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## THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING SERVICE QUALITY, ATMOSPHERE, AND PRICE PERCEPTION ON REVISIT INTENTION



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### Abstract

Bali, as one of the world's leading tourist destinations, continues to record significant growth in visitor arrivals, in line with the rising popularity of new attractions such as beach clubs that have become favorite destinations among tourists. This study aims to examine the influence of service quality, atmosphere, and perceived price on revisit intention, with customer satisfaction acting as a mediating variable. A quantitative research design was applied, involving 100 respondents, and the data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 3.0. The results show that service quality, atmosphere, and perceived price have a positive effect on both customer satisfaction and revisit intention. Furthermore, customer satisfaction was found to mediate the relationship between the three independent variables and revisit intention. These findings emphasize the importance of providing high-quality services, creating a comfortable atmosphere, and offering reasonable prices in order to enhance satisfaction and encourage revisit intention. The study offers strategic implications for beach club managers and tourism stakeholders in improving repeat visits on a sustainable basis.

**Keywords:** Service Quality, Atmosfer, Perceived Price, Customer Satisfaction, Revisit Intention

## INTRODUCTION

Bali is one of the most popular tourist destinations in the world, known for its natural beauty, unique culture, and rapidly growing tourism sector (Vardhani & Octafian, 2024). The growth of tourism in Bali not only contributes to the increasing number of tourist visits but also encourages the emergence of various innovations in the tourism industry, including the concept of beach clubs. This concept offers a modern entertainment experience that combines ocean views, contemporary architectural design, and exclusive services, making it a major attraction for both domestic and international tourists (Kesumadewi et al., 2025).

One of the most prominent beach clubs in the Melasti Beach area is White Rock Beach Club, recognized as the largest beach club with an area of 7,500 square meters and a capacity of more than 3,000 visitors. Its comprehensive facilities—including swimming pools, restaurants, pool bars, VIP cabanas, and party suites—support White Rock's image as a premium destination in Bali. Visitor data shows that throughout 2024, White Rock Beach Club recorded an average of more than 98,000 tourist visits, with the highest number occurring in August. Although these high visitation figures illustrate strong attraction, they do not automatically ensure long-term business sustainability. In the increasingly competitive landscape of Bali's beach club industry, maintaining tourist loyalty through enhancing revisit intention has become a major challenge for beach club managers.

Revisit intention is an important indicator of business sustainability in the tourism industry. Satisfied tourists tend to develop the desire to return to the same destination in the future (Mannan et al., 2022). According to May Zaw & Nuangjamnong (2023), retaining existing customers is more profitable than acquiring new ones, as the cost of obtaining new customers can be six to seven times higher. Therefore, understanding the factors that drive revisit intention is essential for beach club managers such as those at White Rock. In the tourism industry, several key factors influencing revisit intention include service quality, atmosphere, and perceived price (Cakici et al., 2022).

Service quality is one of the main determinants of customer satisfaction and revisit intention. Services that meet or exceed customer expectations can increase satisfaction and foster loyalty (Lai et al., 2020; Saputra & Djumarno, 2021). Several studies show that service quality has a positive and significant effect on revisit intention (Laksmi et al., 2022). However, there are also contradictory findings. Research by Rahmiatul & Rah (2025) and Sharita et al. (2022) found that service quality does not significantly affect revisit intention. These differences indicate the presence of empirical inconsistencies that require further investigation.

In addition to service quality, atmosphere also plays an important role in shaping tourists' emotional experiences. A comfortable, aesthetic, and destination-appropriate atmosphere can create positive experiences that encourage revisit intention (Mannan et al., 2022; Sabila et al., 2023). According to the theory of atmospherics by Levy and Weitz in Baista & Suryadi (2024), environmental design through visual elements, lighting, color, music, and scent can influence consumer perception and behavior. Numerous studies support the significant effect of atmosphere on revisit intention (Baista & Suryadi, 2024; Kurniawan & Dirgantara, 2020), although some studies have found opposing results (Daniel et al., 2020; Tania & Markoni, 2023), again highlighting the need for deeper analysis.

