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Unpacking Destination Loyalty in Heritage Tourism: A Structural Equation Modeling Approach of Jatiluwih, Bali

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Abstract

Heritage tourism destinations must sustain meaningful visitor experiences while protecting the cultural landscapes on which their appeal depends. At Jatiluwih, part of Bali's UNESCO-listed subak cultural landscape, evidence remains limited on how perceived destination attributes relate differently to satisfaction and subsequent loyalty intentions. This study examined direct and satisfaction-related indirect associations linking attraction, accessibility, amenities, and ancillary services to visitors' stated loyalty intentions. A cross-sectional survey of 125 domestic and international visitors conducted during July–December 2025 was analysed using partial least squares structural equation modelling (PLS-SEM). Attraction ($\beta = 0.412$) and accessibility ($\beta = 0.333$) had the largest reported direct coefficients for satisfaction. Their respective direct coefficients for loyalty intentions were 0.280 and 0.300. Amenities ($\beta = 0.033$, $p = 0.304$) and ancillary services ($\beta = 0.027$, $p = 0.350$) had no statistically supported direct associations with loyalty intentions, although their reported specific indirect paths through satisfaction were positive ($\beta = 0.058$ and 0.054). Satisfaction was positively associated with loyalty intentions ($\beta = 0.346$, $p < 0.001$). The outcome measure combined revisit intention with recommendation, advocacy, preference, and attachment items; it therefore reflects stated intentions rather than observed repeat visitation. The findings suggest that heritage-landscape quality, access management, and basic visitor services should be considered together in destination planning. Because the evidence is cross-sectional and several model diagnostics were unavailable, the estimated paths do not establish causal effects or verified conservation outcomes.

Keywords: destination attributes; heritage tourism; Jatiluwih; loyalty intentions; PLS-SEM

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INTRODUCTION

Background

Tourism destination performance is increasingly considered in terms of visitor experience, satisfaction, and intentions to maintain a relationship with a place, rather than visitation volume alone. Attractions, access, services, and destination management contribute differently to the experiences visitors evaluate (Buhalis, 2000; Baker & Crompton, 2000; Prebensen et al., 2014). Studies have linked destination image and evaluative responses with loyalty intentions, while also showing that the strength and direction of their associations vary by destination and model specification (Yoon & Uysal, 2005; Chen & Tsai, 2007; Chi & Qu, 2008; Prayag & Ryan, 2012). Satisfaction therefore matters, but cannot be assumed to translate automatically into repeat visitation. This distinction is especially relevant to rural heritage destinations, where commercial pressures coexist with conservation obligations and the interests of local communities. Evaluating how particular destination attributes relate to satisfaction and subsequent intentions may offer a more useful foundation for management than treating all services as equally important or interpreting visitor preference as evidence of sustainable outcomes.

Heritage tourism adds another dimension to this question because visitors encounter places whose value depends on cultural continuity, lived practices, landscape character, and perceptions of authenticity. Studies have associated authenticity, emotional experiences, place attachment, and satisfaction with heritage-related intentions, although these relationships are not identical across sites or tourist groups (Kolar & Žabkar, 2010; Yi et al., 2018; Park et al., 2019; Dai et al., 2021). Recent research has likewise examined the combined roles of authenticity, involvement, destination image, and experience in visitors' evaluations (Zhao et al., 2024; Zhu et al., 2025; Shaykh-Baygloo & Soltani, 2026). Such evidence cautions against reducing heritage competitiveness to the quantity of facilities supplied. Visitor comfort can be important, but its contribution must be understood alongside the protection of cultural meaning and the participation of communities responsible for maintaining heritage resources (Rasoolimanesh et al., 2017; Dai et al., 2021).

