How Experiential Quality and Destination Value Shape Experiential Satisfaction and Post-Visit Behavior in Sports and Tourism?

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Abstract

The field of sports tourism has witnessed significant growth in the tourism sector, as destinations try to attract visitors through major events such as marathons, soccer games, international competitions, and more. Sports tourism longevity is dependent on the consistent involvement of tourists who actually engage in sports activities. Consequently, this can lead to economic growth within host regions, which might have long-term consequences for the local population. This study analyzes the impact of experiential quality and destination value on experiential satisfaction and post-visit behavior among Indonesian sports event tourists. A survey of 451 sports event tourists was conducted using purposive sampling techniques, with data analyzed using partial least squares structural equation modeling (PLS-SEM). The results show that destination value is significantly influenced by experiential quality, experiential satisfaction, and destination post-visit behavior. In this context, we further investigated how destination value affects experiential satisfaction and post-visit behavior from the perspective of media planning managers. Moreover, experiential satisfaction has a mediating effect between destination value and post–visit behavior, which plays an important role in shaping intentions to revisit or recommend the tourist location. These outcomes provide useful implications for sports tourism managers in Indonesia to improve customer satisfaction and advance their national sports tourism industry.

Keywords: Sport, Tourism, Experiential Quality, Destination Value, Experiential Satisfaction, Post-Visit Behavior.

Introduction

According to the World Tourism Organization (WTO), sustainable tourism takes cognizance of the needs of tourists, tourism industry, environment, and local communities. This approach considers present and future socioeconomic and environmental issues that guarantee a balanced and responsible form of tourism development (Fahlevi et al., 2020; Rasoolimanesh et al., 2023; Sharif et al., 2021). Responsible tourism entails more than just using natural and cultural resources; it also aims at conserving them for the collective benefit of all stakeholders as well as local populations (Font et al., 2019; Matiku, Zuwarimwe, & Tshipala, 2021). Over the years, sports tourism has been on the rise in sustainable tourism, where destinations are well designed to accommodate visitors by hosting mega sporting events that promote regional cultural developmental diversity. The significance of sports tourism is evident in the Indonesian government's national policies on tourism development planning to enhance economic resilience and sustainability. Events such as MotoGP at Mandalika Circuit and the FIBA Basketball World Cup 2023 have been cited by the Ministry of Tourism and Creative Economy (Kemenparekraf) as prime examples of how this industry can be developed further.

Numerous investigations have revealed that arranging such events is an additional boon to the economy, especially in terms of attracting recurrent tourists and referrals. These results support the concept of sustainable tourism, which concentrates on providing appropriate experiences to destinations, thus ensuring that visitors stay loyal and revisit the same place (Rasoolimanesh et al., 2023; Sharif et al., 2021). The commitment of the Indonesian government to sport tourism has been well illustrated by their strategic efforts in improving infrastructure as well as conducting targeted brand marketing (Kuldasheva et al., 2023). The

