

Determinants of Revisit Intention: A Case of Snorkeling Tourism in Hainan Province

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Abstract

This study investigated the impacts of factors, namely service quality, infrastructure, destination image, safety, and promotion, on revisit intention with the mediating roles of satisfaction of snorkeling tourists in Hainan Province, China, employing a quantitative research approach framed by customer satisfaction theory. Stratified purposive sampling was employed. Survey data were collected from 617 domestic snorkeling tourists in Beijing, representing a response rate of 96.41%. Hypothesis testing, using PLS-SEM, combined with the Sobel test for mediation, revealed that only service quality ($\beta = 0.240$; $p < 0.010$) and safety ($\beta = 0.140$; $p < 0.010$) have a significant direct impact on revisit intention. Further, customer satisfaction significantly influenced revisit intention ($\beta = 0.530$; $p < 0.010$). For indirect effects, service quality ($t = 7.389$, $p = 0.000$), safety ($t = 4.403$, $p = 0.000$), and promotion ($t = 3.194$, $p = 0.001$) indirectly influence revisit intention through satisfaction. These findings underscore the importance of service quality and safety in enhancing customer satisfaction and revisiting intentions among snorkeling tourists. The study offers practical recommendations for tourism stakeholders and policymakers in Hainan to prioritize these factors to foster long-term tourism development and economic growth in the region, enriching the literature on customer satisfaction and revisiting intentions in marine tourism.

Keywords: Customer Satisfaction, Service Quality, Infrastructure, Safety, Promotion, Revisit Intentions, Snorkeling Tourism

Introduction

As tourism rapidly advances worldwide, a significant connection exists between the tourism sector and the Sustainable Development Goals (SDGs) (Scheyvens & Cheer, 2022). Tourism development creates jobs and income and stimulates local businesses, promoting responsible practices for environmental conservation and improving infrastructure (Thommandru et al., 2023). Thus, tourism development is regarded as a key strategy for fostering sustainable development, especially in terms of economic growth (Ratasuk, 2023c; Zhang & Zhang, 2023). However, due to COVID-19, the economic situation in 2019 declined, and the economy did not rise until 2022 (Nguyen, 2022).

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China has become a key player in the global tourism industry and one of the world's largest tourism markets (Polyzos et al., 2021). Ma et al. report that by October 2022, China's domestic tourism had fully rebounded to pre-pandemic levels, with domestic travel expenditures increasing by 10-15%.

Among the numerous tourist destinations in China, Hainan, the largest island in the country's tropical region, stands out for its abundant tourism resources, unique cultural customs, and excellent conditions for tourism development (Zhang & Ju, 2021). However, the emergence of COVID-19 in 2020 limited outbound tourism development (Liu et al., 2021). To further promote China's domestic tourism industry, Hainan Province issued several policies to foster continued growth in its tourism sector (He et al., 2023).

According to the Hainan Sanya Tourism Big Data Platform, the contribution of young tourists to tourism consumption in Sanya, a city on the southern end of China's Hainan Island, has been highlighted (Zhang et al., 2024). OTA (online travel agency) platform shows that the proportion of young customer groups aged 18-35 in Sanya accounted for about 40% in April 2023, the highest among all age groups (Wen & Xu, 2024). This clearly illustrates that Hainan's island tourism development is moving in a good direction now (Dong et al., 2022). However, there is still a need to explore snorkelers' perceptions, behaviors, and needs (Piñeiro-Corbeira et al., 2020). There is also a need to identify, assess, and emphasize the services provided by marine ecosystems, mainly seascape services, as they relate to recreational and tourism purposes and practices (Chakraborty et al., 2020). Therefore, it is crucial to investigate factors that affect the intention to revisit (Purnama et al., 2023).