Jatiluwih in Tabanan Regency, Bali, provides an important setting for examining these relationships. Its rice terraces form part of the UNESCO-listed Cultural Landscape of Bali Province, in which the subak irrigation system links agricultural production, water governance, ritual practice, and landscape stewardship (UNESCO World Heritage Centre, n.d.). The terraces function both as working farmland and as a visitor attraction; planning decisions therefore concern more than scenery or tourist convenience. Research in Jatiluwih has related farmers' management capacity to tourist satisfaction and intentions to revisit, while a study of Belimbing agrotourism similarly highlighted the roles of farmers in visitor outcomes (Patricia et al., 2020; Widari et al., 2020). More recent work has addressed the integration of agriculture, tourism, and heritage-landscape sustainability in Jatiluwih (Vipriyanti et al., 2025). Together, these studies demonstrate why visitor perceptions must be interpreted alongside local management capacity rather than used as a substitute for evidence on conservation or farmers' livelihoods.

For visitor-level assessment, Buhalis (2000) conceptualised destinations through six interconnected components: attractions, accessibility, amenities, available packages, activities, and ancillary services. The present questionnaire measures four of these components—attraction, accessibility, amenities, and ancillaries—hereafter termed the 4A attributes. This is a deliberately bounded operational selection, not the entirety of Buhalis's framework. Attraction concerns landscape,

authenticity, microclimate, and heritage value; accessibility covers roads, signs, parking, and transit; amenities cover food and basic visitor facilities; and ancillaries encompass ticketing, guiding, emergency provision, and digital access. Previous work suggests that attribute evaluations, experience quality, satisfaction, and behavioural intentions can be linked through both direct and satisfaction-related pathways (Baker & Crompton, 2000; Cronin et al., 2000; Chen & Tsai, 2007; Chi & Qu, 2008). However, these relationships should be estimated rather than assumed to be equivalent across the four attributes.

Differences among the 4A attributes are particularly plausible in a living agricultural heritage landscape. A visitor may value Jatiluwih for its scenery and perceived cultural authenticity while also evaluating the ease of arrival and the adequacy of toilets, food outlets, and information services. Evidence from heritage and destination studies connects authenticity and destination image with satisfaction and loyalty-related outcomes, but the pathways also depend on the broader experience and context (Prayag & Ryan, 2012; Park et al., 2019; Shi et al., 2022; Zhao et al., 2024). Likewise, service quality and perceived value may contribute to satisfaction without displaying equally strong direct associations with future intentions (Cronin et al., 2000; Prebensen et al., 2014). At Jatiluwih, these distinctions matter because interventions in access and facilities can affect a working landscape, and a statistically positive visitor rating does not itself demonstrate that construction, visitor growth, or other development would be environmentally appropriate.

The dependent construct also requires careful definition. Satisfaction describes an evaluation of the visit, whereas loyalty is a broader concept involving future preferences, advocacy, and potentially repeated behaviour (Oliver, 1980; Yoon & Uysal, 2005; Chi & Qu, 2008; Prayag & Ryan, 2012). Empirical studies have reported satisfaction-related paths linking destination image, authenticity, and perceived value with loyalty intentions (Chen & Tsai, 2007; Yi et al., 2018; Shi et al., 2022). In this study, the original variable labelled 'Intention to Revisit' includes five indicators measuring planned return, recommendation, preference over alternatives, positive advocacy, and attachment. It is consequently discussed as a composite of *loyalty-related intentions*, rather than a pure revisit-intention scale or a measure of actual return visits. Cross-sectional associations involving this composite can inform destination planning, but cannot establish temporal causation or demonstrate changes in tourist behaviour after the survey.

The gap addressed by this research concerns the combined assessment of visitor-rated destination attributes in Jatiluwih rather than the novelty of destination loyalty itself. Earlier destination studies have established important relationships among quality, satisfaction, and behavioural intentions (Chen & Tsai, 2007; Chi & Qu, 2008; Yoon & Uysal, 2005), while heritage and local agrotourism research has highlighted authenticity, farmers' participation, and landscape-management challenges (Patricia et al., 2020; Widari et al., 2020; Park et al., 2019; Vipriyanti et al., 2025). These perspectives have seldom been brought together through the same four visitor-rated attributes and satisfaction-related pathways in this particular landscape. Using a cross-sectional survey of 125 visitors and partial least squares structural equation modelling, the study examines direct associations between each 4A attribute and satisfaction and loyalty-related intentions, the association of satisfaction with those intentions, and four reported specific indirect paths. The contribution is an empirically bounded comparison of these relationships to inform heritage-sensitive visitor management, not a causal test of loyalty or proof of improved subak conservation.