Another factor is perceived price, which refers to consumers' assessment of the balance between the benefits received and the costs incurred (Laksmi et al., 2022). When consumers feel that the price is proportional to the value they receive, they tend to have stronger revisit intentions (Sabila et al., 2023; Widayat & Purwanto, 2020). However, other studies (Eko Saputro & Indriastuty, 2020; Nurhastuti et al., 2024) show that the influence of price on revisit intention is not always direct but rather mediated by customer satisfaction.

Customer satisfaction becomes a key element that bridges the relationship between service quality, atmosphere, and perceived price with revisit intention. Tourists who feel satisfied with their experiences will have the desire to repeat those experiences in the future (Sabila et al., 2023). Several empirical studies show that customer satisfaction acts as a mediating variable in the relationship between service quality, atmosphere, and perceived price on revisit intention (Baista & Suryadi, 2024; Jerry et al., 2024; Nurhastuti et al., 2024).

Based on the background and previous research findings, it can be concluded that inconsistencies still exist regarding the direct effects of service quality, atmosphere, and perceived price on revisit intention. Therefore, this study aims to analyze the effects of service quality, atmosphere, and perceived price on tourists' revisit intention at White Rock Beach Club, with customer satisfaction as a mediating variable. This research is expected to provide theoretical contributions by strengthening the model of relationships among variables in the context of coastal tourism, as well as practical implications for beach club managers to enhance tourist experiences and support business sustainability in Bali.

## REVIEW OF LITERATURE

### **The Effect of Service Quality on Revisit Intention and Customer Satisfaction**

Service quality refers to the alignment between customer expectations and the actual experience received. In the tourism context, dimensions such as reliability, responsiveness, empathy, assurance, and tangibles have been proven to influence satisfaction and revisit intention (Sabila et al., 2023). Studies by Ayu Tania & Aditi (2022) and Candra et al. (2023) show that friendly and fast service increases customer loyalty and the likelihood of revisiting. Service quality is a key determinant of customer satisfaction. Customers who receive services that meet or exceed expectations tend to be more satisfied (Natalia & Suparna, 2023). Research (Syamnarila et al., 2022; Tanton, 2021) further confirms that service quality has a significant positive effect on customer satisfaction across various service sectors.

**H1:** Service quality has a significant positive effect on revisit intention.

**H4:** Service quality has a significant positive effect on customer satisfaction.

### **The Effect of Atmosphere on Revisit Intention and Customer Satisfaction**

Atmosphere includes physical environmental elements such as lighting, music, interior design, and fragrance that create a positive emotional experience (Eren et al., 2023). Studies (Kurniawan & Dirgantara, 2020; Taqwim et al., 2021) demonstrate that a comfortable atmosphere significantly influences repurchase behavior and revisit intention in cafés. A pleasant restaurant atmosphere can evoke positive emotions and enhance customer satisfaction (Taqwim et al., 2021). Widayat & Purwanto (2020) found that atmospheric elements such as lighting, music, and cleanliness significantly affect customer satisfaction.

**H2:** Atmosphere has a significant positive effect on revisit intention.

**H5:** Atmosphere has a significant positive effect on customer satisfaction.

### **The Effect of Perceived Price on Revisit Intention and Customer Satisfaction**

Perceived price reflects customers' assessment of price fairness compared to the benefits received (Baista & Suryadi, 2024). Prices perceived as reasonable relative to service quality can encourage loyalty and revisit behavior (Cakici et al., 2022; Laksmi et al., 2022). Perceived price fairness also enhances customer satisfaction (Nurhastuti et al., 2024). Studies (Cheung et al., 2021; Han & Ryu, 2021) found a significant positive relationship between perceived price and customer satisfaction.

**H3:** Perceived price has a significant positive effect on revisit intention.

**H6:** Perceived price has a significant positive effect on customer satisfaction.

### **The Effect and Mediating Role of Customer Satisfaction on Revisit Intention**

Customer satisfaction is a key factor determining loyalty and the intention to return (Cakici et al., 2022; Cheung et al., 2021). Satisfied customers tend to overlook alternatives and show repeat-visit behavior (Sabila et al., 2023; Syamnarila et al., 2022). In tourism and hospitality, customer satisfaction not only influences revisit intention directly but also serves as a mediating variable that strengthens the relationship between service factors and revisit intention.

