
PERCEPTION OF SERVICE QUALITY, PRICE, AND CONSERVATION VALUE BASED ON WILDLIFE VALUE ORIENTATION ON THE INTENTION TO RETURN TO BALI BIRD PARK GIANYAR

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Abstract

This study aims to analyze the influence of service perception and price, conservation value based on Wildlife Value Orientation based on the intention to revisit Bali Bird Park Gianyar. Using a quantitative approach, the research was sampled using a purposive sampling technique, with respondents as many as 450 tourists who had visited Bali Bird Park Gianyar. Data analysis was carried out using the Structural Equation Modeling Partial Least Square (SEM-PLS) approach. The results of the study showed that the p-value was less than 0.05, which was 0.000 with a t-statistic above 1.96 which means: (1) the perception of service quality has a positive effect on the intention to revisit, (2) the perception of price has a positive effect on the intention to visit again, (3) the perception of service quality has a positive effect on the perception of price perception, (4) the perception of service quality has a positive effect on the perception of conservation value, (5) the perception of price has a positive effect on the perception of the value of conservation, (5) the perception of price has a positive effect on the perception of the value of the Perception of conservation value, (6) perception of conservation value has a positive effect on intention to return, (7) perception of conservation value mediates positively the effect of perception of service quality on intention to revisit, (8) perception of conservation value mediates positively the influence of price perception on intention to revisit, and (9) price perception mediates positively the effect of perception of service quality on the perception of conservation value.

Keywords: Perception of Service Quality, Perception of Price, Perception of Conservation Value, Wildlife Value Orientation, Intention to Visit Again

INTRODUCTION

Tourism has become a strategic sector that significantly contributes to the global economy, both as a source of foreign exchange and as a generator of employment. This industry is recognized as one of the main drivers of international economic growth among other service sectors (Fourie & Santana-Gallego, 2011). The Ministry of Tourism of the Republic of Indonesia (2025) reported an increase of 7.83% in international and domestic tourist arrivals in the first quarter of 2025 compared to the same period in the previous year. This positive development demonstrates the vital role of tourism in maintaining national economic stability. Furthermore, sustainable tourism has been gaining momentum with a projected market value reaching USD 5.671 billion by 2028 (The Business Research Company, 2024). This growth indicates tourists' increasing awareness of choosing environmentally friendly destinations. Therefore, destination management must emphasize sustainability to ensure long-term competitiveness.

Indonesia possesses strong tourism advantages based on its diverse natural and cultural resources, as stated in Law No. 10 of 2009 concerning Tourism. Bali, as one of the country's leading provinces, is widely known for its cultural and conservation-based attractions (Pertiwi & Darma, 2023). Gianyar Regency stands out as a region committed to developing sustainable destinations (Kusumawardhana, 2023). Bali has thus become not only a national icon but also a global destination that integrates conservation with tourism. This positioning allows Bali to act as a living laboratory for examining the interplay between tourism, sustainability, and conservation. However, growing global competition requires innovation in managing attractions. Such innovation includes improving service quality, offering competitive pricing, and strengthening conservation values in each attraction.

In the context of conservation-based attractions, Gianyar is home to Bali Bird Park, which plays an important role as an ex-situ conservation center for various bird species. Since its establishment, the park has functioned not only as a recreational venue but also as an educational and conservation hub (Bali Bird Park, 2023). Visitors seek both entertainment and meaningful learning experiences about the importance of protecting wildlife. Thus, Bali Bird Park has strategic potential to encourage repeat visits through its conservation value. Nevertheless, challenges remain in maintaining consistent service quality, which influences price perception and revisit intention. Several online reviews reveal dissatisfaction regarding cleanliness and staff hospitality. This condition underscores the need for continuous managerial improvements.

Service quality is a fundamental factor influencing tourists' perceptions of a destination. According to Parasuraman et al. (1988), service quality consists of tangibles, reliability, responsiveness, assurance, and empathy. When these aspects are delivered effectively, tourists are more likely to form positive evaluations and revisit the destination. In the case of Bali Bird Park, service quality indicators include staff friendliness, cleanliness, and clarity of conservation information. Conversely, weaknesses in these dimensions may decrease satisfaction and visitor loyalty. Therefore, improving service quality should be a top managerial priority. This study highlights service quality perception as a key determinant of revisit intention.

Beyond service quality, perceived price also plays an important role in shaping tourists' decisions. A price considered fair and aligned with perceived benefits tends to strengthen loyalty (Zeithaml, 1988). In conservation-based attractions, ticket prices are not only seen in economic terms but also as contributions to conservation missions. Bali Bird Park can enhance price perception through transparent communication on how ticket revenues support conservation activities. Zietsman et al. (2019) demonstrated that price perception mediates the relationship between service quality and perceived value. In other words, good service increases tourists' evaluation of fair pricing and raises their awareness of conservation value. Thus, perceived price is closely connected with perceived conservation value and revisit intention.

Conservation value based on Wildlife Value Orientation (WVO) becomes a central concept in this research. WVO reflects tourists' fundamental beliefs toward wildlife, including ecological, ethical, and recreational aspects (Fulton et al., 1996). In the case of Bali Bird Park, conservation value serves as a mediating variable between service quality, price perception, and revisit intention. The stronger the tourists' awareness of conservation, the more likely they are to support sustainability through repeat visits. Therefore, strengthening conservation value via educational programs, wildlife interactions, and transparent communication becomes an effective strategy. This study aims to examine these relationships comprehensively.

Based on the above discussion, this study emphasizes the interconnection between service quality, price perception, conservation value, and revisit intention at Bali Bird Park. These four variables are considered to interact with each other in shaping tourist loyalty. This research is expected to contribute to the development of consumer behavior theory in sustainable tourism. Practically, the findings will provide strategic insights for Bali Bird Park management to enhance competitiveness amid increasing destination competition. Through this approach, a conservation-based tourism management model is expected to be created, balancing economic, social, and environmental sustainability.