LITERATURE REVIEW

The 4As Framework

Buhalis (2000) describes six destination components: attractions, accessibility, amenities, available packages, activities, and ancillary services. The present questionnaire measures only four of them. In this adapted framework, the four assessed dimensions refer to: (1) Attraction: landscape, cultural authenticity, microclimate, and perceived heritage value; (2) Accessibility: visitor perceptions of roads, signage, parking, and transport connections; (3) Amenities: restaurant hygiene, food quality, viewing facilities, and restrooms; and (4) Ancillaries: ticketing, local guides, emergency-service provision, and digital connectivity.

Visitor Satisfaction

Visitor satisfaction is the visitor's evaluation of an experience relative to expectations (Oliver, 1980). Destination attributes can be associated with satisfaction, which in turn may be associated with stated future intentions (Baker & Crompton, 2000; Cronin et al., 2000). The proposed model tests these paths without assuming that satisfaction automatically produces a later return visit.

For each attribute, the model includes a path to satisfaction, a direct path to Y2, and a specific indirect path through satisfaction. These pathways distinguish experiences evaluated during a visit from stated future preferences. They are hypotheses about associations, not evidence of causal mediation from a cross-sectional survey. The attribute indicators also cover heterogeneous service features, making their reflective specification a limitation that requires comparison with formative or composite alternatives.

Intention to Revisit

Behavioural-intention theory offers a general context for future travel decisions (Ajzen, 1991), but the present model does not measure attitudes, subjective norms, or perceived behavioural control. The original model labels Y2 "Intention to Revisit"; only Y2.1 directly asks about a return visit, while Y2.2–Y2.5 address recommendation, destination preference, advocacy, and bonding. Y2 is therefore discussed here as a broad loyalty-related intention score, not as a validated measure of actual revisitation.

Accordingly, estimates for Y2 should not be interpreted as effects on observed repeat visits or as proof of long-term loyalty. Recommendation, attachment, and return intentions may be related but distinct dimensions. The interpretation of a single reflective Y2 construct remains provisional pending more detailed content- and discriminant-validity assessment (Prebensen et al., 2014).

METHOD

Sampling Procedures

The study was conducted at Jatiluwih, Tabanan, Bali, during July–December 2025. Structured, self-administered questionnaires were collected from domestic and international visitors through non-probability recruitment. Eligibility required at least two hours of on-site exploration; 125 complete responses were retained. The two-hour rule may underrepresent shorter-stay visitors. The manuscript does not report recruitment-day coverage, response and exclusion counts, or the domestic/international split, so the pooled estimates are not presented as representative of all visitors.

Instrument Scale Design

The questionnaire comprised 26 indicators across six constructs, rated on five-point agreement scales. Table 1 provides short indicator labels rather than the complete verbatim questions. The four attribute dimensions were estimated as reflective in the reported model; however, indicators such as roads, parking, ticketing, and emergency services may also be considered defining features rather than

interchangeable manifestations. These conceptual choices, questionnaire languages, item adaptation, and pretesting require documentation for a confirmatory interpretation.