High service quality has been shown to increase satisfaction, which then drives revisit intention (Kotler & Philip, 2011; Rifki et al., 2022). Customer satisfaction mediates the relationship between service quality and revisit intention, as satisfied customers develop more positive perceptions and stronger intentions to return (Natalia & Suparna, 2023). Moreover, a comfortable and appealing atmosphere creates positive emotional experiences that enhance satisfaction, which in turn reinforces loyalty and revisit intention (Khairiyadi et al., 2024; Tantonio, 2021).

Furthermore, perceived price fairness increases satisfaction and encourages customers to revisit. Customer satisfaction strengthens the relationship between perceived price and revisit intention, as customers who feel they receive fair value for the price paid tend to be more loyal (Ahmed et al., 2023; Parasuraman et al., 1988). This aligns with findings from Ayu Tania & Aditi (2022), which show that customer satisfaction acts as a mediator between service quality and revisit intention.

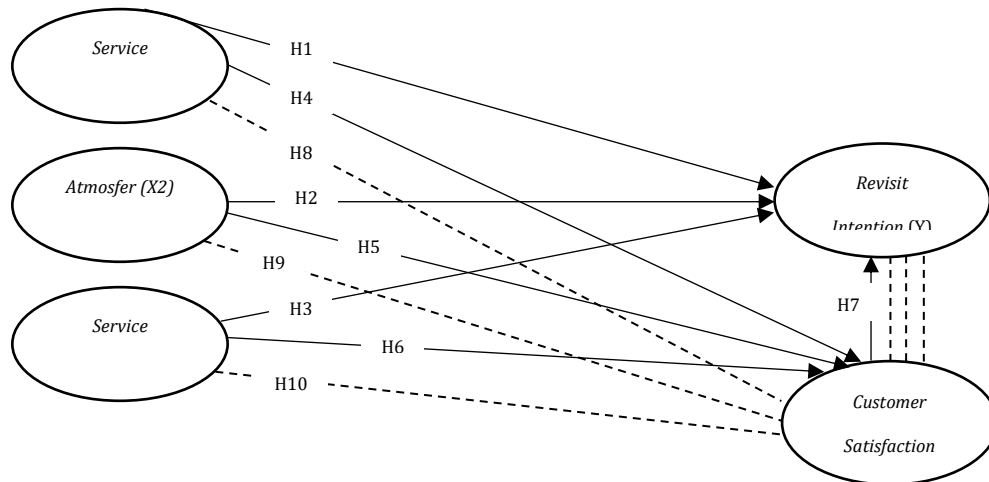
**H7:** Customer satisfaction has a significant positive effect on revisit intention.

**H8:** Service quality has a significant positive effect on revisit intention through customer satisfaction.

**H9:** Atmosphere has a significant positive effect on revisit intention through customer satisfaction.

**H10:** Perceived price has a significant positive effect on revisit intention through customer satisfaction.

This study employs a literature review method to analyze the role of government internal auditors in fraud risk management within the public sector. The literature review approach was chosen because it allows the researcher to collect, analyze, and synthesize various findings from previous studies relevant to this topic. This approach also helps identify patterns, gaps, and trends in existing literature and provides a strong theoretical foundation to support the analysis. The research design is descriptive and analytical, aiming to provide a comprehensive overview of the role of internal auditors in fraud risk management and to identify the factors that influence the effectiveness of that role.



**Figure 1.**  
**Research Framework**

This research framework explains that service quality, atmosphere, and perceived price have a significant influence on revisit intention, with customer satisfaction as a mediating variable. Good service quality, a comfortable atmosphere, and perceived reasonable prices can increase customer satisfaction. Furthermore, customer satisfaction plays a direct role in driving revisit intention and strengthens the influence of these three factors on customer loyalty. Therefore, the higher the service quality, the more attractive the atmosphere, and the more fair the perceived price, the greater the customer satisfaction and desire to revisit.