RESEARCH METHOD

This study uses a quantitative approach, conducted at Bali Bird Park, Gianyar, with a focus on the perception of service quality, price, and conservation value based on *Wildlife Value Orientation* (WVO) on tourists' intention to revisit. This location was chosen because it is one of the leading conservation tourism attractions in Bali that faces competition challenges and a decline in post-pandemic visits. The research will take place from December 2024 to August 2025 through the stages of literature study, instrument preparation, field data collection, and analysis and reporting of results.

The research population is tourists who have visited Bali Bird Park in Gianyar, both domestic and foreign. The sampling technique uses *nonprobability purposive sampling*, which is the selection of respondents based on certain criteria, namely tourists who are at least 17 years old and have visited at least once. The number of samples was determined by referring to the opinion of Hair et al. (2021), which is 5–10 times the number of research indicators. With 45 indicators, a sample of 450 respondents was obtained that was considered representative for testing the research model.

The research instrument was in the form of a questionnaire prepared based on variable indicators of service quality, price, conservation value, and intention to return to visit. The

measurement was carried out on a five-point Likert scale, which made it easier for respondents to provide answers consistently. The validity and reliability of the instrument are tested first so that the data obtained is accurate and accountable. In addition to questionnaires, the researcher also conducted a literature study from previous sources to strengthen the theoretical foundation and analysis of the results.

Data analysis was carried out using *Structural Equation Modeling-Partial Least Square* (SEM-PLS) as it is suitable for testing relationships between complex latent variables with large sample counts. The tests carried out include testing convergent validity, discriminant validity, construct reliability, and *goodness-of-fit* models. In addition, hypothesis tests were carried out to determine the direct, indirect, and mediating effects between variables. The results of this analysis are expected to provide an in-depth understanding of the factors that affect tourists' intention to return to conservation tourism attractions.

RESULTS AND DISCUSSION

Hypothesis Testing

Hypothesis testing in this study was carried out using a bootstrapping procedure on a structural model. This analysis aims to evaluate the relationships between latent constructs through statistical significance testing. The three main indicators analyzed in this test are path coefficient, t-statistical value, and p-value. According to Garson (2016), decision-making on hypotheses is carried out using the following provisions:

- a. The t-value of the > 1.96 and the p-value < 0.05 \Rightarrow The relationship between the variables is significant, the hypothesis is accepted.
- b. The t-value of the < 1.96 and the p-value > 0.05 \Rightarrow The relationship between the variables was not significant, the hypothesis was rejected.

Here are the results of the bootstrapping path coefficients test.

Direct Influence

Based on the results of the analysis in Table 4.15, all direct influence hypothesis tests showed a p-value of < 0.05 and a t-statistical value of > 1.96 , so that all hypotheses are acceptable. This shows that each relationship between the variables tested has a significant positive influence in the context of the study "Perception of Service Quality, Price, and Conservation Value based on Wildlife Value Orientation on Intention to Revisit Bali Bird Park Gianyar."

Table 1. Direct Influence Hypothesis Test Results

Yes	Hypothesis Code	Relationships Between Variables	Original Sample (O)	T Statistics	P Values	Decision
1	H1	Perception of Service Quality \rightarrow Intention to Visit Again	0,298	6,480	0,000	Accepted
2	H2	Price Perception \rightarrow Intention to Visit Again	0,215	4,876	0,000	Accepted
3	H3	Perception of Service Quality \rightarrow Perception of Price	0,587	19,361	0,000	Accepted
4	H4	Perception of Quality of	0,591	15,256	0,000	Accepted

		Service → Perception of Conservation Value				
5	H5	Perception of Value → Perception of Value	0,307	7,352	0,000	Accepted
6	H6	Conservation Value → Intention to Visit Again	0,394	9,041	0,000	Accepted

Source: Data Analysis Results (2025)

This is interpreted as follows:

- a. Perception of Service Quality has a significant positive effect on Return Intention
The first hypothesis (H₁) shows that the perception of service quality has a significant positive effect on the intention to visit again with a coefficient of 0.298, a t-statistics value of 6.480, and a p-value of 0.000, which means **accepted**. This shows that the better the quality of service felt by visitors, the more likely they are to have the intention to return to Bali Bird Park, Gianyar.
- b. Price Perception has a significant positive effect on Return Intent
The second hypothesis (H₂) shows that price perception has a significant positive effect on the intention to return with a coefficient of 0.215, a t-statistics value of 4.876, and a p-value of 0.000, which means **accepted**. This means that ticket prices that are considered reasonable, proportional to the quality of services and tourist experiences provided, will encourage tourists to make repeat visits.
- c. Perception of Service Quality has a significant positive effect on Price Perception
The third hypothesis (H₃) shows that the perception of service quality has a significant positive effect on price perception with a coefficient of 0.587, a t-statistical value of 19.361, and a p-value of 0.000, which means that it is accepted. This shows that good service quality is able to form a more positive price assessment in the minds of tourists. Satisfactory service makes tourists tend to think the price paid is worth it or even decent.
- d. Perception of Service Quality has a significant positive effect on the Perception of Conservation Value
The fourth hypothesis (H₄) shows that the perception of service quality is proven to have a significant positive effect on the perception of conservation value with a coefficient of 0.591, a t-statistical value of 15.256, and a p-value of 0.000, which means it is accepted. These findings indicate that the quality of services provided not only has an impact on tourist satisfaction but also increases their appreciation of the value of animal conservation at Bali Bird Park.
- e. Price Perception has a significant positive effect on the Perception of Conservation Value
Hypothesis five (H₅) shows that price perception has a significant positive effect on the perception of conservation value with a coefficient of 0.307, a t-statistical value of 7.352, and a p-value of 0.000, which means that it is accepted. This means that when tourists feel that the price paid is reasonable and comparable, they will appreciate the contribution of the price to the conservation efforts carried out by the bird park management.
- f. Perception of Conservation Value has a significant positive effect on Intention to Return
The gymnastics hypothesis (H₆) shows that the perception of conservation value

has a significant positive effect on the intention to return with a coefficient of 0.394, a t-statistical value of 9.041, and a p-value of 0.000, which means that it is accepted. This means that tourists' appreciation for the wildlife conservation efforts carried out by Bali Bird Park is one of the important factors that encourages them to return to visit.

