecolodge visitors through the TPB. Likewise, Avci and Sürücü (2025) reported that e-WOM enhances destination image and directly increases revisit intention in cruise tourism. Similar findings were reported by Mutiara and Sri (2025), who concluded that positive e-WOM significantly improves revisit intention in café tourism. Furthermore, Sulkaisi et al. (2025) emphasized that tourists who receive positive digital information regarding tourism experiences are more likely to revisit the destination. Studies by Huynh (2025) and Ouyang & Jiang (2025) also confirm that online word of mouth positively shapes tourists' behavioral intentions, including revisit intention. These findings are also consistent with Albana and Marsasi (2024), who found that e-WOM significantly

influences revisit intention through the formation of behavioral intentions within the TPB framework. Likewise, [Tiong et al. \(2025\)](#) reported that tourists' experiences and e-WOM jointly contribute to revisit intention by strengthening positive perceptions and destination attractiveness.

From the perspective of the TPB, e-WOM contributes to the formation of favorable behavioral attitudes by providing credible information and reducing perceived uncertainty before making travel decisions ([Ajzen, 1991](#)). Positive reviews also strengthen subjective norms because recommendations from previous visitors create social influence that encourages similar behavioral intentions. This argument is supported by [Jalilvand and Samiei \(2012\)](#), who demonstrated that electronic word of mouth significantly shapes tourism behavioral intentions through TPB. More recent evidence by [Azhar et al. \(2022\)](#) further confirms that e-WOM positively influences revisit intention by strengthening tourists' attitudes and behavioral intentions in digital environments.

These findings imply that managers of Bali coffee agrotourism should actively encourage satisfied visitors to share authentic reviews, photographs, and recommendations through social media and online travel platforms. Strengthening positive e-WOM can become an effective and low-cost marketing strategy to maintain visitor loyalty and stimulate revisit intention.

The Influence of Experiential Marketing on Brand Image (H3)

The hypothesis testing results indicate that experiential marketing has a positive and significant effect on brand image ($\beta = 0.290$, $t = 3.531$, $p < 0.001$). Therefore, H3 is supported. This finding demonstrates that memorable tourism experiences significantly enhance tourists' perceptions of Bali coffee agrotourism.

Experiential marketing enables tourists to engage with the destination through sensory, emotional, cognitive, behavioral, and relational experiences. Activities such as observing coffee cultivation, participating in coffee processing demonstrations, tasting locally produced coffee, and interacting with the natural environment create meaningful experiences that strengthen the destination's image. These positive experiences help visitors perceive Bali coffee agrotourism as authentic, educational, and unique compared with competing destinations.

The present findings are consistent with [Atmaja et al. \(2024\)](#), who found that experiential marketing significantly strengthens brand image in tourism and hospitality settings. Likewise, [Holilah et al. \(2026\)](#) reported that customer experience contributes positively to brand image by enhancing visitors' overall perceptions of service quality and destination value. [Elalfy et al. \(2025\)](#) further argued that positive brand experiences strengthen emotional attachment, encourage favorable electronic word of mouth, and ultimately improve consumers' perceptions of the brand. In addition, [Le et al. \(2025\)](#) demonstrated that positive brand experiences enhance consumers' perceptions of value and encourage favorable behavioral responses, including positive word of mouth and repurchase intention. Similar evidence was reported by [Safira et al. \(2025\)](#), who found that customer experience contributes to the development of a stronger brand image and long-term customer loyalty. This result is supported by [Tan et al. \(2026\)](#), who found that service quality and brand-related factors are key determinants of customer satisfaction and long-term customer relationships in the coffee industry.

Within the framework of the TPB, experiential marketing contributes to tourists' cognitive and affective evaluations of the destination. Positive tourism experiences shape favorable attitudes toward Bali coffee agrotourism, thereby strengthening brand image. These findings indicate that experiential marketing functions not only as a marketing

strategy but also as a mechanism for building long-term destination competitiveness through stronger brand perceptions.

