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Media richness as a strategy to enhance local tourism: Effects on tourist satisfaction and revisit intention

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Abstract

Tourist revisit intention is a key element of the success of the tourism industry. This study analyzes the relationship between media richness and revisit intention, with perceived enjoyment, perceived usefulness, perceived aesthetics, and satisfaction. A survey was conducted on 240 tourists at a local tourism destination themed "tourist village" using a bipolar adjective scale. Data were analyzed using structural equation modeling (SEM) with partial least square using SmartPLS 3.0. The findings indicate that media richness influenced perceived enjoyment, perceived usefulness, and perceived aesthetics. Perceived enjoyment and perceived aesthetics then influenced satisfaction. Meanwhile, perceived usefulness did not influence satisfaction. Tourist satisfaction ultimately influenced revisit intention. These findings highlight the importance of media richness in 2D visual media that can create positive tourist perceptions, increase satisfaction, and encourage repeat visits to local destinations. This study provides practical insights for tourism managers to utilize digital media by focusing on media richness, perceived enjoyment, perceived usefulness, perceived aesthetics, and satisfaction to improve destination competitiveness.

Introduction

Tourism plays a crucial role as a driver of economic growth, cultural exchange, and global connectivity. The sector contributes significantly to GDP, supports millions of jobs worldwide, and serves as a vital channel for promoting cultural heritage and mutual understanding across nations (Wang & Tziamalis, 2023). Recent global reports indicate that international tourism is steadily recovering after the COVID-19 pandemic, with many destinations approaching or even surpassing pre-2020 visitor levels (Alamineh et al., 2023). This reflects the resilience of the industry and the strong desire among travelers to re-engage with both familiar and novel destinations. Tourist revisit intention is widely recognized as a key determinant of tourism success, as it reduces marketing costs, enhances loyalty, and stimulates positive word-of-mouth promotion. Destinations that can convert first-time visitors into loyal repeat tourists are better positioned to achieve long-term economic sustainability, especially in facing fluctuating global travel trends (Nguyen Huu et al., 2024; Seow et al., 2024).

In many countries, local tourism such as cultural villages, heritage sites, and ecotourism spots, forms the backbone of national tourism strategies. These locations offer unique cultural, natural, and historical value that not only attract domestic travelers but also hold significant appeal for international markets when effectively promoted (Genc & Gulertekin Genc, 2023; Li et al., 2021; Sthapit et al., 2023). With advancements in digital technology, local tourism stakeholders are

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increasingly able to showcase these attractions to global audiences, yet the ways in which such destinations engage potential visitors online is still underexplored in the literature (Lee et al., 2021).

Tourist revisit intention is shaped by both cognitive and affective constructs (Hsu & Huang, 2012), and media richness has emerged as a critical external factor which influences these constructs (Daft & Lengel, 1986). Media richness refers to the capacity of a communication medium to deliver detailed, contextual, and engaging information while enabling timely feedback (Quoquab & Mohammad, 2022). In tourism marketing, richer media formats such as 2D or 3D visualization can stimulate stronger emotional and cognitive responses by reducing ambiguity and enhancing message clarity (Hendrayati et al., 2024).

Virto et al. (2024) demonstrated that social media with rich 2D visualization can improve tourists' perceptions when selecting destinations. Existing studies have predominantly focus on widely recognized global attractions or technology-intensive contexts such as virtual reality (Lim et al., 2024). On the contrary, local destinations, which often rely on limited promotional budgets, tend to use 2D formats such as photographs, short videos, and infographics due to their accessibility and ease of production. While these media are cost-effective, little is known about how they influence tourists' perceptions and behaviors compared to more immersive technologies. This gap is particularly relevant for destinations like tourist villages, where authenticity and cultural value are key selling points (Alamineh et al., 2023; Zhou et al., 2021).

Tourist perception plays a central role in influencing revisit intention. In this regard, perceived enjoyment has been shown to improve user satisfaction and engagement (Pai et al., 2020), yet its role in local tourism remains underexplored. Perceived usefulness reflects the extent to which media content assists tourists in decision-making (Al-Rahmi et al., 2021), while perceived aesthetics can enhance satisfaction and strengthen revisit intention (Zhou et al., 2021). Despite growing interest in these constructs, there is a lack of integrative studies examining their combined influence when framed within media richness theory.

This study seeks to address these gaps by investigating how 2D visualization richness on social media influences tourists' revisit intention to local destinations, through perceived enjoyment, usefulness, aesthetics, and satisfaction. Accordingly, research hypotheses are formulated to test these relationships and provide empirical evidence on the effectiveness of 2D media in shaping tourist behavior in local contexts.

This study contributes to the literature in several ways. First, it extends the application of media richness theory to the domain of local tourism which has received limited empirical attention. Second, it offers an integrated framework by combining four perceptual constructs, namely enjoyment, usefulness, aesthetics, and satisfaction to explain revisit intention, hence filling a theoretical gap in tourism studies. Third, it focuses on 2D visualization, which is more accessible and cost-effective than advanced immersive technologies. Fourth, the study shifts the empirical focus from global and high-profile destinations to local tourist villages. This addresses an imbalance in existing research and offering insights applicable to grassroots-level tourism development. The findings are expected to guide local tourism stakeholders in leveraging digital media strategies to enhance destination attractiveness, visitor retention, and long-term sustainability.