Indirect Influence

Based on the results of the analysis in Table 4.16, all indirect influence hypothesis testing showed a p-value of < 0.05 and a t-statistical value of > 1.96, so that all hypotheses are acceptable. This means that the mediating variables tested are significantly proven to be intermediaries the relationship between exogenous and endogenous variables.

Table 2. Indirect Influence Hypothesis Test Results

Yes	Hypothesis Code	Relationships Between Variables	Original Sample (O)	T Statistics	P Values	Decision
1	H7	Perception of Service Quality → Perception of Conservation Value → Intention to Visit Again	0,233	7,347	0,000	Accepted
2	H8	Perception of Value → Perception of Conservation Value → Intention to Return	0,121	5,911	0,000	Accepted
3	H9	Perception of Service Quality → Perception of Price → Perception of Conservation Value	0,180	6,708	0,000	Accepted

Source: Data Analysis Results (2025)

This is interpreted as follows.

- a. Perception of Conservation Value mediates the influence of Perception of Service Quality on Intention to Return Visit

Hypothesis seven (H₇) shows that the perception of conservation value mediates positively and significantly the influence of the perception of service quality on the intention to return visits, with a coefficient of 0.233, a t-statistical value of 7.347, and a p-value of 0.000, which means that it is accepted. This means that quality services can increase tourists' appreciation of conservation value, which in turn encourages them to return for a visit. Thus, the perception of conservation value acts as a mediator that strengthens the relationship between service quality and return intention.

- b. Perception of Conservation Value mediates the influence of Price Perception on Return Intention

Hypothesis eight (H₈) shows that the perception of conservation value mediates positively and significantly the influence of price perception on the intention to revisit, with a coefficient of 0.121, a t-statistical value of 5.911, and a p-value of 0.000, which means that it is accepted. This means that prices that are considered reasonable and commensurate can increase tourists' appreciation of the conservation efforts carried out by Bali Bird Park. This appreciation then encourages the creation of the intention to make a return visit.

- c. Price Perception mediates the influence of Service Quality Perception on Conservation

Value Perception

Hypothesis Nine (H_9) shows that price perception mediates positively and significantly the influence of service quality perception on the perception of conservation value, with a coefficient of 0.180, a t-statistical value of 6.708, and a p-value of 0.000, which means that it is accepted. This shows that good service quality is able to form a more positive price perception, which in turn increases tourists' appreciation of the value of animal conservation at Bali Bird Park.

The Effect of Service Quality Perception on Return Visit Intention

The results of this study show that the perception of service quality has a positive and significant effect on the intention to visit again, with a coefficient value of 0.298, a T-statistical value of 6.480, and a significance value (P values) of 0.000. Since the value of T is greater than 1.96 and $P < 0.05$, the hypothesis of H_1 is accepted. This means that the better the perception of visitors to the quality of service provided by Bali Bird Park, the higher their intention to return to visit.

This result is in line with the theory of Consumer Behavior Theory (Schiffman & Kanuk, 2010) where individuals in choosing products or services are influenced by the perception of the benefits received. Where the perception of service quality greatly affects individual behavior in deciding to visit again. The quality of service reflects the gap between customer expectations and perceptions of the performance of the services received (Wiyase, 2022).

In this study, the service of staff who are ready to respond to visitor requests and polite staff in the language are the highest indicators in influencing the desire of tourists to revisit Bali Bird Park. As a tourist attraction based on animal conservation and education, good service is the entrance to build a positive perception of the overall tourist experience.

These findings are in line with research by Ahn and Kwon (2020) which shows that the quality of service directly contributes to the intention to return to educational amusement parks in Korea. Another study by Kim et al. (2022) on conservation-based tourism attractions also supports this result, where service quality is one of the main determinants in creating meaningful experiences and encouraging return intentions. However, these findings are in contrast to research by Hasan et al., (2020) revealing that the quality of service has no effect on the intention to return to coastal destinations in Bangladesh. This is because tourists' assessment of the quality of services is considered too basic, so it is not enough to encourage return visits. The study only uses the SERVQUAL dimension, which is considered not able to represent the perception of tourists as a whole. Meanwhile, this study uses the THEMEQUAL dimension to analyze the perception of service quality, which is specifically designed to evaluate the tourism experience in theme-based, attraction, and conservation destinations. This dimension includes aspects of personal interaction, physical environment, accessibility, and entertainment elements that are relevant to the context of tourist attractions. Thus, the use of THEMEQUAL is expected to be able to provide a more comprehensive picture of the quality of service, so that it can explain its influence on the intention to return more precisely.

Based on the researcher's observations, visitors showed enthusiasm for the services provided by the officers, especially in delivering information related to animals and direct interaction with birds. This is emphasized based on the following interview excerpts:

"The staff at Bali Bird Park are very polite and patiently explain each species of bird.

I feel well served, so if I go back to Bali, I will definitely come back" (Andreas, foreign tourist – Interview, 02 August 2025)

However, the phenomenon related to negative reviews on the Bali Bird Park online page states that the majority of tourists highlight the unfriendly attitude of the staff. This creates a gap between the positive and negative experiences experienced by visitors. Thus, although the quality of service is proven to increase the intention to return, the consistency of friendly service and the cleanliness of the facilities remain important things that must be considered by Bali Bird Park in order to maintain tourist loyalty and reduce negative reviews in the future.

The Effect of Price Perception on Return Intent

The results showed that price perception had a positive and significant influence on the intention to return, with a coefficient value of 0.215, a T-statistical value of 4.876, and a significance value (*P values*) of 0.000. Since the T value is more than 1.96 and $P < 0.05$, the H₂ hypothesis is accepted. This means that the more positive the perception of tourists towards the price charged by Bali Bird Park, the higher their intention to visit the tourist attraction again. These results indicate that tourists consider the ticket price at Bali Bird Park to be reasonable and in accordance with the benefits they feel.

These results are supported by Equity Theory (Adams, 1963) which supports consumer behavior theory by emphasizing that the perception of fairness or balance between what consumers give (input) and what is received (output) influences their behavioral intentions. Consumer Behavior Theory (Schiffman & Kanuk, 2010) states that consumers visit a tourist destination influenced by the evaluation of the benefits they get from the sacrifices made.