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objective of these initiatives is to enhance a country's competitiveness and attractiveness as an international sporting destination. This initiative is in line with the theme "Rethinking tourism: From Crisis to Change" which formed the centerpiece of the World Tourism Day celebrations held in Bali on September 27, 2022. Sports tourism will need more than just working with tourists' behaviors to become sustainable; it also has to be involved in their post-visit activities, such as revisiting and referral services. Tourism scholars such as Wu and Li (2017) and Huwae et al. (2020) argue that key determinants of tourists' behavior and overall satisfaction after their visit include a destination's value and quality of experience. The evaluation of a tourist destination's experiential quality involves considering the psychological outcomes of a visit, including interactions, the environment, and ease of access. A traveler's perception of a location's value is influenced by their assessment of the benefits gained versus the expenses incurred in reaching the destination (Chen & Chen, 2010). Sports tourism activities, such as marathons, bicycle tours, and global sports events, offer a valuable and immersive experience that plays an important role in increasing satisfaction and emotional involvement. Experiential satisfaction, which involves the assessment of tourists' overall experience in terms of emotional fulfillment, is considered an important connection between destination value and subsequent behaviors. These post-visit actions comprise among other things the desire to return and the probability of recommending the place to others; both are basic for stimulating tourism growth (Bag, Ray, & Banerjee, 2021; Wu, Cheng, & Ai, 2018). The behaviour of visitors after they have left a site has been studied by scholars, and it mainly concentrates on two main indicators: the probability of revisiting and WOM recommendation rates (Godovykh & Tasci, 2021; Marques, da Silva, & Antova, 2021). This issue was closely examined by Mainolfi and Marino (2020), analytical methods commonly used to address this topic include Godovykh and Tasci (2021), However, exploring the effect of post-visit behavior in outlining and confirming constructs of the intent to return as employed in Godovykh and Tasci (2021) is rather limiting. Thus, previous research suggests a new construct, namely 'post-visit behavior,' in an attempt to elucidate the concept (Leri & Theodoridis, 2019; Pan et al., 2020). The primary determinant is their emotional experience, and post-visit behavior is what they are seeking. Tourists' emotions are the primary determining factors of this construct (Fahlevi, 2023). The emotional feelings experienced by tourists during their visits can be stimulated by positive or negative experiences, with more extreme findings being explained by Sharma and Nayak

(2019) is that even negative emotions can have a positive impact on tourist behavior because emotional feelings change so rapidly and differently during and after a trip. Positive experiences have been demonstrated to enhance positive emotional states and subsequent behavioral outcomes following visits. In this phase, experiential satisfaction emerges as a pivotal determinant of post-visit behavior (Wu & Li, 2017).

Experiential satisfaction has been noted to be crucial in understanding post-visit behavior with regards to tourism research (Bag et al., 2021), This concept is also wider in the scopes of service satisfaction which has been explained by H. C. Wu et al. (2018). It is more of a broad term explaining the blend of feelings a tourist experiences during their visit to tourist attractions. There have been sufficient factors that indicate that experiential satisfaction is vital (Tang & Qiu, 2015). Although there has been a deficit in the literature, this sheds some light on the gap, which is the research done in Indonesia with respect to sports tourism. There are two concepts that are noted to be under relevant: experiential image (Wu et al., 2018) & tourism destination value (Huwae et al., 2020). Another notion generalized from previous studies was the notion of experiential quality, which was believed to be able to explain tourist satisfaction, destination image, and value. Experiential quality is just another aspect of self-assessment, based on tourists interpretive evaluations of the services during their visits to various tourist destinations (Wu et al., 2018). One of the key features of service quality, which deals mainly with physical indicators in terms of rendered services, and experiential quality, which emphasizes the intangible psychological aspects of the overall experiences of the journey, is crucial in tourism to grasp the details of quality (Wu & Li, 2017).

Another key determinant of overall satisfaction is the value of the destination, which includes experience as a factor as well. Destination value as a concept extends the already existing variables of destination image and value perceived as valuable (Huwae et al., 2020). Such constructs are important in tourism studies because they act as components that provoke feelings to encourage tourist visits. Consequently, more studies have resulted in the development of a new construct called destination value, which enhances our understanding of the phenomenon in question. In the marketing literature on the tourism industry, destination value is demonstrated to be an effective predictor of tourist behavior (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). Chen and Tsai (2007) research explains that the perceived value of a destination is "the overall results of tourists evaluation based on perceived benefits and costs sacrificed to travel." As previously researched, destination value is associated with various

attributes of a tourist destination, as perceived by tourists (Raihan et al., 2024).

This study builds on existing concepts to explore the relationship between experiential quality, destination value, experiential satisfaction, and post-visit behavior in the context of sports tourism events in Indonesia. The aim is to provide actionable insights for stakeholders, including event organizers, destination managers, and policymakers, to enhance the sustainability of sports tourism. By fostering positive experiential satisfaction, sports tourism in Indonesia can achieve long-term growth while contributing to the broader goals of sustainable tourism development.