The study of tourists' revisit intentions has been a prominent topic of interest and discussion within both tourism theory and the industry, and scholars have chosen to use the intention to revisit as an essential indicator with which to judge whether a destination can meet the needs of the consumers (Japutra & Keni, 2020). Various factors influence revisit intention in tourism, such as exceptional experiences, managing destinations effectively for safety and cleanliness, implementing sustainable practices, and using effective marketing strategies to attract repeat visitors (Lien et al., 2020). Zhu et al. (2020) further explained that tourists will be interested in returning to the place if they get good knowledge and a good experience from the services provided by their traveling companion or guide. Customer satisfaction and desire can be the key to sustainable tourism management (Asmelash & Kumar, 2020). Therefore, factors, including service quality, infrastructure, destination image, safety, and promotion, were proposed to promote revisit intention, and satisfaction was also proposed to mediate between all the factors and revisit intention based on customer satisfaction theory.

Despite extensive academic studies on China's tourism industry, research has significantly stagnated since the onset of the COVID-19 pandemic in 2020 (Zielinski & Botero, 2020). This has resulted in a notable decline in tourism research, particularly concerning revisit intentions, as scholars have shifted their focus toward ecological conservation in marine tourism (Calero & Turner, 2020; Chin et al., 2022). Currently, only two academic papers address the determinants of revisit intention specifically for snorkeling programs, with no existing research on this topic in Hainan, China. (Farhum et al., 2021; Piñeiro-Corbeira et al., 2020). This gap underscores the urgent need for focused academic inquiry into marine tourism, particularly regarding snorkeling experiences in Hainan Province. Moreover, critical factors influencing revisit intention, such as service quality, infrastructure, destination image, safety, and promotional strategies, remain under-explored, especially in their relationship with customer satisfaction. Understanding these

dynamics through the lens of customer satisfaction theory presents a valuable opportunity to enhance the snorkeling tourism experience in Hainan and inform broader marine tourism strategies.

This study aimed to fill these gaps by examining how these factors affect revisit intentions among snorkeling tourists in Hainan, thereby contributing to the broader understanding of marine tourism in post-COVID contexts. To fill these gaps, this study examined the effects of service quality, infrastructure status, destination image, safety, and promotion on revisit intention, with customer satisfaction as a mediating factor, in the context of snorkeling tourism in Hainan Province. Grounded in customer satisfaction theory, the research also seeks to help snorkeling businesses devise effective strategies to boost customer numbers and offer guidelines for the future development of Hainan Province. By proposing viable strategies for snorkeling tourism development, this study endeavors to enhance the revisit rate of snorkeling tourists in Hainan Province.

Literature Review

Customer Satisfaction Theory

Customer satisfaction theory posits that customer satisfaction is a crucial outcome of interactions between customers and businesses, primarily determined by comparing customers' expectations and their actual experiences. American consumer psychologist Cardozo initially introduced the concept of customer satisfaction in 1965 (Cardozo, 1965). If the experience meets or exceeds expectations, satisfaction tends to be high; otherwise, dissatisfaction may arise. Key determinants of customer satisfaction include service quality, product quality, customer experience, and emotional responses generated during interactions. High levels of satisfaction lead to positive behaviors, such as increased loyalty and word-of-mouth referrals, while dissatisfaction can result in complaints and a reduced likelihood of return. Moreover, customer satisfaction often mediates between factors such as service quality, safety, and destination image and behavioral intentions like revisit intention, emphasizing its role in enhancing the tourist experience. Ultimately, applying customer satisfaction theory in the context of snorkeling tourism in Hainan can provide valuable insights into improving tourist experiences and fostering long-term loyalty (Cajiao et al., 2022).

Service Quality

According to Abdullah and Afshar (2019), service quality is an elusive and vague theory, distinguishing between the tangible nature of goods and the intangible nature of services. Service quality is defined as the gap between customers' expectations and their evaluation of the service (Ratasuk, 2022a; Ratasuk & Buranasompob, 2021), focusing on people management and service contact. Othman and Abdullah (2016) define it as the difference between expected and observed service execution, while Naini et al. describe it as the gap between expected service quality and actual delivery.

Infrastructure

The infrastructure of a tourist attraction includes facilities and equipment supporting visitor activities, such as transportation, accommodation, dining, shopping, recreation, communication, and medical facilities (Pencarelli, 2020; Proag & Proag, 2021). It also encompasses amenities that enhance the tourism experience (Moshin et al., 2020). Infrastructure is crucial for tourism

development, providing essential prerequisites and improving daily life for both locals and tourists (Dwyer et al., 2020; Inskeep, 1991).