The Influence of e-WOM on Brand Image (H4)

The results indicate that H4 is accepted, demonstrating that e-WOM has a positive and significant effect on brand image ($\beta = 0.576$, $p < 0.001$). Among all direct relationships examined in this study, this path exhibits the strongest coefficient, indicating that positive online communication plays a crucial role in shaping tourists' perceptions of Bali coffee agrotourism. Positive reviews, recommendations, ratings, and user-generated content shared through digital platforms enhance the destination's credibility, attractiveness, and overall image.

This finding is consistent with previous studies emphasizing the strategic role of e-WOM in building brand and destination image. [Avcı and Sürücü \(2025\)](#) found that electronic word of mouth significantly strengthens destination image, which subsequently increases tourists' revisit intention. Likewise, [Huynh \(2025\)](#) reported that positive online communication improves destination image and encourages future behavioral intentions. In addition, [Elalfy et al. \(2025\)](#) demonstrated that positive customer experiences generate favorable electronic word of mouth, which contributes to stronger brand-related perceptions. Similar evidence was reported by [Holilah et al. \(2026\)](#), who found that e-WOM significantly improves brand image before influencing revisit intention. This supports the present finding that e-WOM plays an important role in enhancing the brand image of Bali coffee agrotourism. These findings are consistent with [Diego and Wisker \(2024\)](#), who reported that positive word of mouth, supported by a strong brand image and service quality, significantly enhances customers' booking intentions in the hospitality industry.

The findings also support the TPB. According to [Ajzen \(1991\)](#), behavioral beliefs influence attitudes toward an object. Positive information obtained from online reviews enables tourists to develop favorable attitudes before or after their visit, thereby strengthening the destination's brand image. This argument is supported by [Jalilvand and Samiei \(2012\)](#), who explained that electronic word of mouth significantly influences tourists' perceptions and behavioral intentions through TPB. Likewise, [Karimi and Asgharzadeh \(2025\)](#) confirmed that positive e-WOM shapes destination perceptions and ultimately enhances revisit intention.

From a managerial perspective, these findings indicate that managers should actively encourage visitors to create and share authentic digital content. Responding professionally to online reviews, maintaining active social media engagement, and encouraging visitors to share their experiences can strengthen Bali coffee agrotourism's brand image in an increasingly competitive tourism market.

The Influence of Brand Image on Revisit Intention (H5)

The results indicate that H5 is accepted, demonstrating that brand image has a positive and significant effect on revisit intention ($\beta = 0.276$, $p = 0.006$). This finding suggests that visitors who perceive Bali coffee agrotourism as having a positive, distinctive, and trustworthy image are more likely to revisit the destination. A favorable brand image reduces uncertainty, strengthens tourists' confidence, and increases emotional attachment, ultimately encouraging repeat visits.

This finding supports previous studies demonstrating that brand image is one of the strongest predictors of revisit intention in tourism. [Atmaja et al. \(2024\)](#) found that brand image significantly influences revisit intention while mediating the effects of experiential marketing and e-WOM. Likewise, [Holilah et al. \(2026\)](#) confirmed that a strong brand

image significantly encourages revisit intention. [Respati et al. \(2025\)](#), through a systematic literature review, also concluded that destination image consistently appears as one of the most important determinants of revisit intention across various tourism contexts. The importance of brand image in encouraging repeat behavior is also supported by [Pereira et al. \(2025\)](#), who concluded that positive customer perceptions and strong brand relationships are essential factors for customer retention and loyalty in digital and service-based environments.

From the perspective of the TPB, brand image reflects tourists' overall attitudes toward a destination. According to [Ajzen \(1991\)](#), favorable attitudes positively influence behavioral intentions. [Liu et al. \(2025\)](#) further extended TPB by demonstrating that destination image strengthens tourists' behavioral intentions through positive evaluations and emotional attachment. Therefore, strengthening brand image becomes an effective strategy to improve tourists' willingness to revisit Bali coffee agrotourism.