Table 1. Constructs and abbreviated indicator labels

Constructs	Indicators
X1 Attraction	X1.1 Visual landscape aesthetic
	X1.2 Cultural authenticity
	X1.3 Microclimate pleasantness
	X1.4 Heritage value
X2 Accessibility	X2.1 Road quality
	X2.2 Signage clarity
	X2.3 Parking convenience
	X2.4 Transit connectivity
X3 Amenities	X3.1 Restaurant hygiene
	X3.2 Food quality
	X3.3 Viewing facility comfort
	X3.4 Restroom cleanliness
X4 Ancillaries	X4.1 Ticket booth efficiency
	X4.2 Local guide quality
	X4.3 Emergency services
	X4.4 Digital/Wifi access
Y1 Satisfaction	Y1.1 Overall trip experience
	Y1.2 Expectation alignment
	Y1.3 Emotional refresh
	Y1.4 Value for money
	Y1.5 General happiness
Y2 Loyalty-related intentions	Y2.1 Likelihood to visit within 2 years
	Y2.2 Willingness to recommend
	Y2.3 Priority over alternative sites
	Y2.4 Positive advocacy
	Y2.5 Long-term bonding

Model and Hypotheses Formulation

A PLS-SEM model estimated nine direct and four specific indirect associations (Figure 1). Y1 represents satisfaction; Y2 is the originally labelled "Intention to Revisit" score but combines return, advocacy, preference, and attachment indicators. Directional hypotheses were specified as positive. The figure retains the original software labels; indirect effects correspond to products of paths through Y1, not additional independent arrows.

Table 2. Directional hypotheses (Y2: loyalty intentions)

Direct antecedents of Visitor Satisfaction		
H1	:	Attraction is positively associated with satisfaction
H2	:	Accessibility is positively associated with satisfaction
H3	:	Amenities is positively associated with satisfaction
H4	:	Ancillaries is positively associated with satisfaction
Direct determinants of Revisit Intention		
H5	:	Attraction is positively associated with Y2
H6	:	Accessibility is positively associated with Y2
H7	:	Amenities is positively associated with Y2
H8	:	Ancillaries is positively associated with Y2
H9	:	Satisfaction is positively associated with Y2
Mediation Dynamics		
H10: Positive indirect association X1 → Y1 → Y2		
H11: Positive indirect association X2 → Y1 → Y2		
H12: Positive indirect association X3 → Y1 → Y2		
H13: Positive indirect association X4 → Y1 → Y2		