Literature Review and Hypotheses Development

Media Richness and Sensory Influence Perceptions

Media richness refers to the ability of a communication medium to effectively deliver rich and meaningful information through multiple cues, feedback mechanisms, and language variety (Daft & Lengel, 1986; Shaputra et al., 2023). In tourism contexts, media richness is a crucial design element that enhances user engagement by combining visual, auditory, and interactive features that create sensory stimulation and emotional resonance. Rich media, such as high-quality imagery, destination videos, and immersive visual storytelling, allow potential tourists to visualize experiences before visiting (Hendrayati et al., 2024; Virto et al., 2024). This sensory immersion increases enjoyment during the interaction with promotional content, fostering positive attitudes toward the destination. Empirical evidence shows that richer media formats evoke stronger

emotional responses and greater perceived enjoyment, particularly when promoting cultural and nature-based tourism (Wang et al., 2020; Sthapit et al., 2023). Therefore, the following hypothesis is proposed:
H_1: Media richness positively affects perceived enjoyment.

Perceived usefulness is the extent to which an individual believes that using a particular system will enhance their performance or decision-making (Venkatesh et al., 2003). In tourism, perceived usefulness reflects the value of information provided by digital platforms in planning and facilitating travel. Rich media can increase perceived usefulness by offering detailed, accurate, and context-specific content such as interactive maps, itinerary suggestions, and user-generated reviews that assist travelers in making informed decisions (Lee et al., 2021; Luo et al., 2021). For local tourism, rich content can present authentic information about lesser-known attractions, thereby reducing uncertainty and improving trip planning efficiency. Research has shown that the integration of multimedia features, such as videos and virtual simulations, significantly improves tourists' perception of the platform's utility (Chung et al., 2020; Jeong & Shin, 2020). By providing timely and relevant details, media richness enhances the perceived usefulness of tourism platforms, leading to greater user satisfaction and intention to engage with the destination. Thus, the following hypothesis is proposed:
H_2: Media richness positively affects perceived usefulness.

Perceived aesthetics refers to an individual's evaluation of the beauty and visual appeal of a system's interface and content (Szymkowiak et al., 2021). In tourism promotion, aesthetic appeal influences user perceptions of professionalism, trustworthiness, and overall platform quality. Media richness contributes to aesthetics by enabling the use of high-quality visuals, harmonious color schemes, balanced layouts, and other design elements that create a visually pleasing experience (Buhalis, 2020; Luo et al., 2021). For local destinations, aesthetic richness can communicate the cultural and natural uniqueness of the site, making it more attractive to potential visitors. Studies indicate that visually appealing and well-structured tourism content enhances users' positive emotions, increases engagement, and improves brand image (Sun et al., 2024; Zhou et al., 2021). Consequently, media richness plays a significant role in shaping perceived aesthetics in digital tourism promotion. Therefore, the following hypothesis is proposed:
H_3: Media richness positively affects perceived aesthetics.

Sensory Influence Perceptions and Satisfaction

Perceived enjoyment refers to the extent to which an activity is perceived as enjoyable in its own right, regardless of any performance outcomes (Pai et al., 2020). In tourism, enjoyment reflects the pleasure and emotional gratification tourists derive from engaging with promotional content or digital platforms. When users experience enjoyment, they are more likely to develop positive attitudes and stronger affective bonds (Al Ramdhani et al., 2025) with the platform or destination. In the context of local tourism, interactive features, engaging storytelling, and visually rich media can stimulate positive emotions that enhance satisfaction with the destination's digital presence (Han et al., 2022; Yu et al., 2021). Empirical studies show that enjoyable interactions increase perceived value and foster favorable evaluations of both the service and the destination (Gao et al., 2022). Therefore, the following hypothesis is proposed:
H_4: Perceived enjoyment positively affects tourist satisfaction.

Perceived usefulness describes the belief that using a system or service will enhance an individual's decision-making or task performance (Venkatesh et al., 2003). In tourism, usefulness relates to the platform's ability to deliver accurate, relevant, and actionable information that facilitates trip planning and decision-making. Rich and functional content, such as real-time updates, personalized recommendations, and integrated booking tools, enhances satisfaction by meeting travelers' needs efficiently (Tsiotsou, 2020; Kenyta, 2022). Studies demonstrate that when tourists perceive a platform as highly useful, they report greater satisfaction with their overall travel

planning process (Lee et al., 2021; Puspita & Shihab, 2023). In local tourism, the ability to quickly access trustworthy information about attractions, facilities, and pricing reduces uncertainty and improves the user experience (Kim et al., 2021; Wang et al., 2020). Therefore, the following hypothesis is proposed:
H_5: Perceived usefulness positively affects tourist satisfaction.