Literature Review

Sport Tourism in indonesia

Sports tourism has emerged as a dynamic and expanding sector in Indonesia, driven by the nation's diverse landscapes, cultural heritage, and government initiatives to promote international and domestic tourism (Santoso et al., 2022). Sports tourism is a blend of travel and recreation, which refers to traveling exclusively for the celebration or participation of various sporting events. Currently, Indonesia features prominently in the international sports scene while hosting the MotoGP race at the Mandalika Circuit and FIBA Basketball World Cup. Similarly, the aforementioned studies have strategically positioned the country as a hub for sports tourism. Such activities draw spectators' attention at an international level and boost the economy by increasing the consumption of lodging, transport, and other tourism-related services. Indonesia has an ideal geographical makeup to encourage robust sports tourism activity, with an abundance of beaches, mountains, and urban stadiums (Fahlevi & Leonita, 2022; Jermsittiparsert et al., 2023a; Jermsittiparsert et al., 2023b). Key events include the Jakarta Marathon, the Tour de Singkarak cycling race, and various traditional sporting events, which are an intrinsic part of Indonesian culture. Such events appeal to sports tourism by offering unique activities that combine culture and sports, thereby promoting tourism destinations. In addition to large events, other sports tourism offerings in Indonesia include offshore surfing in Bali, paragliding in West Java, and diving in Raja Ampat, which enhance the supply of sports tourism in Indonesia for professional and recreational tourists.

The government of Indonesia acknowledges that sport tourism has the capacity to accelerate economic development and improve the global image of the country (Marhaeni et al., 2024). To support the internationalization of sporting events, the Ministry of Tourism and Creative Economy rolled out a number of strategic tourism policies

that focused on increasing infrastructure and providing adequate marketing strategies. Examples include the development of the Mandalika Circuit in West Nusa Tenggara and Jakarta International Stadium. These facilities do not only host international sporting events and are used to promote tourism in the region. Sports tourism, in essence, fits in the definition of sustainable tourism as it enriches the local culture, generates income, and encourages active participation from the community. Research findings suggest that the quality of the event, the destination's worth, and the satisfaction of visitors are among the important determinants of the growth of the sports tourism sector in the long run. The experience of a tourist, which embodies the quality of the location's facilities and services, interaction with the event's operators, and the ease of obtaining the location, tends to shape the emotional and psychological aspects of their experience (Marhaeni, Yasa, & Fahlevi, 2022). A relevant construct that proves to be a decisive factor in the decision-making of tourists and the level of satisfaction attained is destination value, which incorporates both physical and non-physical aspects. This satisfaction has an influence on the behavior of tourists after the visit of an establishment; for example, their intention to come again or recommend a place is essential to the development of sport tourism. The increasing popularity of sports tourism is in line with the current trend that tourists are looking for more purposeful and transformative tourism engagement. There is a disadvantage which is claimed the sporting events in the country are not fully centered around the country's culture, nature and sports. Sports tourism should be part of the global first strategy of tourism development promotion in Indonesia as a sport tourism destination focused on global and local consumers.

Experiential Quality

According to Chen and Chen (2010), tourists who participate in such activities report engaging in an individual subjective psychological component which can be understood as the experiential quality of tourist activities. While Wu and Li (2017) define the concept of experiential quality as one that regards the internalization of the sociopsychology, they stress on its applicability on the tourism industry, especially on its ability to comprehend the experiences that tourists go through. On the other hand, when it comes to measuring quality as an experience (Hafni, Sugito, & Mochammad, 2021), it remains largely subjective, unlike the quality of service that lends itself to an objective appraisal. Rather, it attempts to evaluate experiences in the context of particular environments, making it an integrated provision of different aspects, rather than one encompassing a single specific facet (Wu, Ai, & Cheng, 2019). In addition, the experience area is larger than the scope of its focus. Its

benefits are predominantly experiential, hedonistic, and symbolic rather than practical or functional. Additionally, the psychological representation is more effective than cognitive or attitude-based (Chen & Chen, 2010). The experiential quality of the destination influences its value (Huwae et al., 2020;) experiential satisfaction (Wu et al., 2018), and post-visit behavior (Leri & Theodoridis, 2019) Therefore, this study proposes the following hypotheses:

H1: Experiential quality of sport tourism influences destination value

H2: Experiential quality of sport tourism influences experiential satisfaction

H3: Experiential quality of sport tourism influences post-visit behavior

Destination Value

The overall value of a tourist destination is calculated by combining the total benefits experienced by tourists with the expenses they incur while participating in tourism-related activities (Chen & Tsai, 2007). The perceived value of a destination is closely related to its overall impression. People derive worth from a tourist location when they encounter its benefits or feel a sense of admiration towards it (Huwae et al., 2020). Fundamentally, the value assigned to a travel destination is closely tied to the enjoyment gained from visiting it. An enjoyable trip will inevitably boost the perceived value of the location in question (Wu et al., 2018). The perceived value of a destination is strongly linked to tourists' post-visit behavior. Travelers who believe that a location offers good value are more inclined to return it or suggest it to others (Dewi et al., 2022). This tendency can enhance the overall reputation of a tourist spot as a high-value destination (Marques et al., 2021). Therefore, this study proposes the following hypotheses:

H4: Destination value of sport tourism influences experiential satisfaction

H5: Destination value of sport tourism influences post-visit behavior

Experiential Satisfaction

Many studies define satisfaction as a reaction to a particular product or service. Nevertheless, it is important to distinguish between satisfaction and experience (Leri & Theodoridis, 2019). Consumers employ a combination of cognitive and affective methods to evaluate the service in question and its relationship with satisfaction (Aulia et al., 2021; Dahlan, Dahlan, & Fahlevi, 2023; Fahlevi et al., 2022; Ivana et al., 2021). The concept of experiential satisfaction is distinctive in that it represents an overall evaluation of satisfaction based on the experiences of tourists engaged in specific activities or visiting particular destinations (Wu, Li, & Li, 2014). In essence, the experiential aspect of a visit

exerts a profound impact on post-visit behavior, as it heightens the probability of a return visit and encourages others to recommend the experience (Wu et al., 2014), given its central role, experiential satisfaction can also be a key variable in mediating other variables related to post-visit behavior. (Wu et al., 2018). Therefore, this study proposes the following hypotheses:

H6: Experiential satisfaction of sport tourism influences post-visit behavior

H7: Experiential satisfaction mediated the influence of experiential quality in sport tourism towards post-visit behavior

H8: Experiential satisfaction mediated the influence of destinantion value in sport tourism towards post-visit behavior

Post-Visit Behavior

Revisiting and recommending are two concepts that have received much attention from tourism literature (Marques et al., 2021). Currently, word-of-mouth (WOM) communication is gaining significant prominence because of the rapid dissemination of information through social media platforms and other digital channels (Bu, Parkinson, & Thaichon, 2021). Websites like TripAdvisor help tourists circulate information about their experiences with all kinds of tourism activities (Sigala, 2012). Positive sentiments in online reviews encourage other would-be visitors because these reviews serve as promotional messages and act as an aide memoire of the destination which induces travelers to return (Hasan et al., 2019), We can conclude that tourism object managers in Indonesia specifically sports tourism need to incorporate above analysis and develop processes for promoting sustainable tourism in the region.