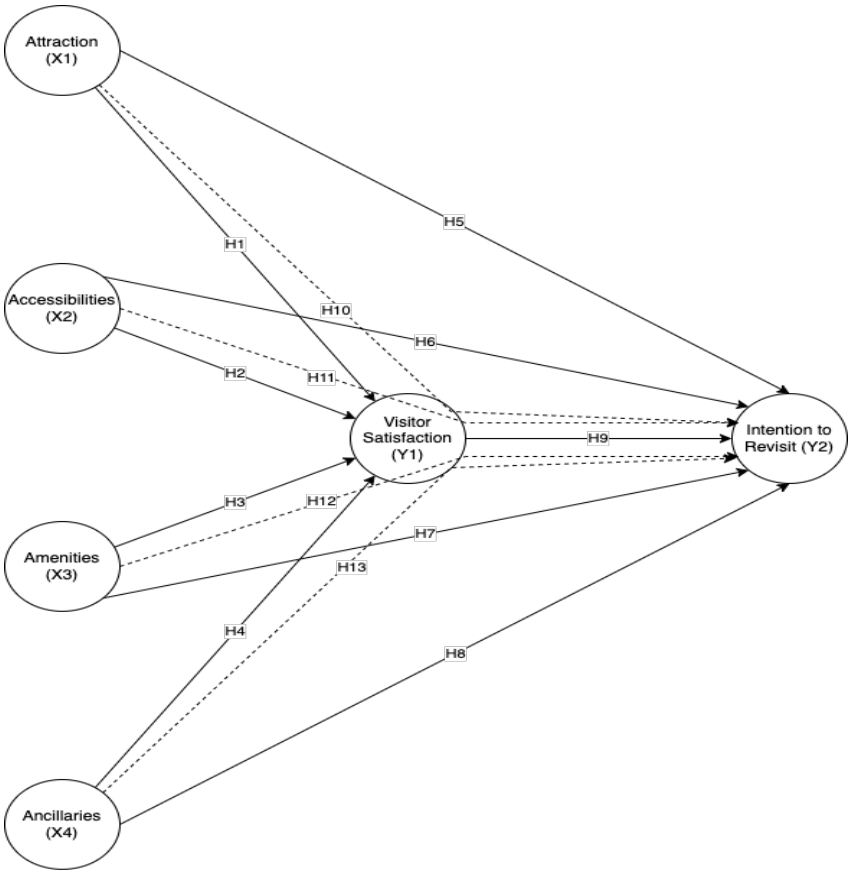


Figure 1. Structural Model

Analytical Technique

The reported analysis used SmartPLS (Ringle et al., 2022). PLS-SEM was used to estimate multiple simultaneous paths and specific indirect effects. Its use does not itself establish the adequacy of

sample power or resolve the reflective-versus-composite measurement question. The manuscript reports 5,000 bootstrap resamples, but not the confidence-interval procedure, assumed effect size, or formal power analysis.

1. The sample of 125 permits estimation of the reported paths, but the ability to detect small effects is not demonstrated by sample size alone; and
2. PLS-SEM does not require multivariate normality for coefficient estimation, while uncertainty should be assessed with suitably reported bootstrap inference.

The reported procedure comprised two stages (Hair et al., 2020):

1. Measurement assessment: standardized outer loadings, Cronbach's alpha, composite reliability (rho_C), and average variance extracted (AVE). Discriminant-validity evidence (e.g., HTMT) was not provided;
2. Structural assessment: path estimates, p-values, and specific indirect effects based on 5,000 reported bootstrap resamples. R^2, adjusted R^2, VIF, effect sizes, standard errors, and confidence intervals were not supplied, limiting precision and predictive-power claims.

RESULTS AND DISCUSSION

Measurement Model Assessment

The reported loadings, alpha, and AVE values are shown in Table 3. The composite-reliability values have been approximated from the rounded standardized loadings printed in the table, using rho_C = $(\Sigma\lambda)^2 / [(\Sigma\lambda)^2 + \Sigma(1 - \lambda^2)]$. These figures are transparent reconstructions, not independently verified SmartPLS exports. Discriminant validity cannot be concluded without HTMT or other appropriate evidence.

Table 3. Measurement-model results (rho_C reconstructed from reported loadings)

Constructs		Reflective Indicators	
		Code	Loading
Attraction		X1.1	0.757
α	: 0.843	X1.2	0.811
AVE	: 0.680	X1.3	0.875
CR	: 0.895	X1.4	0.851
Accessibility		X2.1	0.866
α	: 0.862	X2.2	0.837
AVE	: 0.707	X2.3	0.856
CR	: 0.906	X2.4	0.804
Amenities		X3.1	0.780
α	: 0.851	X3.2	0.855
AVE	: 0.692	X3.3	0.869
CR	: 0.900	X3.4	0.820
Ancillaries		X4.1	0.855
α	: 0.892	X4.2	0.886
AVE	: 0.755	X4.3	0.872
CR	: 0.925	X4.4	0.863
Satisfaction		Y1.1	0.812
α	: 0.830	Y1.2	0.739
AVE	: 0.596	Y1.3	0.762
CR	: 0.881	Y1.4	0.785

Constructs	Reflective Indicators	
	Code	Loading
	Y1.5	0.761
Loyalty-related intentions	Y2.1	0.856
α : 0.856	Y2.2	0.791
AVE : 0.636	Y2.3	0.743
CR : 0.897	Y2.4	0.791
	Y2.5	0.802

Source: Authors' calculations; CR values approximated from reported loadings.

Table 3 reports loadings from 0.739 to 0.886 and AVE estimates above 0.50, supporting reported convergent validity under the reflective specification. Recomputed rho_C estimates are approximately 0.881–0.925. These statistics do not establish nonredundancy or discriminant validity. In particular, the heterogeneous indicators within the four attributes and Y2 warrant additional construct-validation work.