## RESEARCH METHOD

This study employs a quantitative approach to analyze the relationships among variables using numerical data. The quantitative method was chosen to ensure that the research process is systematic, structured, and measurable in testing hypotheses using statistical analysis tools. The research was conducted at several beach clubs located on Melasti Beach, Bali, from January to December 2024, involving visitors who had visited at least twice. This criterion ensures that respondents have sufficient experience to assess service quality, atmosphere, and perceived price based on their level of customer satisfaction and revisit intention.

The sampling technique used was random sampling, resulting in 100 valid respondents considered adequate to represent the population. Data were collected through structured questionnaires using a Likert scale to measure respondents' perceptions of each research construct. Data analysis was performed using Partial Least Squares–Structural Equation Modeling (PLS-SEM), as this technique is capable of simultaneously testing both the measurement model and the structural model. PLS-SEM was selected because it is suitable for complex models with latent variables and relatively small sample sizes.

Each construct—service quality, atmosphere, perceived price, customer satisfaction, and revisit intention—was measured using several indicators adapted from previous studies. Service quality was measured with 4 indicators, atmosphere with 6 indicators, perceived

price with 3 indicators, customer satisfaction with 4 indicators, and revisit intention with 4 indicators. This model examines both direct and indirect (mediated) effects among variables to comprehensively evaluate the research hypotheses.

## RESULTS AND DISCUSSION

### Validity, Reliability, and Hypothesis Testing Results

A research instrument is declared valid if it measures the intended outcome and has a correlation coefficient  $>0.30$ . The results showed that all items had correlation values above 0.30, thus proving each indicator valid and representative of the construct being measured. The instrument is also considered reliable if the Cronbach's Alpha value is  $>0.70$ . Based on testing of 100 respondents, all variables had values above this limit, indicating the instrument is consistent and trustworthy. Furthermore, the results of the convergent validity test (outer model) showed all outer loading values  $>0.70$ , indicating that all reflective indicators are valid and suitable for use in the research model.

**Table 1.**  
**Validity and Reliability Test**

Variable	AVE	Cronbach's Alpha	Reliability
Service Quality (X1)	0,753	0,892	Reliable
Atmosfer (X2)	0,780	0,944	Reliable
Perceived Price (X3)	0,867	0,923	Reliable
Customer Satisfaction (M)	0,697	0,854	Reliable
Revisit Intention (Y)	0,652	0,821	Reliable

Source: SmartPLS3 output, 2025

Based on Table 1, the validity test analysis results indicate that all variables meet the required criteria, with an Average Variance Extracted (AVE) value greater than 0.50 and a Cronbach's Alpha value exceeding 0.70. These results demonstrate that each construct in the research model is valid and reliable. Furthermore, the composite reliability value also exceeds the recommended limit, further strengthening the consistency between constructs. To strengthen the discriminant validity evaluation, the analysis was expanded by reviewing the R-square ( $R^2$ ) and predictive relevance ( $Q^2$ ) values. The results show that the customer satisfaction variable has an  $R^2$  value of 0.412, meaning that 41.2% of the variance can be explained by the model. Meanwhile, the revisit intention variable has an  $R^2$  value of 0.521, meaning that 52.1% of the variation is explained by the variables in the research model. The predictive relevance ( $Q^2$ ) value was calculated using the formula  $Q^2 = 1 - (1 - R1^2)(1 - R2^2)$ , resulting in a  $Q^2$  value of 0.718, or 71.8%. This value indicates that the model has strong predictive power, with approximately 72% of the variance in endogenous variables explained by service quality, atmosphere, perceived price, and customer satisfaction, while the remaining 28% is influenced by other external factors not included in the research model.