Conceptual Model

Considering this explanation, a new model can be developed (Figure 1) to determine the effect of each construct in explaining perceptions of sports tourism in Indonesia.
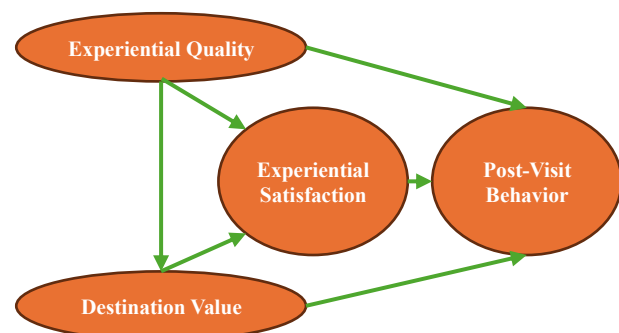

Figure 1: Conceptual Model.

Methodology

Survey Instrument

This research model employs five constructs: experiential quality, destination value, experiential satisfaction, and post-visit behavior. The five variables were measured using a Likert scale of 1 to 5, with 1 indicating strong disagreement, 3 indicating neutrality, and 5 indicating strong agreement. Experiential quality was gauged using four indicators, as outlined by Wu et al. (2014): interaction quality, physical environment quality, outcome quality, and access quality. The construct of destination value was measured using four indicators, as proposed by Smith and Colgate (2007) namely functional/instrumental value, experiential/hedonic value, symbolic/expressive value, cost/sacrifice value. Experiential satisfaction is measured using 3 indicators according to Fernandes and Cruz (2016) namely expectation, like/favor, worth. Post-visit behavior is measured using 4 indicators according to Leri and Theodoridis (2019) namely choice of destination, intention to revisit, willingness to recommend, motivation to attend future similar events.

Sampling

This study employed a population derived from domestic tourists in the Indonesian sports tourism sector. In this study, the number of respondents and their names were not definitively known, and there was no previous data collection (Dwitomo et al., 2021; Saputra, Sumiati, & Yuniarinto, 2023). Therefore, the research followed the criteria set forth by Davis and Cosenza (1993). The study participants were tourists who met two criteria: they had visited a sports tourism destination in Indonesia and had visited less than two years ago. In accordance with established criteria, this study involved 451 respondents.

Data Collection

This study employed a quantitative methodology that utilizes statistical techniques to analyze and interpret the data (Fahlevi et al., 2023; Hussain et al., 2023). The sampling category employed non-probability or purposive sampling techniques for sample selection. Data were collected online via Google Forms between June 2024 and November 2024. As outlined in the introductory section of this study, the sports tourism sector in Indonesia was selected for investigation. A survey was administered to 451 tourists from a prominent travel agency in Indonesia.

Data Analysis

This study employs descriptive and inferential statistics to quantitatively identify and analyze the research model. Considering the aforementioned problem identification,

conceptual model, and proposed hypotheses, the analytical tool employed a structural equation model (SEM) using Smart-PLS 4 software. The selection of SEM in this study is based on its suitability for conducting analysis using complex models and for research models that are currently being developed (Hair et al., 2022). SEM is capable of performing structural models and path analysis, thereby enabling the determination of causal relationships between constructs in the research model.

Result and Discussion

The characteristics of the respondents are presented in tabular form in Table 1. The characteristics of the respondents were employed to buttress the research analysis and ascertain the background of the tourists who were used as respondents in this study.

Table 1

Characteristics of Respondents

No	Characteristics of Respondents		Percentage
1	Gender	Male	47%
		Female	53%
2	Age	17-30 years-old	22%
		31-45 years-old	41%
		>45 years-old	37%
3	Education	Senior High School	51%
		Bachelor	35%
		Master	12%
		Doctoral	2%
4	Number of Visit	One	17%
		More than one	83%
5	Source of Information	Friend or Family	27%
		Company promotions	5%
		Social Media	43%
		Others	25%

The aforementioned findings indicate that the majority of female tourists (53%) outnumber male tourists (47%). Regarding age, the largest proportion was observed among individuals aged 31–45 years (41%), followed by those aged 45 years and above (37%), and those aged 17–30 years (22%). With regard to the level of education, the majority of respondents (51%) had completed secondary education, 35% had obtained a bachelor's degree, 12% had pursued a master's degree, and 2% had attained a doctoral degree. In terms of the number of visits, the data revealed that the majority of tourists (83%) had visited more than once, whereas a smaller proportion (17%) had visited only once. In terms of information sources, social media was the predominant source, accounting for 43% of the total, while

friends and family constituted 27%, other sources 25%, and company promotions 43%.