Managerially, maintaining a strong brand image requires consistent service quality, authentic tourism experiences, effective digital communication, and continuous innovation. These efforts will reinforce visitors' positive perceptions and increase destination competitiveness in the coffee tourism industry.

The Mediating Role of Brand Image in the Relationship between Experiential Marketing and Revisit Intention

The mediation analysis indicates that brand image significantly mediates the relationship between experiential marketing and revisit intention ($\beta = 0.080$, $p = 0.015$). Considering that the direct effect of experiential marketing on revisit intention is not significant ($\beta = 0.208$, $p = 0.078$), while the indirect effect through brand image is significant, brand image functions as a full mediator.

These findings indicate that memorable tourism experiences alone are insufficient to directly encourage revisit intention. Instead, positive experiences first strengthen tourists' perceptions of Bali coffee agrotourism, which subsequently motivate them to revisit. This finding extends previous research by [Atmaja et al. \(2024\)](#) and [Suparno & Aksari \(2023\)](#), who also reported that brand image mediates the relationship between experiential marketing and revisit intention. Likewise, [Holilah et al. \(2026\)](#) demonstrated that customer experience contributes to revisit intention primarily through the formation of a stronger brand image. Moreover, the findings align with [Indrajaya et al. \(2025\)](#), who emphasized that consumer experience can influence behavioral outcomes indirectly through positive perceptions and e-WOM, indicating that experiential factors often work through intervening mechanisms rather than solely through direct effects. This finding is in line with [Diastuti et al. \(2024\)](#), who demonstrated that brand image plays a significant mediating role in strengthening the relationship between service quality and customer loyalty. This finding is consistent with [Ng et al. \(2026\)](#), who showed that brand experience and service quality significantly strengthen customer commitment in the coffee shop industry.

The findings also reinforce the TPB, where previous experiences shape favorable attitudes before influencing behavioral intentions ([Ajzen, 1991](#)). In Bali coffee agrotourism, experiential marketing contributes to revisit intention only after visitors develop a positive image of the destination. This represents one of the study's key contributions, highlighting the strategic role of brand image in converting memorable tourism experiences into long-term behavioral intentions.

The Mediating Role of Brand Image in the Relationship between e-WOM and Revisit Intention

The mediation analysis further indicates that brand image significantly mediates the relationship between e-WOM and revisit intention ($\beta = 0.159$, $p = 0.016$). Because both the direct and indirect effects remain significant, brand image functions as a partial mediator.

These findings suggest that positive electronic word of mouth directly encourages revisit intention while simultaneously strengthening brand image, which further enhances tourists' willingness to revisit. Positive online reviews therefore influence revisit intention through two complementary mechanisms: directly by increasing confidence and indirectly by reinforcing destination image.

The findings support previous studies by [Atmaja et al. \(2024\)](#) and [Suparno & Aksari \(2023\)](#), who reported that brand image mediates the relationship between e-WOM and revisit intention. Similarly, [Avcı and Sürücü \(2025\)](#) found that destination image acts as an important mechanism linking e-WOM to revisit intention. Furthermore, [Huynh \(2025\)](#) demonstrated that positive online communication strengthens destination image before influencing tourists' behavioral intentions.

Theoretically, these findings support the TPB, which explains that external information influences attitudes before shaping behavioral intentions ([Ajzen, 1991](#)). Positive electronic word of mouth strengthens favorable destination evaluations, thereby increasing revisit intention both directly and indirectly through brand image. Compared with experiential marketing, e-WOM exerts both immediate and mediated effects, highlighting its strategic importance in digital tourism marketing.

CONCLUSION

This study concludes that experiential marketing does not have a significant direct effect on revisit intention, leading to the rejection of H1. Although memorable tourism experiences are valuable, they do not automatically encourage visitors to return unless they first strengthen the destination's brand image. Conversely, e-WOM has a positive and significant effect on both revisit intention and brand image, while brand image also positively influences revisit intention. These findings confirm that digital communication and positive destination perceptions are key drivers of tourists' behavioral intentions.