Perceived aesthetics is the subjective evaluation of a platform's visual design, including its layout, color harmony, typography, and imagery (Szymkowiak et al., 2021). In tourism promotion, aesthetics influence first impressions, perceived professionalism, and the emotional connection users form with the content. High-quality design elements, supported by rich media, can improve user engagement and satisfaction (Buhalis, 2020; Lin, 2024). In local tourism, aesthetically pleasing digital presentations enhance the perceived value of the destination and strengthen the likelihood of revisiting or recommending it (Lin et al., 2020; Sun et al., 2024). Research also indicates that aesthetic appeal contributes to user trust, which in turn boosts satisfaction with the platform and the destination (Shin, Jeong, & Cho, 2021). Therefore, the following hypothesis is proposed:
H_6: Perceived aesthetics positively affects tourist satisfaction.

Satisfaction and Revisit Intention

Tourist satisfaction is defined as the overall evaluation of a destination or tourism service based on the extent to which it meets or exceeds expectations (Bagheri et al., 2024; Chen & Tsai, 2020). In tourism behavior models, satisfaction plays a central role in predicting loyalty-related outcomes such as revisit intention and positive word-of-mouth. When tourists are satisfied with their experiences, whether physical, service-related, or digital, they are more likely to return and recommend the destination to others (Rahmawati et al., 2023; Chiu, 2021). This relationship is well established across different tourism contexts, from urban attractions to rural heritage sites.

In the context of local tourism, satisfaction with digital engagement is increasingly important. Tourists who find a destination's online presence informative, visually appealing, and enjoyable are more inclined to translate that satisfaction into repeat visitation (Li & Li, 2022; Zhou et al., 2022). Moreover, satisfaction not only drives behavioral intentions directly but also strengthens emotional bonds with the destination, creating long-term loyalty. Given its consistent influence in tourism behavior literature, satisfaction is expected to significantly shape revisit intention. Therefore, the following hypothesis is proposed:
H_7: Tourist satisfaction positively affects revisit intention.

Research Methods

This study employed a survey method with a quantitative approach to examine the proposed model. In determining the minimum sample size, earlier PLS-SEM literature suggested rules-of-thumb based on the number of indicators (e.g., five to ten times the number of items; Hair et al., 2019). While this guideline provides a useful starting point, more recent recommendations emphasize complementing it with statistical power analysis to ensure adequacy (Hair et al., 2019; Kock & Hadaya, 2018). Based on 48 estimated parameters, the rule-of-thumb suggested a minimum of 240 respondents. An a priori power analysis (effect size $f^2 = 0.15$, $\alpha = 0.05$, power = 0.80) confirmed that this threshold was sufficient for detecting medium-sized effects. In practice, the study collected and retained a final sample of 287 valid responses, all meeting the predefined inclusion criteria, thereby exceeding the minimum requirement and ensuring statistical robustness.

The bipolar adjective scale, developed from the semantic differential scale, was used in this study. Data collection was carried out by distributing closed-ended questionnaires, with respondents rating each statement on a 10-point scale. The even-numbered scale was chosen to discourage neutral responses, where a score of 1–5 indicated disagreement and a score of 6–10 indicated agreement.

To address the potential for common method variance (CMV) arising from the use of self-reported questionnaires, several procedural remedies were implemented. The questionnaire items

were clearly worded to avoid ambiguity, the order of questions was randomized to reduce patterned responses, and respondents were assured of anonymity and confidentiality to minimize social desirability bias. Additionally, a semantic differential scale with bipolar adjectives was applied to reduce method-related bias. Statistically, CMV was assessed through full collinearity VIF values in SmartPLS. The collinearity diagnostics test showed that all constructs had VIF values ranging from 1.000 to 2.396, well below the commonly recommended threshold of 5.0 and even the more conservative <3.3 threshold for PLS-SEM models. These low VIF values indicate no significant multicollinearity among independent constructs, suggesting that each variable contributes uniquely to the dependent variable and that CMV is unlikely to bias the results (Kock, 2015).

This study uses the structural equation modeling (SEM) analysis technique to examine the relationships between variables in the proposed model. SEM was chosen because the study aimed to test multiple relationships simultaneously. SmartPLS 3.0 software was used to test the model and hypotheses.