The structural estimates below describe conditional associations within the specified cross-sectional model; statistical significance does not establish temporal causality.

Structural Model Assessment

Tables 4 and 5 reproduce the reported direct and specific indirect estimates from a 5,000-resample bootstrap. Attraction (β = 0.412) and accessibility (β = 0.333) had the two largest direct coefficients for satisfaction; for Y2, accessibility (β = 0.300) was slightly larger than attraction (β = 0.280). The two direct paths from amenities and ancillaries to Y2 were not statistically supported in this sample. The reported indirect paths were positive; confidence intervals were not available for independent verification.

Table 4. Direct structural path estimates

Structural Path	Path values	p-values	Decision
X1 → Y1	0.412	<0.001	H1 supported
X2 → Y1	0.333	<0.001	H2 supported
X3 → Y1	0.166	0.002	H3 supported
X4 → Y1	0.156	0.011	H4 supported
X1 → Y2	0.280	<0.001	H5 supported
X2 → Y2	0.300	<0.001	H6 supported
X3 → Y2	0.033	0.304	H7 not supported
X4 → Y2	0.027	0.350	H8 not supported
Y1 → Y2	0.346	<0.001	H9 supported

Source: Authors' calculations.

Table 5. Specific indirect path estimates through satisfaction

Mediation Path	Path values	p-values	Decision
X1 → Y1 → Y2	0.142	0.001	H10 supported
X2 → Y1 → Y2	0.115	0.001	H11 supported
X3 → Y1 → Y2	0.058	0.012	H12 supported
X4 → Y1 → Y2	0.054	0.021	H13 supported

Source: Authors' calculations.

Tables 4 and 5 reproduce the reported direct and specific indirect estimates from a 5,000-resample bootstrap. Attraction (β = 0.412) and accessibility (β = 0.333) had the two largest direct coefficients for satisfaction; for Y2, accessibility (β = 0.300) was slightly larger than attraction (β = 0.280). The two direct paths from amenities and ancillaries to Y2 were not statistically supported in this sample. The reported indirect paths were positive; confidence intervals were not available for independent verification.

Table 6 summarises reported total-effect estimates (direct plus indirect). Attraction (0.423) and accessibility (0.415) have very similar total associations with Y2; no statistical comparison of their difference was reported. Total-effect p-values need not match specific indirect-effect p-values.

Table 6. Total structural path estimates

Structural Path	Path values	p-values	Descriptive rank / status
X1 → Y1	0.412	<0.001	1st (descriptive)
X2 → Y1	0.333	<0.001	2nd (descriptive)
X3 → Y1	0.166	0.002	3rd (descriptive)
X4 → Y1	0.156	0.011	4th (descriptive)
X1 → Y2	0.423	<0.001	1st (descriptive)
X2 → Y2	0.415	<0.001	2nd (descriptive)
X3 → Y2	0.090	0.089	Not significant
X4 → Y2	0.081	0.131	Not significant
Y1 → Y2	0.346	<0.001	Satisfaction path

Source: Authors' calculations.

Discussion

The findings show that the four perceived destination attributes were not equally associated with satisfaction and the composite loyalty-intentions outcome. Attraction (β = 0.412) and accessibility (β = 0.333) had the two largest reported direct coefficients for satisfaction, followed by amenities (β = 0.166) and ancillaries (β = 0.156). For loyalty intentions, accessibility (β = 0.300) was slightly ahead of attraction (β = 0.280) on the direct paths, while their reported total effects were close (0.415 and 0.423, respectively). These figures identify differences in point estimates, not a statistically established ranking: the analysis did not report tests comparing coefficients with each other. The results are consistent with work treating destinations as integrated combinations of experiences and services, and with models in which destination evaluations and satisfaction relate differently to behavioural intentions (Buhalis, 2000; Chen & Tsai, 2007; Chi & Qu, 2008). They do not support a categorical division in which attractions matter and visitor services do not.