**Table 2.**  
**Hypothesis Testing**

<b>Relationship Between Variables</b>	<b>Path Coefficients</b>	<b>t-statistics</b>	<b>P-Values</b>	<b>Description</b>
H1. Service Quality (X1) > Revisit Intention (Y)	0,195	2,102	0,036	Significant
H2. Atmosfer (X2) > Revisit Intention (Y)	0,178	2,345	0,019	Significant
H4. Service Quality (X1) > Customer Satisfaction (M)	0,358	4,94	0,000	Significant
H5. Atmosfer (X2) > Customer Satisfaction (M)	0,309	4,213	0,000	Significant
H6. Perceived Price (X3) > Customer Satisfaction (M)	0,43	6,298	0,000	Significant
H3. Perceived Price (X3) > Revisit Intention (Y)	0,294	4,087	0,000	Significant
H7. Customer Satisfaction (M) > Revisit Intention (Y)	0,399	4,435	0,000	Significant
H8. Service Quality (X1) > Customer Satisfaction (M) > Revisit Intention (Y)	0,143	3,575	0,000	Significant
H9. Atmosfer (X2) > Customer Satisfaction (M) > Revisit Intention (Y)	0,123	2,937	0,003	Significant
H10. Perceived Price (X3) > Customer Satisfaction (M) > Revisit Intention (Y)	0,171	3,435	0,001	Significant

Source: SmartPLS3 Output, 2025

The results of the study show that all hypotheses (H1–H10) are accepted because they have t-statistic values above 1.96 and p-values < 0.05. The variable *service quality* is proven to have a positive and significant effect on *customer satisfaction* (t = 4.940; p = 0.000) and *revisit intention* (t = 2.102; p = 0.036), meaning that the better the service quality, the higher the level of customer satisfaction and intention to revisit. The *atmosphere* variable also has a positive and significant effect on customer satisfaction (t = 4.213; p = 0.000) and revisit intention (t = 2.345; p = 0.019), indicating that a comfortable atmosphere can enhance customer experience and their desire to return. Furthermore, *perceived price* has a positive and significant effect on customer satisfaction (t = 6.298; p = 0.000) and revisit intention (t = 4.087; p = 0.000), and becomes the variable with the strongest influence on customer satisfaction, suggesting that fair price perceptions create value and strengthen customer loyalty.

In addition, *customer satisfaction* has a positive and significant effect on *revisit intention* (t = 4.435; p = 0.000), proving that satisfaction plays an important role in driving customer loyalty. In terms of mediation, service quality, atmosphere, and perceived price

each have an indirect effect on revisit intention through customer satisfaction, with t-statistic values of 3.575 ( $p = 0.000$ ), 2.937 ( $p = 0.003$ ), and 3.435 ( $p = 0.001$ ), respectively. These findings confirm that customer satisfaction is a key factor strengthening the influence of service quality, atmosphere, and perceived price on revisit intention at White Rock Beach Club.

### Discussion

This study demonstrates that *service quality* has a positive and significant effect on *customer satisfaction* and *revisit intention*. The t-statistic value for customer satisfaction is 4.940 ( $p = 0.000$ ), while for revisit intention it is 2.102 ( $p = 0.036$ ). This indicates that the higher the perceived service quality, the greater the customer satisfaction and revisit intention. The dominant indicator is the comfort of interactions with staff, reflecting reliability and empathy as core dimensions of service quality. In the context of White Rock Beach Club, service quality is crucial because most visitors come from upper-middle-class segments with premium service expectations. Friendly, fast, and professional staff interactions distinguish the club from similar destinations in Bali and strengthen its exclusive brand image and long-term customer loyalty. These findings support the Theory of Planned Behavior in Ahmed et al. (2023), where positive attitudes formed through quality service experiences encourage behavioral intentions such as revisiting. The results also align with Baista & Suryadi (2024), Laksmi et al. (2022), and Saputra & Djumarno (2021), who confirm the significant positive relationship among service quality, satisfaction, and loyalty.

*Atmosphere* has a positive and significant influence on customer satisfaction and revisit intention. The t-statistic for customer satisfaction is 4.213 ( $p = 0.000$ ), while for revisit intention it is 2.345 ( $p = 0.019$ ). This indicates that a comfortable and appealing atmosphere—such as layout design, lighting, and neat staff appearance—creates positive emotional experiences that enhance satisfaction and the intention to return. At White Rock Beach Club, the luxurious atmosphere with an ocean view, aesthetic seating arrangement, ambient lighting, and professional staff appearance serve as major attractions that differentiate it from competitors in Bali, strengthening its premium image and customer loyalty. This supports the Mehrabian-Russell Model (Jamaludin et al., 2021), which explains that physical environments generate affective responses that influence consumer behavior. Empirically, the results are consistent with Jerry et al. (2024), Kurniawan & Dirgantara (2020), and Rajput & Gahfoor (2020), who found that a positive atmosphere encourages revisit decisions.