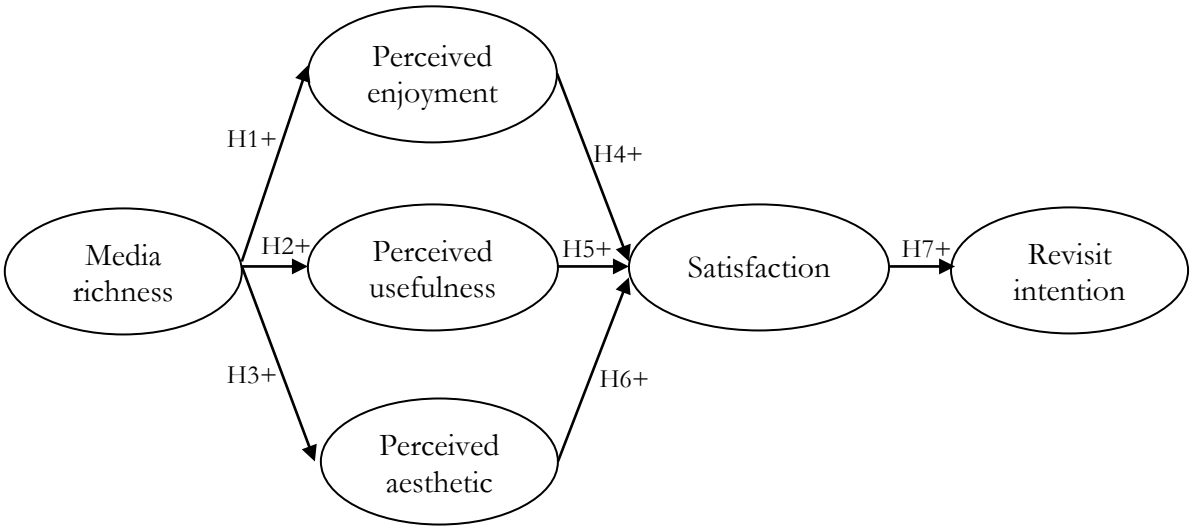

Figure 1. Research Model

Variabel Measurement

This study measured six constructs: media richness, perceived enjoyment, perceived usefulness, perceived aesthetics, satisfaction, and revisit intention. All items were adapted from prior validated studies and measured using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Media richness was measured with three items adapted from Lee (2022), for example, "media provides information about tourist destinations" and "media helps to understand the destination quickly". Perceived enjoyment was assessed with three items from Parboteeah et al. (2009) such as "fun media" and "exciting media". Perceived usefulness was measured with three items from Sussman and Siegal (2003), including "valuable media" and "informative media". Perceived aesthetics was assessed with three items from Zhu et al. (2024), such as "media displays elegant design and reflects aesthetic value" and "media provides visual comfort when used or viewed". Satisfaction was measured with three items from Kim & Son (2009), for example, "satisfied with the information published by the media" and "media according to expectations". Lastly, revisit intention was assessed with three items from Lin (2013), such as "return visit" and "recommend the destination to friends/relatives".

Results and Discussion

Respondent Characteristics

This study involved 240 respondents, who were grouped based on gender, age, and income criteria. Table 1 shows details of the characteristics of the respondents who participated in this study.

Table 1. Respondent Characteristics

Characteristics	Attribute	Frequency	Percentage
Gender	Male	163	57%
	Female	124	43%
Age (years old)	<18	69	24%
	18-25	100	35%
	26-35	74	26%
	>35	44	15%
Income per month (IDR)	< 5 million	66	30%
	5-10 million	109	38%
	11-15 million	71	25%
	>15 million	41	14%

Source: Research Data (2025)

Based on the characteristics of the 287 respondents, the majority were male (57%), while females accounted for a slightly lower proportion (43%). In terms of age, most respondents were in the 18–25 age group (35%), followed by the 26–35 age group (26%), and those under 18 years old (24%), while respondents over 35 years old represented the smallest group (157%). Regarding monthly income, the majority earned between IDR 5–10 million (38%), followed by those earning IDR 11–15 million (25%) and under IDR 5 million (30%), with respondents earning over IDR 15 million being the smallest group (14%). These findings indicate that most tourists in this study were young individuals with middle-income levels.

Variance based-SEM

This study uses variance-based SEM as an analysis tool with SmartPLS 3.0 software. The initial stage in this analysis is to build a conceptual model that has been carried out in compiling the research hypothesis. Furthermore, the collected data is checked to ensure that no missing data meets the data criteria for SEM analysis. Then, validity and reliability testing is carried out to ensure that the measurement items can represent the research variables and are consistent. After ensuring the measurement items are feasible, the model is tested to ensure it fits. After the model enters the fit category, testing is continued by examining the significance of the influence between the variables offered in the research hypothesis (Hair et al., 2019).