Price perception is a tourist's subjective assessment of the suitability between the costs incurred and the benefits obtained during the tourist visit (Huang & Ku, 2020). In this study, the indicator of ticket prices in proportion to the perceived value of experience is the highest indicator in influencing tourists' intention to revisit. This signals that Bali Bird Park offers a valuable tourist experience, including direct interaction with birds, conservation education, and adequate supporting facilities so that the prices offered are comparable to what they get.

These findings are supported by research by Huang and Ku (2020), which shows that price perceptions affect return visit intentions to theme parks and ecotourism. In addition, price perceptions have been found to have a significant relationship with the intention to revisit or repurchase. Lee & Han's research also states perceived price has been highlighted as a significant factor in future behavioral intent. However, (Liu & Lee, 2016)(2015) Mulyati & Afrinata's research states that the price has no effect on the intention to revisit Carocok Paninan beach because of how much the price is set by the management, as long as the tourism products offered are in accordance with the expectations and benefits of the price are not a determining factor for tourists in making a return visit (2018).

Based on the researchers' observations, tourists stated that the ticket price was quite high but comparable to the experience gained through interactive bird shows and conservation education. This is emphasized based on the following interview excerpts:

"The ticket price in my opinion is quite expensive but still affordable, especially with the many types of birds that can be seen" (Candra, domestic tourist – Interview, 02 August 2025)

However, there are some negative reviews on Bali Bird Park that highlight that ticket prices are considered too expensive. This indicates that there is a gap between the positive perception of some tourists and the negative experiences of other tourists. Therefore, even though the perception of price is proven to have an effect on the intention to visit, the management of Bali Bird Park needs to ensure that the quality of service and cleanliness of the facilities is always consistent, so that tourists really feel that the ticket price paid is in accordance with the value of the experience received. Prices that are considered in accordance with the benefits obtained can increase the positive perception of tourists, which leads to the desire to return to visit and recommend to others.

The Effect of Service Quality Perception on Price Perception

The results of the analysis showed that the perception of service quality had a positive and significant effect on price perception, with a coefficient value of 0.587, T-statistics of 19.361, and a significance value of 0.000. Since the T value is far above 1.96 and the P value is < 0.05 , the H₃ hypothesis is accepted. This means that the better the quality of service felt by tourists while at Bali Bird Park, the more positive their perception of the price paid. This is in line with the concept of service quality having an important influence in shaping tourists' price perception of a product or service (Pitana & Diarta, 2009).

Based on Consumer Behavior Theory (Schiffman & Kanuk, 2010), it is stated that consumers evaluate every visit decision by considering the benefits obtained from the experience and the sacrifices made. At Bali Bird Park, both domestic and foreign tourists are looking for a combination of leisure and education, their perception of the price is greatly influenced by how well the service is provided during the visit. Indicators of service that is as promised, quick to respond to visitor requests and polite language will strengthen the perception that ticket prices are worth the experience felt by tourists at Bali Bird Park. This result is in line with the results of research by Chen and Dwyer (2020) who stated that service quality plays a role in shaping a positive price perception in the experiential tourism sector.

These findings are in line with research by Lai et al. (2020) stated that the quality of service has a positive effect on price perception, because good service increases the perception of fairness in the price charged. Proprietary research Bei & Chiao (2001) also confirms that price perceptions are influenced by previous service experiences, and consumers will evaluate prices more positively if the service received is in line with expectations. When high-quality services are consistently provided, travelers tend to see prices not as a burden, but as a form of investment towards valuable experience and knowledge. This is emphasized based on the following interview excerpts:

"At first I thought it was a bit expensive, but after seeing the service and the officer's explanation of the birds, I felt the price was reasonable" (Andreas, foreign tourist – Interview, 02 August 2025)"

Quality service increases the perception that the price paid is in accordance with the value received. Thus, service is the key in shaping a fair price perception. The staff who are active explain the types of birds and the experience of interacting directly with animals as factors that add value to the ticket price paid.

The Effect of Service Quality Perception on Conservation Value Perception

The results of this study show that the perception of service quality has a positive and significant effect on the perception of conservation value, with a coefficient value of 0.591, a T-statistical value of 15.256, and a significance value of 0.000. Since the value of T is much

greater than 1.96 and $P < 0.05$, the hypothesis of H_4 is accepted. This indicates that the better the quality of service received by tourists while at Bali Bird Park, the higher their perception of the conservation value instilled in the tourism experience.

These results are in line with Zeithaml's Perceived Value theory which supports (1988) Consumer Behavior Theory (Schiffman & Kanuk, 2010) where the services received are in line with their expectations and provide commensurate benefits, they tend to have a higher perception of value, which ultimately increases the likelihood of returning to the destination. As a conservation-based tourist attraction, such as Bali Bird Park, tourists' perception of conservation value is not formed naturally, but is influenced by how information and experiences are conveyed through services. In this study, the indicator of staff being ready to respond to requests and being polite in language formed a high perception, especially because the interaction between staff and tourists is the main bridge in conveying messages related to Wildlife Value Orientation. This is in line with research by Skibins and Powell, which states that perceptions of conservation value based on (2013) Wildlife Value Orientation increases if visitors feel emotionally and informative engaged during their visit.

Kim and Thapa's (2018) study in the context of ecotourism on Jeju Island also supports this relationship, where perceptions of service quality and emotional value contribute significantly to travelers' satisfaction, loyalty, and pro-environmental behavior. In addition, a study belonging to Islamy et al. (2022) The quality of service directly and significantly affects the perceived value of visitors to Green Bay. In addition, research by Ballantyne, Packer, and Hughes also states that tourist experiences that are full of education and conservative interaction can create the impression that destinations provide emotional and ecological benefits, thus reinforcing conservation values in tourists. The results of this study are in line with research by Lee and Jan (2021), in the context of animal-based tourism and conservation, high-quality services can create an experience that is not only fun but also educational, thereby strengthening the values of nature conservation embedded in tourists. These findings suggest that the quality of service has strategic implications in shaping the conservative consciousness of tourists. Officers who provide education about the types of birds, their natural habitats, and conservation challenges faced when delivered in an interactive and fun manner are able to arouse empathy and understanding of tourists on the importance of conservation. Thus, the quality of service not only affects technical satisfaction, but also becomes the main channel in conveying Bali Bird Park's educational mission. (2018)

Based on the researchers' observations, tourists realized the importance of maintaining populations of certain birds after attending staff presentations or witnessing direct interaction between humans and birds on site. This is emphasized based on the following interview excerpts:

"The guide explained how they took care of the endangered bird. I became aware of the importance of places like this for animal conservation." (Candra, domestic tourist – Interview, 02 August 2025).