*Perceived price* exerts the strongest effect on customer satisfaction and has a significant influence on revisit intention. The t-statistic for customer satisfaction is 6.298 ( $p = 0.000$ ), while for revisit intention it is 4.087 ( $p = 0.000$ ). This indicates that customers perceive the price paid as proportional to the benefits received, which enhances satisfaction and revisit intention. In the context of White Rock Beach Club, perceived price fairness is important because the target market consists of upper-middle-class visitors prioritizing value for money. Exclusive service packages, high-quality facilities, and premium experiences give customers the perception that the cost matches the quality received, thereby strengthening loyalty and reinforcing White Rock's image as a high-end destination in Bali. These findings reinforce the views of Ahmed et al. (2023), Baista & Suryadi (2024), and Cakici et al. (2022), which highlight that fair price perceptions enhance positive consumer attitudes—an important predictor of behavioral intention in the TPB framework.

*Customer satisfaction* is proven to significantly and positively affect *revisit intention*, with a t-statistic of 4.435 ( $p = 0.000$ ). This indicates that satisfaction is a primary factor in forming customer loyalty, where satisfying experiences foster positive attitudes, strengthen perceived behavioral control, and ultimately encourage revisit behavior. At White Rock Beach Club, customer satisfaction is created through a combination of premium service, exclusive atmosphere, and fair perceived price, all of which enhance revisit intentions and reinforce the club's position as a leading destination in Bali. This finding is consistent with Cheung et al. (2021), May Zaw & Nuangjamnong (2023), and Natalia & Suparna (2023), who emphasize the role of satisfaction in increasing revisit intention.

From the mediation perspective, *customer satisfaction* is a significant mediator in the relationships among service quality, atmosphere, and perceived price with revisit intention. The mediation t-statistics are 3.575 (service quality), 2.937 (atmosphere), and 3.435 (perceived price), all with p-values  $< 0.05$ . This indicates that although the three variables directly affect revisit intention, their influence becomes stronger when mediated by customer satisfaction. In the context of White Rock Beach Club, this means that excellent service, a pleasant atmosphere, and fair pricing not only directly drive loyalty but also build satisfaction as a key factor that intensifies visitors' intention to return—while maintaining the club's exclusive image amid Bali's tourism competition. These findings strengthen the literature (Baista & Suryadi, 2024; Jerry et al., 2024; Nurhastuti et al., 2024), affirming the mediating role of customer satisfaction in the tourism and hospitality sectors.

Overall, this study confirms that the sustainability of White Rock Beach Club's business does not solely depend on visit frequency but more on the ability to maintain customer satisfaction. Within the TPB framework, service quality, atmosphere, and perceived price form positive attitudes that increase satisfaction, ultimately strengthening behavioral intentions in the form of revisit intention. This study also fills a literature gap by demonstrating the consistent role of customer satisfaction as a mediator in the context of modern tourism destinations such as beach clubs.

## CONCLUSION

Based on the results of this study, it can be concluded that service quality, atmosphere, and perceived price have a positive and significant influence on customer satisfaction and revisit intention at White Rock Beach Club. High service quality, a comfortable atmosphere, and reasonable prices have been shown to increase customer satisfaction, which in turn strengthens their intention to revisit.

In addition to its direct influence, customer satisfaction has also been shown to act as a partial mediator between service quality, atmosphere, and perceived price on revisit intention. This indicates that customer satisfaction not only directly impacts revisit intention but also strengthens the influence of these three factors on revisit intention. In other words, customers who are satisfied with good service, a pleasant atmosphere, and reasonable prices are more likely to be loyal and have a greater desire to return to White Rock Beach Club.

The implication of these results is that White Rock Beach Club management needs to maintain and improve service quality, atmosphere, and competitive pricing strategies to ensure a positive customer experience. Focusing on improving customer satisfaction is key to creating long-term relationships and increasing guest loyalty.

For further research, it is recommended to consider other factors that may influence revisit intentions, such as brand image, emotional experience, or word of mouth, as well as using a longitudinal approach to observe changes in customer behavior over a longer period of time.

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