SEM Assumption Test

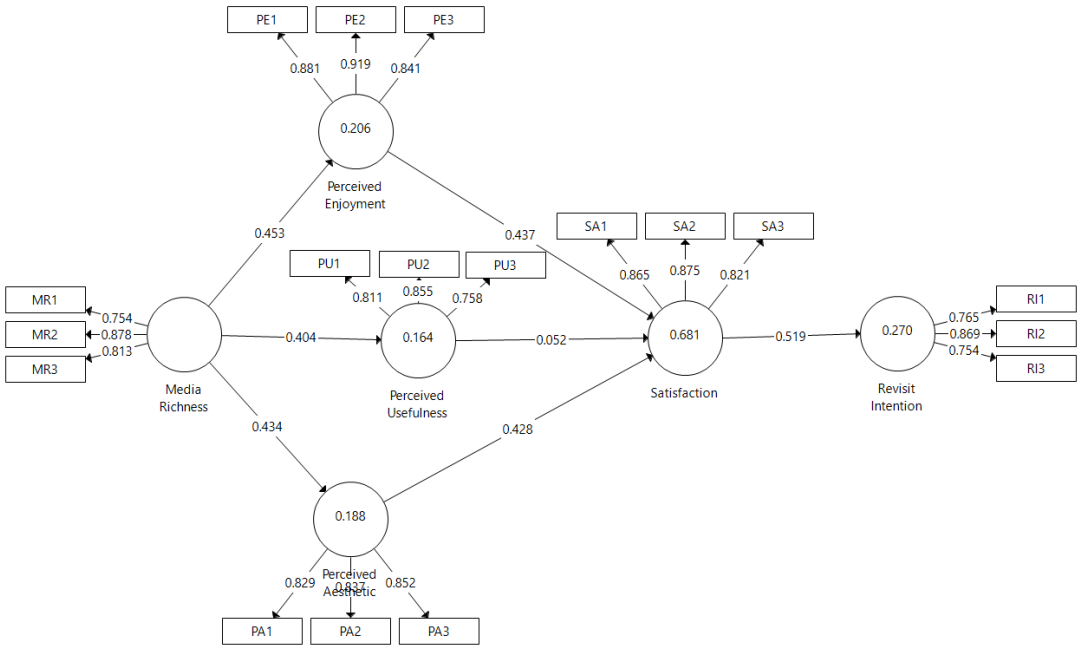

Figure 2. SEM Result for Full Model

In VB-SEM analysis, testing SEM assumptions is a crucial preliminary step before interpreting the model results. One key aspect of this process is assessing construct validity and reliability, evaluated through factor loadings, composite reliability (CR), and average variance extracted (AVE). Factor loadings reflect the relative contribution of each indicator to the latent construct, with values ≥ 0.50 considered adequate to demonstrate indicator validity. CR assesses the internal consistency of the construct, where values ≥ 0.70 indicate that the indicators within a construct are consistently correlated. Meanwhile, AVE measures convergent validity, with values ≥ 0.50 suggesting that the latent construct explains more variance in the indicators than is attributed to measurement error. Together, these three measures form an integral part of SEM assumptions, ensuring that the constructed model has valid and reliable representations of its constructs before proceeding to structural model testing.

Table 2. Measurement, Loadings, CR, and AVE

No	Questionnaire Statements Theme	Construct	Indicator	Loading	C.R	AVE
1	Media provides information about tourist destinations.	Media Richness	MR1	0.754	0.857	0.667
2	Media helps to understand the destination quickly.		MR2	0.878		
3	Media provides clues that help to understand the destination well.		MR3	0.813		
4	Fun media.	Perceived Enjoyment	PE1	0.881	0.912	0.776
5	Exciting media.		PE2	0.919		
6	Interesting media.		PE3	0.841		
7	Valuable media.	Perceived Usefulness	PU1	0.811	0.850	0.655
8	Informative media.		PU2	0.855		
9	Useful media.		PU3	0.758		
10	Media displays elegant design and reflects aesthetic value.	Perceived Aesthetic	PA1	0.829	0.877	0.704
11	Media provides visual comfort when used or viewed.		PA2	0.837		
12	Media shows unique creativity.		PA3	0.852		
13	Satisfied with the information published by the media.	Satisfaction	SA1	0.865	0.890	0.729
14	Feel happy with the media information.		SA2	0.875		
15	Media according to expectations.		SA3	0.821		
16	Return visit.	Revisit Intention	RI1	0.765	0.839	0.636
17	Possibility to become a destination in the future.		RI2	0.869		
18	Recommend the destination to friends/relatives.		RI3	0.754		

Source: Research Results (2025)

The results of the validity and reliability tests in this model indicate that all constructs meet the SEM assumption criteria, particularly in terms of convergent validity and internal reliability. The factor loadings for all indicators range from 0.754 to 0.919, meaning each indicator has a strong contribution to its respective latent construct. This reflects that the indicators used have a good representative ability for the constructs being measured. The composite reliability (CR) values range from 0.839 to 0.912, indicating that each construct demonstrates high internal consistency and reliability. Meanwhile, the average variance extracted (AVE) values range from 0.636 to 0.776, suggesting that the variance explained by the latent constructs is greater than the variance due to measurement error, thus meeting the requirement for convergent validity. Therefore, this measurement model is considered appropriate and can be used for further structural analysis in accordance with SEM assumptions.

Furthermore, the results of the discriminant validity test using the Fornell-Larcker Criterion show that the square root values of AVE (diagonal values) for each construct, which is ranging from 0.798 to 0.881, are higher than the inter-construct correlations (values below the diagonal), indicating that each construct has good discrimination from the others. This finding is supported by the heterotrait-monotrait ratio (HTMT) results, all of which are below the conservative threshold of 0.85, ranging from 0.481 to 0.844, confirming that there is no discriminant validity issues among the constructs. Therefore, it can be concluded that the constructs in this model have met the discriminant validity requirements and are suitable for use in subsequent structural model testing.