Informative and educational services encourage tourists to understand and appreciate the value of conservation. This shows that service contributes directly to the formation of perceptions of conservation value.

The Effect of Price Perception on Perception of Conservation Value

Based on the results of data analysis, it was found that price perception had a positive and significant effect on the perception of conservation value, with a coefficient value of 0.244, T-statistics of 4.750, and significance value of 0.000. Since the T-statistical value > 1.96 and the p-value < 0.05 , then the hypothesis H_5 Accepted. These findings suggest that the positive price perception of tourists has contributed to their increased perception of the conservation value run by Bali Bird Park.

The Perceived Value Theory (Zeithaml, 1988) and research by Cronin, Brady & Hult, reveals that price helps travelers to evaluate the value of a service or goods obtained and is also an important factor in sacrificing customer satisfaction. This supports the (2000)(Anderson et al., 1994)theory of Consumer Behavior Theory (Schiffman & Kanuk, 2010)where travelers' decisions consider costs and benefits and is also supported by Equity Theory (Adams, 1963) which emphasizes the assessment of the balance between inputs provided and outputs received.

Price perceptions not only reflect tourists' assessment of the magnitude of the costs incurred, but also reflect perceived non-economic values, such as educational benefits and emotional experiences during the visit. This is in line with the highest indicator in price perception, namely ticket prices that are proportional to the perceived value of experience and affordable ticket prices with the quality offered. A commensurate perception of prices can shape tourists' positive views of conservation value, as they feel that the costs incurred contribute directly to wildlife conservation efforts.

These findings are in line with the research of Zhang et al. (2021), which showed that the perception of reasonable prices on animal-based attractions has a positive impact on tourists' perception of conservation value. Tourists tend to highly value the conservation value of a destination if they feel that the price of the entrance ticket represents a contribution to the conservation goal. The research belongs to Budeanu et al. (2021) also confirms that tourists who understand the relationship between price and social benefits, such as nature conservation, tend to develop long-term awareness and concern for environmental conservation. In addition, research belongs Chiang & Jang (2007) to and also states that price perception affects perceived value. Thus, Primary & Ardhy (2017)prices that are considered reasonable and comparable to conservation missions increase tourists' awareness of the importance of financial support for conservation. This is strengthened by the existence of public information displayed in the ticket area regarding the role of Bali Bird Park in preserving endemic bird species in Indonesia, such as the Bali Starling. Thus, a positive perception of price shapes an understanding of conservation value.

The Effect of Perception of Conservation Value on Intention to Revisit

The results of the analysis showed that the perception of conservation values had a positive and significant effect on the intention to revisit, with a coefficient value of 0.293, a T-statistical value of 5.586, and a significance value of 0.000. Since $T > 1.96$ and $p < 0.05$, the hypothesis of H_6 is accepted. This means that the higher the perception of tourists towards the conservation value of Bali Bird Park, the higher their desire to return to visit in the future.

These findings are in line with the framework of Consumer Behavior Theory(Schiffman & Kanuk, 2010), where individuals evaluate products or services influenced by their perception of the benefits received. It is also supported by Perceived Value Theory (Zeithaml), which has been recognized to have an important role in predicting future behavioral intentions, such as return intent. Conservation value refers to the extent to

which tourists appreciate and realize the importance of environmental and biodiversity conservation efforts undertaken by tourism attraction managers (Wang et al., 2022). 1988)(Chang et al., 2014; Enrique Bigné et al., 2009)

Bali Bird Park, as a conservation park based on Wildlife Value Orientation, offers an experience not only in the form of entertainment, but also education and involvement in conservation missions. When tourists, both domestic and foreign, feel that their visit has a direct impact on the sustainability of species and the environment, an emotional attachment arises that can increase loyalty and intention to visit again.

Daryanto and Song (2021) stated that awareness of conservation value can foster tourists' long-term commitment to nature-based and conservation destinations. This can be seen in the indicator of the importance of protecting animals for future generations, and animals being able to coexist is the highest factor in influencing tourists' intention to revisit. Patrick and Backman's study revealed that the higher the value felt by tourists, the more positive their intention to return is to visit. Huang and Hsu also show that perceived value concepts are important predictors of intention to revisit. In addition,(2002)(2009), Studi Zouhar, Aas & Dybsand in Norway found that mutualistic and dominant (2024)Wildlife Value Orientation determines tourists' intention to support or accept conservation management actions. In addition, the study states that Jacobs et al. (2022)Wildlife Value Orientation is a significant predictor of pro-environmental intentions and attitudes, including supporting conservation policies or more sustainable changes in tourism behavior. Based on the researcher's observations, tourists explained as follows:

"For me, Bali Bird Park is not only a place of recreation but also education. I am happy to be able to learn about animal conservation. I want to come here again and take my son with me." (Rina, domestic tourist – Interview, 02 August 2025).

Tourists' appreciation of the conservation value offered encourages the intention to revisit, not only as entertainment but also as a form of participation in conservation.

Perception of Conservation Value mediates the influence of Perception of Service Quality on Intention to Return Visit

The results of the mediation pathway analysis in this study show that the perception of conservation value partially mediates the influence of service quality on the intention to revisit. The indirect influence coefficient was 0.127, the statistical T-value was 3.496, and the p-value was 0.000, indicating that the influence was significant ($T > 1.96$ and $p < 0.05$). Meanwhile, the direct influence of service quality on visitor intent remained significant with a coefficient of 0.299, a T-statistic of 6.121, and a p-value of 0.000, indicating that the value of conservation is not the only path of influence, but reinforces the existing effect. Therefore, this model shows partial mediation.