Outer Model

In the preliminary stage of the analysis, an outer model test was conducted, the results of which are shown in Figure 2. The objective of this test was to ascertain whether each item was capable of measuring the construct appropriately.
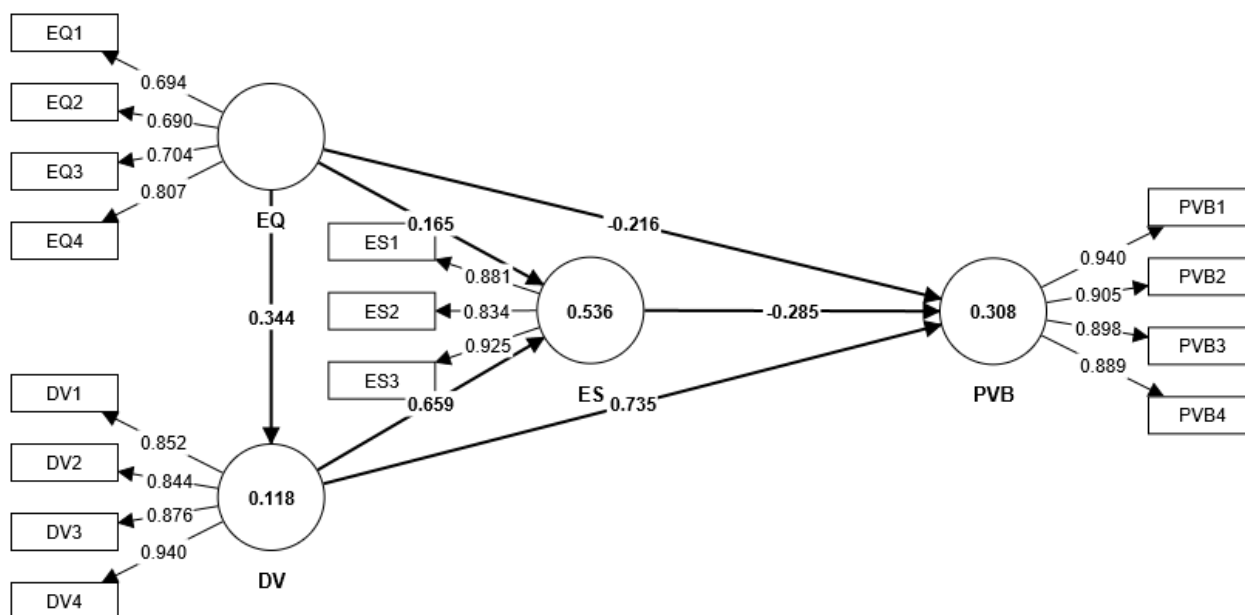

Figure 2: PLS-SEM Algorithm.

Validity testing was assessed using the standard factor loading (SFL) metric, which exceeded 0.6 (Hair et al., 2022) and convergent validity was tested with average variance extracted (AVE) values, which were more than 0.5, so the instrument was concluded to be valid (Gaskin, 2013). In

the reliability test, it has a cronbach's alpha value (CA) and composite reliability (CR) of more than 0.7, so the instrument is concluded to be reliable (Lind, Marchal, & Wathen, 2018; Sekaran, 2016). The test results are summarized in Table 2.