Table 3. Discriminant Validity Fornell-Larcker Criterion and HTMT Ratio

	Fornell-Larcker Criterion						Heterotrait-Monotrait Ratio				
	MR	PA	PE	PU	RI	SA	MR	PA	PE	PU	RI
MR	0.817										
PA	0.433	0.839					0.562				
PE	0.453	0.694	0.881				0.561	0.844			
PU	0.404	0.576	0.413	0.809			0.541	0.744	0.509		
RI	0.401	0.517	0.426	0.774	0.798		0.537	0.676	0.538	0.658	
SA	0.377	0.761	0.756	0.479	0.519	0.854	0.481	0.511	0.541	0.607	0.668

Note. MR=media richness, PA=perceived aesthetic, PE=perceived enjoyment, PU=perceived usefulness, RI=revisit intention, SA=satisfaction.
Source: Research Results (2025)

The results of the collinearity diagnostics test show that the variance inflation factor (VIF) values for all constructs range from 1.000 to 2.396, which are well below the commonly recommended threshold of 5.0 (and even below the more conservative threshold of < 3.3 for PLS-SEM models). These low VIF values indicate that there are no significant multicollinearity issues among the independent constructs in the model. In other words, each independent variable makes a unique contribution to the dependent variable, with no redundancy of information that could distort parameter estimates. This is essential for maintaining the stability and validity of the overall structural model.

Table 4. Collinearity Diagnostics

	MR	PA	PE	PU	RI	SA
MR		1.000	1.000	1.000		
PA						2.396
PE						1.931
PU						1.496
RI						
SA					1.000	

Note. MR=media richness, PA=perceived aesthetic, PE=perceived enjoyment, PU=perceived usefulness, RI=revisit intention, SA=satisfaction.
Source: Research Results (2025)

Model fit was assessed using several recommended indices in PLS-SEM. The standardized root mean square residual (SRMR) value of 0.093 is below the recommended threshold of 0.10, indicating an acceptable approximate model fit (Hair et al., 2019). The RMS Theta value of 0.113 is also below the conservative cut-off of 0.12, suggesting adequate quality for reflective measurement models (Henseler et al., 2016). The normed fit index (NFI) reached 0.921, which exceeds the commonly accepted threshold of 0.90, demonstrating a good comparative fit between the proposed and saturated models (Bentler & Bonett, 1980). Although the discrepancy measure d_ULS for the estimated model (6.385) is relatively high, the main fit indices (SRMR, RMS Theta, and NFI) collectively confirm that the model achieves an acceptable level of goodness-of-fit and can be proceeded for structural analysis.

Table 5. Model Fit

	Saturated Model	Estimated Model
SRMR	0.093	0.093
d_ULS	1.488	6.385
d_G	0.858	1.298
Chi-Square	1183.666	1432.747
NFI	0.904	0.921
rms Theta	0.113	

Source: Research Results (2025)

Hypothesis Testing

Hypothesis testing is carried out to analyze the relationship between latent variables in the research model (Hair et al., 2019). In structural equation modeling, hypothesis testing uses path analysis with the help of Smart PLS 3.0 software. Hypothesis testing indicators with path analysis are carried out by looking at the critical ratio output or t-value and p-value results. If the p-value is below 0.05, the hypothesis is accepted, and the relationship between variables is shown in the critical ratio value or (t-value), positive or negative (Hair et al., 2019).

Table 6. Hypothesis Testing

Relationships	β	STDEV	T-statistics	P-Values	Decision
Media Richness → Perceived Enjoyment (H1)	0.453	0.066	6.868	0.000	Accepted
Media Richness → Perceived Usefulness (H2)	0.404	0.060	6.686	0.000	Accepted
Media Richness → Perceived Aesthetic (H3)	0.434	0.060	7.176	0.000	Accepted
Perceived Enjoyment → Satisfaction (H4)	0.437	0.085	5.120	0.000	Accepted
Perceived Usefulness → Satisfaction (H5)	0.052	0.049	1.078	0.282	Rejected
Perceived Aesthetic → Satisfaction (H6)	0.428	0.088	4.858	0.000	Accepted
Satisfaction → Revisit Intention (H7)	0.519	0.046	11.197	0.000	Accepted

Source: Research Results (2025

Subgroup Analysis (Multigroup Analysis) Testing

The results of the multigroup analysis based on income categories show that only the relationship between tourist satisfaction (SA) and revisit intention (RI) differs significantly across income groups. This is evidenced by p-values below 0.05 for all relevant comparisons, such as between the income group of IDR 11–15 million vs. < IDR 5 million ($p = 0.001$), and IDR 5–10 million vs. > IDR 15 million ($p = 0.018$). Meanwhile, all other paths (H1–H6) did not show significant differences between groups, as their p-values were above 0.05. These findings indicate that respondents' income level moderates the relationship between satisfaction and revisit intention but does not influence other relationships in the model.