In line with the concept of service quality, according to Han et al. (2020), service quality must be able to create a comprehensive experience. When tourists experience meaningful service, they tend to internalize the value of the conservation on offer, which ultimately influences their intention to return to visit. In conservation-based tourist attractions such as Bali Bird Park, good service quality not only creates immediate satisfaction but also forms a positive perception of conservation values carried by the manager. This can be seen in the indicator of the importance of protecting animals for future generations, and that animals can coexist is the highest factor that can strengthen the perception of service quality at Bali Bird Park, so that it can affect the intention to visit again.

These findings indicate that the perception of tourists, both domestic and foreign, on the quality of Bali Bird Park's services, not only has a direct impact on the intention of revisiting, but also shapes the perception of conservation value, which is a strengthening bridge.

According to research by Chen C & Chen F (2010), perceived value, and satisfaction have been shown to be good predictors of behavioral intent. In addition, the research belongs Blessing Prayogo & Mellyssa Quratul ain (2017) to and also states that perceived value is influential in mediating the relationship between service quality and intention to revisit tourist destinations. Ratu (2024) In this study, the Wildlife Value Orientation (WVO) represents the conservation value that tourists feel, reflecting their views on the importance of wildlife conservation and support for the conservation activities that destinations offer.

Based on the researchers' observations, tourists who feel they are served informatively and warmly by staff tend to be more involved in conservation activities. This is emphasized based on the following interview excerpts:

"I like the way the staff explain about rare birds and how they are preserved. So I feel like my experience here has more meaning than just a vacation." (Rina, domestic tourist – Interview, 02 August 2025).

Informative service not only provides comfort, but also strengthens the understanding of conservation values, which in turn increases the intention to return to visit. This makes it clear that conservation values positively mediate the relationship between service and loyalty.

Perception of Conservation Value mediates the influence of Price Perception on Return Intention

Based on the results of the path analysis in this study, it was found that the perception of conservation value mediated the influence of price perception on partial revisit intentions. The value of the indirect influence coefficient was recorded as 0.082, with a T-statistic of 2.895 and a p-value of 0.004, indicating significance ($T > 1.96$ and $p < 0.05$). Meanwhile, the direct influence of price perception on return intention also remained significant with a coefficient of 0.240, T-statistic of 4.635, and p-value of 0.000. Thus, this model shows partial mediation, where conservation value reinforces the influence of price perception on revisit intentions.

Based on Consumer Behavior Theory (Schiffman & Kanuk, 2010) and Perceived Value Theory (Zeithaml, , perceived value refers to the consumer's overall assessment of the utility of a product based on the perception of what is received and what is given. Where, 1988) Equity Theory (Adams, 1963) also supports that the perception of fairness or balance given by consumers (input) and what is received (output) influences their behavioral intentions. Therefore, perceived value and price perception are two important determinants of perceived value and vice versa.

Price perception is not only judged from the nominal aspect, but also from the value of the benefits that tourists feel for the experience and the preservation message obtained. According to the research of Liu et al., (2022), when the price of a tourist attraction is considered worthy and commensurate with the educational experience and contribution to conservation, tourists are more likely to rate their visit as meaningful and valuable.

In this study, the indicator of the importance of protecting animals for future generations and animals can coexist is the highest factor. Such a perception of conservation

value can increase the justification for the price paid and encourage tourists to have a higher intention to return to visit. This theory explains how conservation value acts as a psychological mediator between price considerations and tourist behavioral loyalty (Wang & Chen, 2023).

These results are in line with research by Grewal et al., (1998) perceived value has a positive impact on consumers' willingness to buy. In addition to this, Konuk's research shows that perceived value, which then becomes a mediator of price perception and repurchase intention in restaurants. Maulina's research also revealed that perceived value is influential in mediating the relationship between price perception and the intention to revisit cultural heritage in Jakarta. Thus, prices that are considered rational and commensurate with the contribution to conservation strengthen the intention of tourists to return. This shows that the value of conservation becomes a bridge between price and visit loyalty. (2019)(2023)

Price Perception mediates the influence of Service Quality on Conservation Value Perception

The results of the analysis in this study show that price perception mediates the influence of service quality perception on the perception of conservation value partially. The value of the indirect influence coefficient was 0.140 with a T-statistic of 4.105 and a p-value of 0.000, indicating a strong significance. On the other hand, the direct influence of service quality on the perception of conservation value remained significant, namely 0.292 (T = 5.248; p = 0.000). Thus, price perception acts as a partial mediator, which strengthens the influence of services on the meaning of conservation in the minds of tourists.

Based on the theory of Perceived Value (Zeithaml, 1988) and Equity Theory (Adams, 1963), it emphasizes that consumers evaluate value based on the trade-off between the benefits obtained and the sacrifices made, where the perception of fairness or price equilibrium can influence their behavioral intentions. Both theories support the theory of Consumer Behavior (Schiffman & Kanuk, 2010). In it, the perception of service quality serves as the main benefit received, while the perception of price reflects the form of sacrifice. The perception of fair prices and proportionate to the quality of service can improve the perception of overall value, including the conservation values perceived by tourists in the context of ecotourism.

Zietsman et al., (2019) empirically show that price perception can mediate the influence of service quality on perceived value. Customer value theory explains that the perception of price as a representation of value arises when services are considered superior, responsive, and of quality (Zeithaml et al., 2020). When tourists, both domestic and foreign, consider the quality of service to be high, they tend to consider the price paid reasonable. Ticket price indicators that are comparable to the perceived value of experience and affordable ticket prices with the quality offered are reinforcing factors of the perception of service quality in influencing the perception of conservation value. A positive perception of prices reinforces the belief that the fees paid are not only for the tourist experience but also contribute to animal and environmental conservation efforts.

Research by Xie & So (2021) also emphasizes that in conservation tourism destinations, price perceptions are often a cognitive bridge that connects conservation services and values, as they contain elements of justice, benefits, and support for conservation goals. Similarly, Zeithaml et al. (2020) state that in the service value chain model, price perceptions often emerge as a direct consequence of service experience and become a

determinant of further value perception. Thus, the quality of service felt by tourists not only forms a positive perception of prices, but also contributes to the appreciation of conservation missions.