The attraction findings are meaningful in the context of a living heritage landscape. The items covered scenery, cultural authenticity, microclimate, and heritage value—features that distinguish Jatiluwih from interchangeable leisure settings. Positive associations with satisfaction and loyalty intentions are compatible with research linking authenticity and memorable heritage experiences with tourist evaluations (Kolar & Žabkar, 2010; Yi et al., 2018; Park et al., 2019; Dai et al., 2021). More recent work has similarly considered how involvement, perceived authenticity, and destination image shape satisfaction in heritage and village tourism (Zhao et al., 2024; Zhu et al., 2025). Nevertheless, the

present data are visitors' subjective assessments; they do not measure ecological integrity, authenticity as assessed by heritage specialists, or the economic welfare of farmers. Management should therefore protect the features visitors value without treating a positive path coefficient as evidence that conservation is already successful. The active role of the subak system remains central to interpreting Jatiluwih as more than a scenic attraction (UNESCO World Heritage Centre, n.d.; Vipriyanti et al., 2025).

Accessibility exhibited positive direct associations with both satisfaction (β = 0.333) and loyalty intentions (β = 0.300). This finding accords with destination frameworks that position access as part of the overall visitor experience, rather than merely a technical precondition for arrival (Buhalis, 2000; Chen & Tsai, 2007; Chi & Qu, 2008). For a rural destination, perceptions of road quality, signposting, parking, and transit can influence convenience and the sense of a manageable visit. However, the study measured neither traffic volumes nor congestion, journey times, land conversion, or infrastructure impacts; these should be regarded as possible planning concerns, not observed explanations for the reported coefficients. For Jatiluwih, an appropriate response may be to examine circulation management, wayfinding, parking operations, and visitor information before assuming a need for larger roads or expanded construction. Any infrastructure proposal would require assessment against agricultural land protection and the functioning of subak, with farmers and local institutions involved in decisions (Rasoolimanesh et al., 2017; Vipriyanti et al., 2025).

Amenities and ancillaries produced a different pattern. Their direct associations with satisfaction were positive (β = 0.166, p = 0.002; β = 0.156, p = 0.011), but the direct paths to loyalty intentions were not statistically supported (β = 0.033, p = 0.304; β = 0.027, p = 0.350). Conversely, the reported specific indirect paths through satisfaction were positive for amenities (β = 0.058, p = 0.012) and ancillaries (β = 0.054, p = 0.021). This is compatible with the idea that basic visitor services may contribute to overall evaluation rather than independently motivate future loyalty-related responses, a distinction reflected in studies of service quality, value, and satisfaction (Baker & Crompton, 2000; Cronin et al., 2000; Prebensen et al., 2014). Yet the total-effect tests for amenities (0.090, p = 0.089) and ancillaries (0.081, p = 0.131) were not statistically significant. The evidence therefore supports reporting specific indirect associations in the fitted model, but does not justify claims that these services have been proven to cause loyalty or that the corresponding direct effects are exactly zero.

Satisfaction itself had a positive reported association with loyalty intentions (β = 0.346, p < 0.001). Positive specific indirect estimates were presented for attraction (β = 0.142), accessibility (β = 0.115), amenities (β = 0.058), and ancillaries (β = 0.054), suggesting that satisfaction is a relevant intermediate variable in the fitted statistical model. This pattern extends a body of destination research linking quality and image evaluations, satisfaction, and intended future responses (Yoon & Uysal, 2005; Chen & Tsai, 2007; Chi & Qu, 2008; Prayag & Ryan, 2012; Shi et al., 2022). Even so, a positive indirect coefficient should not be described as proof of causal mediation. The measurements were collected at one point in time, the assumed temporal ordering was not observed, and the original bootstrap confidence intervals were unavailable for inspection. The more defensible interpretation is that the data are consistent with satisfaction-related indirect pathways, whose causal meaning requires longitudinal or experimental corroboration.