Table 8. Subgroup Analysis Based on Income

Income (IDR)	Hypothesis	Path Coefficients Diff	Original P-Value (one-tailed)	New P-Value	Decisions
11 – 15 million vs 5 – 10 million	MR → PE (H1)	0.138	0.190	0.380	Rejected
	MR → PU (H2)	-0.121	0.789	0.421	Rejected
	MR → PA (H3)	-0.135	0.805	0.390	Rejected
	PE → SA (H4)	-0.039	0.579	0.842	Rejected
	PU → SA (H5)	0.016	0.447	0.894	Rejected
	PA → SA (H6)	-0.108	0.690	0.619	Rejected
	SA → RI (H7)	-0.319	0.993	0.015	Accepted
11 – 15 million vs < 5 million	MR → PE (H1)	0.098	0.247	0.495	Rejected
	MR → PU (H2)	-0.253	0.966	0.067	Rejected
	MR → PA (H3)	-0.065	0.659	0.682	Rejected

Income (IDR)	Hypothesis	Path Coefficients Diff	Original P-Value (one-tailed)	New P-Value	Decisions
	PE → SA (H4)	0.083	0.356	0.713	Rejected
	PU → SA (H5)	-0.141	0.776	0.447	Rejected
	PA → SA (H6)	-0.109	0.658	0.683	Rejected
	SA → RI (H7)	-0.427	0.999	0.001	Accepted
11 – 15 million vs > 15 million	MR → PE (H1)	-0.092	0.738	0.524	Rejected
	MR → PU (H2)	-0.082	0.751	0.498	Rejected
	MR → PA (H3)	-0.139	0.778	0.443	Rejected
	PE → SA (H4)	-0.048	0.590	0.820	Rejected
	PU → SA (H5)	0.193	0.159	0.319	Rejected
	PA → SA (H6)	-0.016	0.505	0.990	Rejected
	SA → RI (H7)	-0.309	0.910	0.011	Accepted
5 - 10 million vs < 5 million	MR → PE (H1)	-0.040	0.602	0.796	Rejected
	MR → PU (H2)	-0.131	0.825	0.350	Rejected
	MR → PA (H3)	0.070	0.327	0.655	Rejected
	PE → SA (H4)	0.122	0.287	0.575	Rejected
	PU → SA (H5)	-0.157	0.825	0.351	Rejected
	PA → SA (H6)	-0.001	0.521	0.957	Rejected
	SA → RI (H7)	-0.407	0.867	0.005	Accepted
5 - 10 million vs > 15 million	MR → PE (H1)	-0.230	0.910	0.180	Rejected
	MR → PU (H2)	0.039	0.497	0.993	Rejected
	MR → PA (H3)	-0.004	0.525	0.950	Rejected
	PE → SA (H4)	-0.009	0.549	0.903	Rejected
	PU → SA (H5)	0.176	0.152	0.304	Rejected
	PA → SA (H6)	0.091	0.357	0.714	Rejected
	SA → RI (H7)	0.410	0.322	0.018	Accepted
< 5 million vs > 15 million	MR → PE (H1)	-0.189	0.888	0.225	Rejected
	MR → PU (H2)	0.170	0.198	0.396	Rejected
	MR → PA (H3)	-0.074	0.667	0.665	Rejected
	PE → SA (H4)	-0.131	0.672	0.657	Rejected
	PU → SA (H5)	0.334	0.078	0.157	Rejected
	PA → SA (H6)	0.092	0.380	0.760	Rejected
	SA → RI (H7)	0.318	0.097	0.045	Accepted

Source: Research Results (2025)

Media Richness and Sensory Influence Perceptions

The results confirm that media richness positively influences perceived enjoyment, perceived usefulness, and perceived aesthetics, supporting H1–H3. In line with uses & gratifications theory (Katz et al., 1973), richer media, which is characterized by detailed information, interactive features, and engaging visual element, fulfils both informational and hedonic needs. This aligns with technology acceptance model (Davis, 1989), where usefulness perceptions are strengthened when content is comprehensive, well-structured, and easy to process.

Previous research has shown similar patterns: Lee (2022) and Shaputra et al. (2023) found that rich and interactive destination media improve user enjoyment, perceived value, and trust, ultimately encouraging visit intentions. For usefulness, detailed and visually supported content facilitates understanding of destinations, echoing Lee (2022) findings on media-supported decision-making. Aesthetically, rich media enhances elegance, visual comfort, and perceived creativity (Hauser et al., 2022). Genc and Temizkan (2023) found that strong visual design directly shapes destination appeal and behavioral intentions. For tourism villages, these findings highlight that media strategies should integrate informative content (maps, guides, cultural insights), interactive features (360° videos, comment sections), and high-quality design to simultaneously boost enjoyment, usefulness, and aesthetics. By achieving this synergy, tourism marketers can appeal to multiple psychological drivers at once, creating stronger engagement and positive perceptions.

Sensory Influence Perceptions and Satisfaction

The findings show that perceived enjoyment (H4) and perceived aesthetics (H6) significantly enhance tourist satisfaction, whereas perceived usefulness (H5) does not. This suggests that in tourism village contexts, emotional and sensory appeal matter more than functional utility in driving overall satisfaction. From a uses & gratifications theory perspective, hedonic gratification (enjoyment, visual appeal) may outweigh utilitarian factors when the tourism experience is inherently leisure-oriented.