Discussion

Based on the results of the first hypothesis, the quality of service has a significant positive effect on the intention to return visits. This is reflected in the highest indicators, namely the use of polite language by staff and the readiness of staff to respond to requests, which are most appreciated by tourists with undergraduate and postgraduate educational backgrounds. However, indicators of facility cleanliness and staff reliability have the lowest scores, where productive-age travellers choose low scores on these indicators because they tend to be critical of service details. This is in line with the phenomenon at Bali Bird Park related to negative reviews on Google Reviews & TripAdvisor, which highlighted the maintenance and cleanliness of the bird cage, which is not optimal. This condition is further strengthened by the majority of tourists visiting Bali Bird Park for the first time compared to those who have visited two or more times. This shows that tourists' first experience has a very important role in shaping the perception of service quality and determining the decision to make a return visit. Therefore, Bali Bird Park managers need to improve maintenance and cleanliness standards by creating a cleaning schedule for cages and public areas that are equipped with daily checklists and weekly audits. As well as improving staff reliability through a short on-the-job training program that emphasizes skills such as bird handling procedures, how to respond to tourist inquiries, and safety standards at Bali Bird Park. Thus, tourists who make their first visit will have a memorable positive experience that encourages the formation of loyalty and the desire to visit again in the future.

The second hypothesis proves that price perception has a significant positive effect on return intent. The highest indicator is the suitability of the ticket price to the perceived experience, while the lowest indicator is interest in price promos. These findings show that postgraduate and upper-middle-income tourists are more rational in assessing prices that are comparable to the quality of their visits. This condition is very relevant if it is associated with the majority of respondents in this study, namely tourists who visit Bali Bird Park for the first time. For tourists who are visiting for the first time, the first experience is the main benchmark in assessing whether the ticket price paid is proportional to the quality of the tourist services they get. If on the first visit the tourists feel that the price paid is not commensurate with the quality of the experience, then it is possible for them not to make the return visit. Therefore, Bali Bird Park needs to present a special package for new visitors with added value, such as getting a welcome drink. In addition, it provides membership tickets that provide recurring access and additional benefits such as discounts on shopping for souvenirs or discounts on lunch at Bali Bird Park restaurants. This can increase the perception that they are getting long-term value for a higher price. In addition, Bali Bird Park management needs to emphasize transparency of value in ticket prices through clear and good promotions on social media and the Bali Bird Park website to support bird conservation programs and improve facilities at Bali Bird Park.

The third hypothesis shows that service quality has a significant positive effect on price perception. The highest service indicator in the form of a polite and prompt staff attitude makes tourists feel that the ticket price paid is reasonable. However, the cleanliness indicator of the facility gets the lowest average, which actually creates the perception that the price is

not fully commensurate with the quality of service. This indicator is widely chosen by foreign tourists with low scores because their expectations of cleanliness are very high. This condition is increasingly relevant to the existing phenomenon, where several negative reviews on Google Reviews highlight the poor maintenance and cleanliness of aviaries. In addition, most of the respondents were tourists who visited Bali Bird Park for the first time, with the duration of their visit being around 2-3 hours. This shows that tourists assess the experience quickly in a relatively short period of time, so that seemingly immediate aspects, such as the cleanliness of the cage, public areas, and the reliability of the staff, are key factors in determining whether the ticket price is worth the quality of service received. To overcome the gap between ticket prices and the quality of service felt by tourists, especially in terms of facility cleanliness, Bali Bird Park needs to form a special cleaning team for public areas and bird cages that is in charge of periodic checks and cleaning every 30–60 minutes, especially on the main roads that tourists often travel. In addition, stricter standard operating procedures (SOPs) for hygiene were made, such as scheduling disinfection of cages and seating areas. Bali Bird Park also needs to create an on-the-spot customer service system by staff equipped with internal communication devices to respond quickly to complaints or visitor requests. Thus, new tourists who quickly assess the experience will get a positive impression that the ticket price is worth the quality of cleanliness, service, and experience provided.

The fourth hypothesis proves that the quality of service has a significant positive effect on the perception of conservation value. Tourists who are served with courtesy, friendliness, and attentiveness appreciate the value of conservation carried out by Oleg Bali Bird Park. The belief that animals need to be protected for future generations is the highest indicator on the perception of conservation value, while the emotional concern of tourists for animals is the lowest indicator. This condition is even more relevant when associated with the characteristics of the duration of the visit, where the majority of tourists only spend 2–3 hours at Bali Bird Park. The relatively short duration makes tourists tend to focus on experiences that are direct and visible, such as the friendliness of the staff, the educational narrative in the performances, and the delivery of conservation information in a concise and interesting manner. This indicates that the quality of service is the main door in strengthening tourists' perception of the value of conservation, because this brief interaction can leave a deeper impression than an emotional experience that takes longer to form. To strengthen this relationship, Bali Bird Park managers can design a 5–10-minute conservation talk program before or after the bird show. In addition, it provides educational visual media such as short videos in the Bali Bird Park area as well as QR codes that can be scanned to access more conservation information. Also, strengthening the communication skills of staff interpretation when feeding birds or when tourists have a photo session with birds can be accompanied by a brief narrative about the conservation status of the bird. Thus, a brief experience at Bali Bird Park is still able to leave a meaningful impression, which ultimately strengthens the image of the destination and encourages sustainability of conservation.

The fifth hypothesis shows that price perception has a significant positive effect on the perception of conservation value. Price compatibility with experience is the highest indicator, while interest in ticket promos is the lowest indicator. This is in line with the characteristics of respondents, where the majority of tourists are visiting Bali Bird Park for the first time compared to those who have visited two or more times. For first-time travelers, ticket prices are not only seen as an entrance fee, but also as a representation of their

contribution to conservation efforts. If on the first visit tourists feel that the price is proportional to the experience and conservation value obtained, then the chances of forming positive perceptions increase, so that it can encourage them to visit again. Considering that the lowest indicator of price perception is interest in ticket promos, Bali Bird Park needs to design a Conservation Ticket program where conservation information is displayed transparently on tickets, brochures, and digital screens in the entrance area. In addition, it presents educational promos such as the Family Conservation Package or Student Eco Ticket that combines special prices with additional activities, such as short educational tours, access to breeding areas or digital certificates related to conservation contributions. Thus, tourists do not see promos as discounts alone, but as experiences that strengthen the relationship between the price of the ticket paid and the conservation value they support.