Furthermore, brand image fully mediates the relationship between experiential marketing and revisit intention, indicating that experiential marketing influences revisit intention only through the formation of a positive brand image. Brand image also partially mediates the relationship between e-WOM and revisit intention, suggesting that e-WOM affects revisit intention both directly and indirectly through enhanced brand image.

This study contributes theoretically by extending the application of the TPB in coffee agrotourism marketing, demonstrating that experiential marketing primarily influences behavioral intention through cognitive evaluations represented by brand image, whereas e-WOM influences revisit intention through both direct and indirect pathways. From a managerial perspective, coffee agrotourism operators should prioritize strengthening brand image by delivering authentic tourism experiences while simultaneously encouraging positive electronic word of mouth through digital engagement and visitor-generated content. These strategies are expected to enhance destination competitiveness and promote sustainable revisit behavior.

LIMITATION

This study has several limitations. First, it was conducted using a cross-sectional design; therefore, the results only reflect the conditions during a specific period. Second, this study only examined experiential marketing, e-WOM, brand image, and revisit intention, with brand image as a mediating variable. Future research is recommended to include other relevant variables, such as tourist satisfaction, destination image, perceived value, service quality, or tourist loyalty, to provide a more comprehensive understanding of revisit intention.

ACKNOWLEDGMENT

The authors express gratitude to those who have had the pleasure of cooperating during this study or research.

DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

REFERENCES

- Agriculture and Food Security Department of Bali Province. (2025). *Coffee Production Statistics in Bali Province*. Distanpangan Bali. <https://distanpangan.baliprov.go.id>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Albana, D. N., & Marsasi, E. G. (2024). The influence of revisit intention and self-concept on e-Wom based on theory of planned behavior. *Jurnal Ekonomi Bisnis dan Kewirausahaan*, 12(3), 323–341. <https://doi.org/10.26418/jebik.v12i3.71477>
- Atmaja, V. A. D., Pande, K. R., & Putu, N. A. N. (2024). The influence of experiential marketing and e-WOM on revisit intention through brand image as an intervening variable in cafes in Canggu. *Russian Journal of Agricultural and Socio-Economic Sciences*, 152(8), 65–75.
- Avcı, Ö., & Sürücü, Ç. (2025). The connection between electronic word-of-mouth communication, destination image, and revisit intention in cruise tourism. *Journal of Tourism, Sustainability and Well-Being*, 13(2), 72–86. <https://doi.org/10.34623/qhav-5563>
- Azhar, M., Ali, R., Hamid, S., Akhtar, M. J., & Rahman, M. N. (2022). Demystifying the effect of social media e-WOM on revisit intention post-COVID-19: An extension of theory of planned behavior. *Future Business Journal*, 8(1), 49. <https://doi.org/10.1186/s43093-022-00161-5>
- Diastuti, N. K., Atmaja, N. P. C. D., Wijana, I. M. D., & Putra, I. G. C. (2024). The influence of National Health Insurance participant satisfaction in mediating the relationship of service quality and brand image towards participant loyalty at RSU Balimed Denpasar. *International Journal of Applied Business & International Management*, 9(1), 45–57. <https://doi.org/10.32535/ijabim.v9i1.2918>
- Diego, D.-A. G. S., & Wisker, Z. L. (2024). How brand vibes, stellar service, and prime location fuel WOM (word of mouth) and drive bookings in the hotel industry. *International Journal of Applied Business & International Management*, 9(3), 432–447. <https://doi.org/10.32535/ijabim.v9i3.3599>
- Elalfy, R. M., Elayat, A. M. A., & Elsharnouby, M. H. (2025). Building good brand experience to sustain positive electronic word of mouth: The mediating effect of brand love. *Management & Sustainability: An Arab Review*, 4(2), 217–236. <https://doi.org/10.1108/MSAR-01-2024-0001>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.