Perceived enjoyment contributes to satisfaction when media is perceived as fun, exciting, and valuable, consistent with Pai et al. (2020) and Abou-Shouk et al. (2024), who found that enjoyable digital interactions increase tourists' happiness, engagement, and loyalty. Similarly, perceived aestheticsm, through elegant design, visual comfort, and creative presentation, enhances satisfaction by enriching the sensory experience. This is in line with Genc & Gulertekin Genc (2023), who emphasized that aesthetically pleasing environments and authentic visuals foster emotional connection and loyalty.

The non-significant link between perceived usefulness and satisfaction echoes Kenyta (2022), indicating that perceived utility alone does not guarantee satisfaction if expectations for quality, relevance, or presentation are not met. This nuance suggests that for leisure-focused destinations, emotional resonance and sensory delight should be prioritized over purely functional benefits. For practitioners, this implies that promotional strategies for tourism villages should focus on creating enjoyable and aesthetically appealing experiences, both in media and on-site. Functional information remains important but should be seamlessly embedded within visually engaging and emotionally compelling narratives to maximize satisfaction.

Satisfaction and Revisit Intention

The analysis reveals that tourist satisfaction exerts a strong and positive influence on revisit intention (H7). This finding indicates that the more satisfied tourists are with their overall experience, both in terms of information access and the destination itself, the greater their willingness to return or recommend the tourism village to others. This aligns with Seow et al. (2024), who found that positive tourism experiences, particularly those linked to comfort, service quality, and destination atmosphere, directly strengthen tourists' desire for repeat visits. Similarly, Satisfaction as a critical determinant of revisit intention, emphasizing that satisfaction consolidates tourists' affective attachment to a destination, thereby increasing loyalty.

Practical elements such as accessible information, aesthetically pleasing media design, and engaging content can serve as catalysts for satisfaction. In this regard, Torabi et al. (2022) showed that supportive technologies like digital maps, online booking systems, and mobile guide apps not only improve convenience but also enhance satisfaction, subsequently boosting tourists' intention to return. These results suggest that in the context of tourism villages, improving satisfaction requires a holistic approach that integrates high-quality media communication with on-site service excellence.

The subgroup (multigroup) analysis by income level provides a more nuanced understanding of this relationship. Results indicate that income significantly moderates the effect of satisfaction on revisit intention, with higher-income groups showing stronger behavioral responses to satisfaction compared to lower-income groups. Specifically, significant differences emerged between the IDR 11–15 million group versus the < IDR 5 million group, and between the IDR 5–10 million group versus the > IDR 15 million group. This suggests that for higher-income tourists, satisfaction serves as a more decisive factor in influencing revisit decisions, possibly due to greater flexibility in travel budgets and higher expectations for service quality.

Conclusion and Implication

This study shows that media richness significantly influences perceived enjoyment, perceived usefulness, and perceived aesthetics. Perceived enjoyment and perceived aesthetics have a positive effect on satisfaction, which highlights that emotional factors such as pleasure and aesthetic appeal

play a more critical role in shaping tourist satisfaction than purely functional considerations. The absence of a significant link between perceived usefulness and satisfaction indicates that practical aspects alone are insufficient to drive positive tourist experiences. Ultimately, tourist satisfaction strongly predicts revisit intention. These results emphasize the importance of designing visually appealing and emotionally engaging media content, particularly in 2D formats, to boost tourist satisfaction and encourage repeat visits to local destinations such as tourism villages.

Theoretically, this study contributes to the literature on tourism marketing, technology acceptance model, and uses & gratifications theory by demonstrating how media richness impacts sensory perceptions and subsequent behavioral intentions. Practically, it provides actionable insights for tourism managers to focus on crafting rich, aesthetically compelling, and emotionally resonant digital media to enhance the competitiveness and sustainability of local tourism destinations.

However, this study has several limitations. First, the research relied on self-reported survey data, which may be subject to social desirability bias and common method variance (CMV). Although statistical checks such as collinearity diagnostics were performed, CMV cannot be fully ruled out. Second, the focus on local tourists visiting tourism villages limits the generalizability of findings to other contexts, such as urban tourism, international markets, or culturally distinct destinations. Third, the use of cross-sectional data restricts the ability to draw causal conclusions. Future studies could employ mixed-methods designs by combining surveys with qualitative interviews or observational approaches to triangulate findings and capture richer contextual insights.

Future research could also adopt a cross-cultural comparative approach to explore whether these relationships hold across different cultural settings, considering how cultural perceptions of aesthetics, enjoyment, and media use may vary. Moreover, given the rapid advancement of tourism marketing technologies, subsequent studies could integrate immersive media such as augmented reality (AR) and virtual reality (VR) to assess how richer (Gretzel et al., 2020), interactive experiences might influence emotional engagement, satisfaction, and loyalty. Such explorations would provide a more comprehensive understanding of how evolving media forms can be strategically leveraged to strengthen tourist revisit intentions.

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