The sixth hypothesis proves that the perception of conservation value has a significant positive effect on the intention to revisit. Tourists who value conservation are more motivated to revisit. The belief that humans and animals can coexist is the highest indicator in the Wildlife Value Orientation-based conservation value perception variable, while emotional concern is the lowest indicator. This is especially relevant for productive-age travelers who emphasize rationality over emotion in decision-making. In addition, the majority of tourists also only spend about 2-3 hours at Bali Bird Park which makes tourists tend to capture conservation messages rationally and directly through clear information and structured activities, rather than through the process of forming emotional bonds which usually takes longer. Therefore, the management of Bali Bird Park needs to strengthen its conservation communication strategy through interactive information boards, short-duration educational videos, and QR codes that display content about conservation success such as the number of bird species successfully bred or the real contribution of Bali Bird Park to the conservation of endangered birds. Meanwhile, an adopt a bird program is needed with a small donation contribution. Through this program, tourists still feel a brief emotional bond. Thus, even though the duration of the visit is relatively short, tourists can still experience an educational as well as an emotional experience, in accordance with the concept of Wildlife Value Orientation, which ultimately contributes to increased return intentions.

The seventh hypothesis shows that the perception of conservation value mediates positively the influence of service quality on return visits. This means that good service not only encourages return intentions directly, but also increases tourists' appreciation of conservation. Staff politeness is the highest indicator in the variable perception of service quality, while the cleanliness of the facilities is the lowest indicator where the majority of tourists who come to Bali Bird Park are new visitors with a relatively short duration of visit, about 2-3 hours. In this limited time, tourists tend to judge the service from the most visible and immediately perceived aspects, such as the friendliness of the staff and the cleanliness of public areas. This linkage shows that consistent services can strengthen conservation perceptions based on Wildlife Value Orientation (WVO) and tourists' intention to revisit. As a follow-up, managers need to present staff in each bird zone not only as a cleanliness, but also as conservation interpreters who are able to provide brief information about animals in a friendly and interesting manner. In addition, creating a conservation corner in the form of a special corner in a strategic area equipped with interactive educational panels and interesting visuals. The presence of this educational corner allows tourists to understand the value of conservation. In this way, good service is not only seen from the friendliness of the

staff and the cleanliness of the facilities, but also from the commitment of the manager in conveying the conservation message effectively.

The eighth hypothesis proves that the perception of conservation value mediates positively the influence of price perception on the intention to revisit. Tourists who consider the ticket price reasonable feel that their contribution to conservation is more real, so they are more motivated to return. Price suitability with experience is the highest indicator, while interest in price promos is the lowest indicator. The majority of undergraduate and postgraduate travelers place more emphasis on the quality of the experience than on price incentives. In addition, the majority of respondents visited Bali Bird Park for the first time compared to those who had come twice or more. This shows that first experience is the main benchmark in assessing the balance between ticket prices and the conservation value offered. Therefore, Bali Bird Park can provide conservation vouchers to visitors that can be redeemed for discounts on the next visit or additional access such as feeding sessions on the condition that visitors participate in conservation activities. In this way, the price of the ticket is not only considered a cost, but also an opportunity to derive long-term benefits while making a real contribution to conservation. This strategy connects economic aspects and conservation values based on Wildlife Value Orientation (WVO), especially mutualism orientation because tourists feel that their involvement has a direct impact on wildlife conservation.

The ninth hypothesis shows that price perception mediates positively the influence of service quality perception on conservation value perception. Good service makes tourists consider the ticket price reasonable, so they appreciate the conservation mission of Bali Bird Park more. The politeness of the staff is the highest indicator, while the cleanliness aspect of the facilities is a weakness in Bali Bird Park, thus lowering the perception of tourists who are visiting for the first time. This linkage indicates that excellent service can strengthen positive price perceptions while increasing appreciation for conservation. So, Bali Bird Park needs to implement a value transparency system strategy such as simple information about ticket price allocation, used for anything that can be included on tickets or digital media. In this way, tourists not only judge the price from an economic standpoint, but also from the real contribution they make to conservation. In addition, managers can also develop bundling ticket packages, such as VIP or family tickets that include additional donations for the conservation of rare birds. With these measures, tourists will increasingly believe that the ticket price they pay is worth the dual benefits they receive, namely service comfort as well as support for Bali Bird Park's conservation mission.

CONCLUSION

Based on the results of the research and discussion, the conclusions in this study are as follows 1) The perception of service quality has a positive effect on the intention to visit again, showing that the better the service provided, the more likely tourists are to return to visit the destination. 2) Price perception has a positive effect on return intentions, indicating that tourists tend to be loyal when they feel that the price paid is in accordance with the value received. 3) The perception of service quality has a positive effect on price perception, which indicates that good service can increase tourists' perception of price fairness. 4) The perception of service quality has a positive effect on the perception of conservation value, which means that informative and friendly services can increase tourists' awareness of conservation value. 5) Price perception has a positive effect on the perception of conservation

value, which suggests that prices that are considered decent by tourists can increase appreciation for conservation aspects. 6) The perception of conservation value has a positive effect on the intention to revisit, showing that awareness of conservation encourages tourists to continue to support the destination. 7) Perception of conservation value mediates the influence of perception of service quality to the intention to revisit, indicates that good service forms conservation awareness, which in turn increases loyalty. 8) The perception of conservation value also mediates the influence of price perception on return intentions, reinforcing that positive price perceptions help shape conservation awareness and influence return visit decisions. 9) Price perception mediates the effect of the perception of service quality on the perception of conservation value, which means that service quality can increase the perception of conservation value indirectly through increasing price perception.

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