- Hanafi, M. F. M., Shahril, A. M., Gaffar, V., & Rahman, A. R. A. (2025). Exploring the coffee shop experience: The impact of customer experience on revisit intentions in urban specialty coffee shops. *Journal of Nusantara Studies*, 10(2), 417–448. <https://doi.org/10.24200/jonus.vol10iss2pp417-448>
- Holillah, S., Pranowo, A. S., & Herdiyana, H. (2026). Customer experience and E-Wom effects on brand image and patient revisit intention at dental clinics in Bogor. *Economics and Business Journal*, 4(5), 2213–2232. <https://doi.org/10.47353/ecbis.v4i5.450>
- Huynh, Q. L. (2025). Words of mouth on destination images and intentions to revisit. *Marketing and Management of Innovations*, 16(1), 119–132. <https://doi.org/10.21272/mmi.2025.1-09>
- Indrajaya, S., Imaroh, T. S., & Nusraningrum, D. (2025). Exploring the impact of product quality, performance, consumer experience, positive e-WOM on purchase intention and sustainability in the railway industry. *Journal of Consumer Sciences*, 10(2), 224–247. <https://doi.org/10.29244/jcs.10.2.225-247>
- Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Research*, 22(5), 591–612. <https://doi.org/10.1108/10662241211271563>
- Karimi, S., & Asgharzadeh, Y. (2025). A study on the role of electronic word-of-mouth in shaping revisit intentions of ecolodge guests: An extension of the theory of planned behavior. *Journal of Entrepreneurial Strategies in Agriculture*, 11(2), 133–146. <https://doi.org/10.61186/jea.11.2.133>
- Le, T. T., Phan, H. N., Vo, H. T. U., Bui, L. K. L., & Tran, H. T. (2025). How brand experience and perceived value drive word-of-mouth and repurchase intention in F&B industry. *British Food Journal*, 127(7), 2399–2416. <https://doi.org/10.1108/BFJ-10-2024-1091>
- Liu, C.-H., Wang, I.-A., Fang, Y.-P., & Lin, J.-Y. (2025). Expanding the theory of planned behavior: Place attachment and destination image. *Management Decision*, 1–23. <https://doi.org/10.1108/MD-06-2025-1750>
- Luong, T.-B. (2025). The moderating role of e-word of mouth credibility in the relationship between heritage travel motivation, heritage destination image, and visit intention. *Journal of Cultural Heritage Management and Sustainable Development*, 1–17. <https://doi.org/10.1108/JCHMSD-05-2023-0064>
- Meliya, H., Made, W. I., Saroyini, P. P., & Yudi, S. P. (2025). Antecedents of revisit intention—theory of planned behavior approach: A study on Glagalinggah ecotourism the cultural forest Kintamani. *Russian Journal of Agricultural and Socio-Economic Sciences*, 161(5), 24–41.
- Mutiara, T. C. I., & Sri, S. N. W. (2025). The effect of product quality, service quality, perceived price, store atmosphere, and e-WOM on revisit intention: A study at the Café Lotus Ubud. *Russian Journal of Agricultural and Socio-Economic Sciences*, 164(8), 17–28.
- Ng, W. C., Xiong, Y., Xiong, J., Xin, Z., Xie, S., Srivastava, Y., & Kee, D. M. H. (2026). Brewing loyalty in the coffee shop industry: The role of brand experience and service quality in shaping customer commitment. *International Journal of Tourism and Hospitality in Asia Pacific*, 9(1), 132–147. <https://doi.org/10.32535/ijthap.v9i1.4396>
- Nguyen, T.-K.-T., & Vu, T.-Q.-A. (2026). The role of experiential marketing in the context of smart tourism in influencing tourists' intention to write word-of-mouth and revisit the destination—The case of Da Nang City. In *Conference on Information Technology and its Applications* (pp. 965–978). Springer Nature. https://doi.org/10.1007/978-3-032-00972-2_71
- Ouyang, Y., & Jiang, S. (2025). The influence of social media word-of-mouth on tourists' intention to visit Yunnan for coffee tourism: The mediating role of attitude. *Rajapark International Journal*, 2(1), 18–38.