Destination Image

The concept of 'destination image' delineates the cognitive process through which individuals construct perceptions of a travel destination, comprising beliefs, emotions, cognitions, and accumulated knowledge sourced from diverse channels such as tourism platforms and social media (Crompton, 1979; Jebbouri et al., 2022). This perception significantly influences tourists' post-trip evaluations and future behavioral intentions, affecting their likelihood of returning to and recommending the destination (Marques et al., 2021). To capitalize on this, tourism providers should effectively communicate and strengthen a positive destination image, ensuring tourist satisfaction and encouraging repeat visits and positive word-of-mouth promotion (Goyal & Taneja, 2023; Kanwel et al., 2019).

Safety

The safety of tourist attractions involves addressing tourists' personal, property, and health safety during their visit, considering risks like transportation accidents, natural disasters, and crime (Zou & Zhu, 2020). Safety perceptions are crucial in tourism, covering dimensions such as physical, financial, psychological, and social aspects (Roehl & Fesenmaier, 1992). With COVID-19, psychological safety has gained prominence in tourists' decision-making (Matiza, 2020). It is vital to assess and manage various safety factors to improve tourist safety, especially in the context of the ongoing global health crisis, ensuring tourists feel secure and confident in their travel plans (Villacé-Molinero et al., 2021).

Promotion

Promotion in tourism marketing involves activities aimed at highlighting a destination's unique value and using its brand image to attract customers (Avraham & Ketter, 2017). It is a managerial process aimed at satisfying tourists' needs more effectively than competitors (Streimikiene et al., 2021). The impact of tourism advertising has been extensively studied, showing its essential role in attracting tourists and increasing tourism spending (Wang et al., 2022; Wen & Huang, 2021). Additionally, advertising influences visitors' attitudes, beliefs, purchasing behavior, and intention to visit (Weng et al., 2021).

Customer Satisfaction

Customer satisfaction, introduced by Cardozo (1965), is a vital metric in business management that significantly influences repurchase behavior and brand loyalty. Extensive research underscores its importance, as satisfaction arises from the comparison between customer expectations and actual service experiences, ultimately impacting enjoyment, repurchase intentions, and overall loyalty (Kotler et al., 2017). Jeong and Kim (2020) emphasize that these expectations shape satisfaction by evaluating the quality of a destination, encompassing both services and natural landscapes (Markowski et al., 2019). Measurement approaches for customer satisfaction include "single-item satisfaction" and "multiple-item satisfaction". This study adopts the former, defining satisfaction as the pleasure tourists derive from their snorkeling tours (Jovanović & Lazić, 2020). By utilizing customer satisfaction as a mediating factor, we can explore its significant role in influencing revisit intentions. This approach enhances our understanding of the tourist experience by connecting various determinants, such as service quality, infrastructure, and safety, while providing actionable insights to improve service quality

in the tourism industry. Ultimately, prioritizing customer satisfaction can lead to higher loyalty and repeat visits, which is essential for the long-term success of tourism destinations.

Revisit Intention

Revisit intention refers to the desire to return to or visit a location again, which is critical for destinations that depend on repeat visits (Gitelson & Crompton, 1984; Ratasuk, 2022a). It reflects customer loyalty and their likelihood to revisit, impacting the success of tourism (Chang et al., 2019). Scholars stress that maintaining repeat customers is more cost-effective and profitable than acquiring new ones, as repeat visitors tend to make a more significant economic impact on the tourism industry (Zeleke & Kumar, 2020). Research on revisit intention focuses on the behavior of revisiting tourists and factors influencing their intentions, often examining satisfaction, service quality, and destination image (Siregar et al., 2021).