Table 2

Validity and Reliability

Construct	Item	SFL	AVE	CA	CR
Experiential Quality	EQ1	.694	.526	.701	.707
	EQ2	.690			
	EQ3	.704			
	EQ4	.807			
Destination Value	DV1	.852	.772	.901	.910
	DV2	.844			
	DV3	.876			
	DV4	.940			
Experiential Satisfaction	ES1	.881	.776	.856	.880
	ES2	.834			
	ES3	.925			
PVB	PVB1	.940	.825	.929	.929
	PVB2	.905			
	PVB3	.898			
	PVB4	.889			

As indicated in Table 2, all constructs in the research model, namely, EQ, DV, ES, and PVB, have been found to have loading values. Similarly, AVE, CA, and CR were determined to meet the requisite standards, thereby establishing that all items within each construct demonstrated satisfactory levels of validity and reliability.

The subsequent stage of this model entails conducting an inner model test to ascertain the effect of the constructs within this research model.

Inner Model

In the initial inner model, a coefficient of determination

test was conducted to ascertain the extent to which the research model explained the endogenous variables. Subsequently, in the second model, a path analysis was performed to determine the degree to which each hypothesis contributed to the overall findings of the study. The coefficient of determination for the ES construct is 0.536, indicating that both the EQ and DV explanatory constructs can be considered strong predictors of ES (Lind et al., 2018). The PVB construct is known to be 0.308 so that all explanatory constructs, namely EQ, DV, and ES can explain PVB in the moderate category (Lind et al., 2018). In Figure 3 below, a path analysis test is carried out by bootstrapping using 5000 subsamples as suggested by Hair et al. (2022).
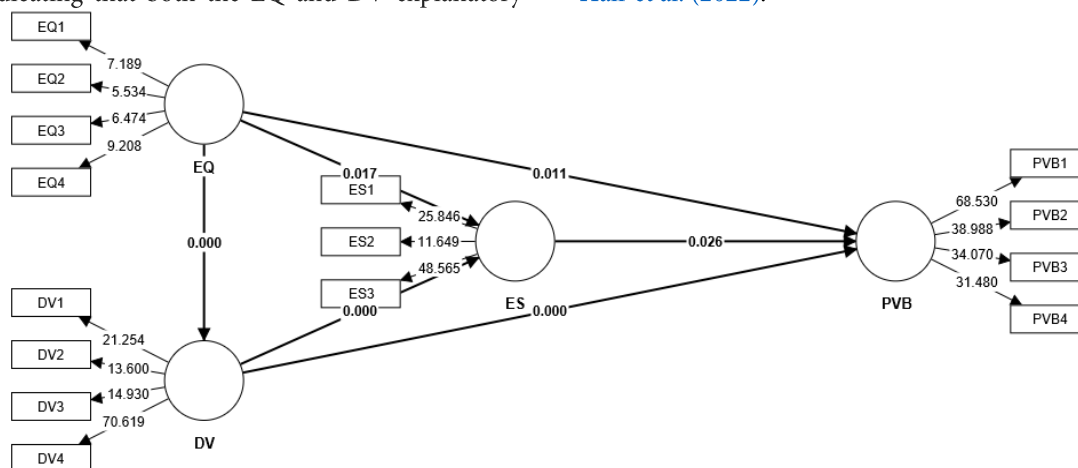

Figure 3: PLS-SEM Algorithm.

As illustrated in Figure 3, all items exhibited a t-statistic value exceeding 1.96, thereby demonstrating the capacity to reflect the entire construct with precision. The path coefficient results provide a more detailed analysis of the influence on each construct, thus informing the hypothesis-decision-making process in this study, as outlined in Table 3.

Table 3

Path Coefficients

Path	(O)	(M)	(STDEV)	(|O/STDEV|)	P values	Decision
EQ -> DV	0.344	0.364	0.092	3.722	0.000	Supported
EQ -> ES	0.165	0.174	0.078	2.125	0.017	Supported
EQ -> PVB	0.216	0.239	0.094	2.306	0.011	Supported
DV -> ES	0.659	0.656	0.078	8.463	0.000	Supported
DV -> PVB	0.735	0.741	0.120	6.131	0.000	Supported
ES -> PVB	0.285	0.273	0.147	1.941	0.026	Supported
EQ -> ES -> PVB	0.047	0.047	0.033	1.423	0.077	Rejected
DV -> ES -> PVB	0.188	0.180	0.103	1.828	0.034	Supported