An additional interpretive limit concerns what the dependent measure represents. Of its five indicators, only one asks explicitly about a future visit; the others address willingness to recommend,

preference over alternative destinations, advocacy, and longer-term bonding. Consequently, the outcome is best described as loyalty-related intentions, not exclusively revisit intention and certainly not observed repeat visitation. This broader content may be useful to destination managers, but it combines behavioural intentions with attitudinal attachment and could obscure differences among their determinants. Destination research has treated satisfaction, place attachment, recommendation, and revisiting as related but distinct responses (Yoon & Uysal, 2005; Chi & Qu, 2008; Prayag & Ryan, 2012). A future study should validate separate constructs for revisit intention, recommendation, and attachment, or establish the rationale for retaining a multidimensional composite. It would then be possible to test whether attractions, access, and services relate differently to each response.

The measurement results provide some support for the estimated model, but they do not remove these concerns. The displayed item loadings and AVE values exceed the thresholds reported for convergent validity, and composite reliability was recalculated transparently from rounded loadings. However, reliability alone does not establish that the indicators capture distinct constructs or that every attribute should be specified reflectively. The four 4A dimensions combine heterogeneous service characteristics, while loyalty intentions mix return and advocacy content. Moreover, the manuscript does not provide HTMT ratios, cross-construct diagnostics, structural VIF, R^2, effect sizes, predictive assessment, or confidence intervals for the bootstrap paths. Without these outputs, the magnitude, stability, discriminant validity, and predictive usefulness of the model remain incompletely documented (Fornell & Larcker, 1981; Hair et al., 2020). The sample comprised 125 non-probability respondents who had explored the site for at least two hours; this permits analysis of their reported evaluations, but does not support population-level generalisation or a claim that small paths were tested with adequate statistical power.

The practical implications should therefore be interpreted as priorities for further assessment rather than a quantified investment ranking. Jatiluwih stakeholders can consider protecting scenic and cultural landscape qualities, improving wayfinding and access operations, and maintaining essential hygiene, restrooms, guiding, and visitor information, while monitoring whether proposed changes fit the carrying and management capacities of an agricultural heritage site. Studies in Jatiluwih and Belimbing have emphasised farmers' management roles, and World Heritage Site research has stressed meaningful community participation in conservation and tourism decisions (Patricia et al., 2020; Widari et al., 2020; Rasoolimanesh et al., 2017; Vipriyanti et al., 2025). A useful next step would combine visitor surveys with farmer and stakeholder perspectives, observations of actual service conditions, visitor-flow indicators, and longitudinal measures of repeat visits and conservation outcomes. This would connect visitor-level statistical associations with the more demanding social, economic, and ecological questions involved in sustaining the subak landscape.

CONCLUSION

This cross-sectional survey of 125 visitors examined four perceived destination attributes, satisfaction, and Y2, a broad score combining revisit and other loyalty-related intentions. Attraction and accessibility had the largest direct associations with satisfaction; accessibility had the slightly larger direct association with Y2. Satisfaction was positively associated with Y2, and the four reported specific indirect effects were positive. For amenities and ancillaries, nonsignificant direct paths alongside positive indirect paths suggest an indirect-only pattern within the fitted model, not proof of full causal mediation. These estimates describe reported intentions rather than actual loyalty or return

behaviour.

Destination managers may prioritise landscape and subak heritage stewardship, safe management of existing access, clear visitor information, and adequate basic services, with local farmers and other stakeholders involved in decisions. The results do not establish that particular infrastructure investments would generate economic returns or improve heritage conservation. In addition, the non-probability, two-hour-eligibility sample and one-site, self-reported design limit generalisation. The mixed content of Y2, untested reflective specifications, and missing discriminant-validity, explained-variance, and bootstrap interval diagnostics mean that the measurement and mediation conclusions should be revisited with the original analysis records.

AI USE STATEMENT

Artificial Intelligence (AI) ChatGPT was used in some parts of this manuscript to check spelling, improve grammar, and enhance sentence clarity and coherence. The authors remain fully responsible for the originality, accuracy, and integrity of the manuscript.

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