- Pereira, M. S., Castro, B. S. D., Cordeiro, B. A., Castro, B. S. D., Peixoto, M. G. M., Silva, E. C. M. D., & Gonçalves, M. C. (2025). Factors of customer loyalty and retention in the digital environment. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 71. <https://doi.org/10.3390/jtaer20020071>
- Respati, A., Kusumawati, A., Yulianto, E., & Fahrudi, A. N. L. I. (2025). Exploring determinants and theoretical underpinnings of revisit intention in tourism: A PRISMA-based systematic literature review. *Sustainability*, 17(24), 11044. <https://doi.org/10.3390/su172411044>
- Safira, S. S. I., Korna, S. A. A., & Huda, S. A. (2025). Hospital brand image, patient experience, satisfaction dan e-health dalam membangun outpatient loyalty. *Indonesian Marketing Journal*, 5(1), 43–59. <https://doi.org/10.19166/imj.v5i1.9767>
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Suhud, U., Allan, M., Hoo, W. C., Fafurida, F., & Azinuddin, M. (2025). Boosting coffee tourism: Linking visit intention and storytelling engagement in holiday contexts. *Geojournal of Tourism and Geosites*, 62(4), 2316–2328. <https://doi.org/10.30892/gtg.62428-1594>
- Sulkaisi, N., Asiska, S., Siska, F., Hendra, H., & Sari, M. K. (2025). Tourism: The effect of electronic word of mouth and tourist experience on revisit intention. *European Journal of Economics*, 5(2), 17–28. <https://doi.org/10.33422/eje.v5i2.1045>
- Suparno, I. N., & Aksari, N. M. A. (2023). Pengaruh experiential marketing dan electronic word of mouth terhadap revisit intention melalui brand image sebagai variabel mediasi. *Jurnal Penelitian dan Pengembangan Sains dan Humaniora*, 7(2), 244–255. <https://doi.org/10.23887/jppsh.v7i2.54873>
- Tan, L. H., Nasri, A. A. S., Ong, A. S. H., Syamsina, A. A. H., Hamat, A. R. P., Das, N., ..., & Kee, D. M. H. (2026). Determinants of customer satisfaction in the coffee chain industry: Evidence from Malaysia. *International Journal of Applied Business & International Management*, 11(1), 119–132. <https://doi.org/10.32535/ijabim.v11i1.4559>
- Tiong, P., Farida, U., Haris, A., & Azizurrohman, M. (2025). From experience to e-WOM: Unpacking the power of tourist motivation and marketing mix on revisit Intentions in Taiwan. *Journal of Marketing Innovation*, 5(1), 103–124. <https://doi.org/10.35313/jmi.v5i1.206>

ABOUT THE AUTHOR(S)

1st Author

Pande Ketut Ribek is a lecturer in the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. He is actively engaged in teaching, research, and community service in the fields of marketing management, consumer behavior, tourism marketing, and digital business. His research interests include experiential marketing, e-WOM, branding, and sustainable tourism. He currently serves as a lecturer at Universitas Mahasaraswati Denpasar.

Email: pandeketutribek@unmas.ac.id

ORCID ID: <https://orcid.org/0000-0001-8551-5705>

2nd Author

Ni Putu Nita Anggraini is a lecturer in the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. She is involved in teaching and research activities, particularly in marketing management, consumer behavior, digital marketing, and tourism studies. Her research focuses on branding, consumer experience, and electronic word of mouth in the tourism and hospitality industries. She currently serves as a lecturer at Universitas Mahasaraswati Denpasar.

Email: nitaanggraini@unmas.ac.id

ORCID ID: <https://orcid.org/0000-0001-8542-5523>

3rd Author

Veronica Ayu Dwi Atmaja is a graduate of the Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia. Her academic interests include marketing management, consumer behavior, tourism marketing, experiential marketing, and digital marketing. During her undergraduate study, she actively participated in research projects focusing on tourism and consumer behavior.

Email: veronicaayu9j@gmail.com