As shown in Table 3, the results demonstrate that EQ has a positive and statistically significant impact on DV, with a coefficient value of 0.344. This indicates that EQ has a notable influence on DV. These findings align with the predictions set forth in Hypothesis 1 and support its acceptance. It is evident that EQ and DV exert a notable influence on ES, with coefficients of 0.165 and 0.659, respectively. Notably, DV demonstrates the most pronounced coefficient value in this research model in relation to its impact on ES. These findings support Hypotheses 2 and 4. Evidently, EQ, DV, and ES exert a positive and significant influence on PVB, with coefficients of 0.216, 0.735, and 0.285, respectively. Notably, DV demonstrated the most pronounced coefficient in this research model for its effect on PVB. The rejection of Hypothesis 7 and acceptance of Hypothesis 8 are justified based on differences in coefficient values, wherein ES is found not to function as a mediator between EQ and PVB but rather assumes the role of a mediator between DV and PVB, with values of 0.047 and 0.188 in the prefix section, respectively. Additionally, Hypotheses 3, 5, and 6 can be considered valid.

Discussion

The findings prove that quality of experience has a

substantive effect on the value associated with a destination, along with the level of satisfaction and behavior after the visit. Such results are consistent with the previous research outcomes (Huwae et al., 2020; Wu et al., 2019). First, it is proposed that experiential quality is critical in terms of enhancing the number of people visiting sports tourism sites in Indonesia. The destination's value is the most crucial factor that affects the level of experiential satisfaction and behavior after the visit. This result is consistent with the other findings from the research work of Ramseook-Munhurrun et al. (2015) and Huwae et al. (2020). There is a need for destination value to illustrate the characteristics of sports tourism sites, so that other tourism objects can understand what makes them different. This is relevant for the promotion of experiential satisfaction and behavior after the visit, especially recommendation intention. The theory of experiential satisfaction constructs, such as satisfaction, is an essential quality that can have an independent influence on the moderation value of destination after visit behavior. This outcome relates closely to the other findings reported in the studies by Bag et al. (2021) and Wu et al. (2018) where the field of tourism sees high levels of literature on the role of experiential satisfaction.

For Indonesia to be able to sustain its sport tourism in the long term, it is critically important to develop a strategy that considers experiential quality, destination value, satisfaction, and post-visit behavior. All of the aforementioned constructs are part of the research model that revolves around the emotional aspects and stimuli that influence a tourist's experience in Indonesia. Furthermore, the model elaborates on experience-based factors that compel tourists to visit specific sports tourism attractions again and want other people to do the same. Sports tourism managers should be able to develop measures aimed at increasing the inflow of tourists to a particular resort. This is possible by enhancing the provision of services offered. The concept of "experiential" represents an expansion of the construct of "service quality." It can be argued that this is the primary factor that determines the level of satisfaction experienced by tourists and is therefore a significant determinant of whether they will choose to return to a particular destination on a repeated basis.

Conclusion

This study presents a novel research model on sports tourism in Indonesia, comprising a comprehensive model that incorporates several pivotal constructs, which are among the key determinants of post-visit behavior among tourists. Experiential quality, destination value, and experiential satisfaction are significant factors influencing the increase in post-visit behavior among tourists in Indonesia. Experiential satisfaction has been identified as a mediating variable between destination value and post-visit behavior. This study addresses inconsistencies and contributes to the marketing literature, particularly in the context of tourism studies in Indonesia. Sports tourism and tourism management can enhance their understanding of tourist behavior by refining their strategies and services, thereby influencing an increase in visits in a sustainable manner. The present study is limited by its small sample size and non-probability sampling, which precludes the generalization of its findings. Further research could incorporate additional significant variables pertaining to the tourism field in Indonesia by utilizing a more extensive sample size.

Acknowledgments

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