Hypothesis Development

According to customer satisfaction theory, customer satisfaction is crucial to customer interactions between customers and businesses, particularly in tourism. Several factors significantly influence tourists' intentions to revisit the context of snorkeling destinations in Hainan Province. First, high service quality enhances tourist satisfaction, linked to repeat visits (Abdulla et al., 2019; Grönroos, 1982). Additionally, adequate infrastructure, including accessibility and facilities, is critical in boosting satisfaction and encouraging repeat visits (Carvache-Franco et al., 2020; Dalimunthe et al., 2020). Furthermore, a favorable destination image is essential, as it dramatically affects satisfaction levels and intentions to return (Akgün et al., 2020; Setiawan, 2018). Perceptions of safety are also crucial; higher safety perceptions directly correlate with increased satisfaction and repeat visits. Effective promotional strategies shape tourists' perceptions and positively influence their intentions to revisit (Avraham, 2020; Wang et al., 2023). Customer satisfaction is a significant mediator in these relationships, as positive experiences lead to greater loyalty and a higher likelihood of returning (Agnihotri et al., 2023). This framework guides the following hypotheses presented in Table 1, which explore how these factors impact customer satisfaction and revisit intentions among snorkeling tourists in Hainan.

Table 1 Research Hypotheses

Hypotheses

H1a	Service quality has a significant and positive effect on customer satisfaction.
H1b	Service quality has a significant and positive effect on the intention to revisit.
H1c	Customer satisfaction mediates the relationship between service quality and intention to revisit.
H2a	Infrastructure has a significant and positive impact on customer satisfaction.
H2b	Infrastructure has a significant and positive effect on the intention to revisit.
H2c	Customer satisfaction mediates the relationship between infrastructure and intention to revisit.
H3a	Destination image has a significant and positive effect on customer satisfaction.

Table 1 Research Hypotheses (Con.)

Hypotheses	
H3b	Destination image has a significant and positive effect on the intention to revisit.
H3c	Customer satisfaction mediates the relationship between destination image and intention to revisit.
H4a	Safety has a significant and positive effect on customer satisfaction.
H4b	Safety has a significant and positive effect on the intention to revisit.
H4c	Customer satisfaction mediates the relationship between safety and intention to revisit.
H5a	Promotion has a significant and positive effect on customer satisfaction.
H5b	Promotion has a significant and positive effect on the intention to revisit.
H5c	Customer Satisfaction Mediates the Relationship Between Promotion and Intention to Revisit.
H6	Customer satisfaction has a significant positive effect on the intention to revisit the destination.

Methodology

This study investigated the determinants and mechanisms influencing snorkeling consumers to revisit Hainan. The study applied a quantitative method, and the population of interest is unknown. The study sample consisted of domestic snorkeling tourists aged 18 and older. A stratified purposive sampling method was employed to ensure a good representation of the samples by selecting 40 respondents from 16 districts in Beijing, representing a total of 640, as the initial approach to the sample group. However, 617 respondents, 96.41% of the total, responded to the survey, which was a sufficient sample size for an unknown population. The data collection was conducted online in local community groups covering the 16 districts of Beijing using self-administered questionnaires comprising three parts: demographic data, behavioral data, and question sets measuring all variables included in the model. Before distributing the questions, respondents were informed about confidentiality and the right to withdraw anytime and only use their information for this study. The whole data collection process took about a month to complete.

Measurements Items

Measurement items for all latent variables were adapted from prior research and assessed for validity and reliability. Each item was rated on a five-point Likert scale. Service quality was measured using a five-item scale adapted from Bhat (2012) with a Cronbach's Alpha of 0.895 and an average variance extracted of 0.725. Infrastructure was assessed using a five-item scale adapted from Truong et al. (2018) with Cronbach's Alpha of 0.748 and 0.872 and average variance extracted of 0.697 and 0.711, respectively. Destination image was measured using a five-item scale adapted from Jeong and Kim (2020) with a Cronbach's Alpha of 0.783 and an average variance extracted of 0.646. Safety was assessed using a five-item scale adapted from Nguyen Viet et al. (2020) with a Cronbach's Alpha of 0.819 and an average variance extracted of 0.693. Promotion was measured using a five-item scale adapted from Tešić (2020); Wahyudi

and Yusra (2021), with a Cronbach's Alpha of 0.772 and an average variance extracted of 0.678. Customer satisfaction was assessed using a five-item scale adapted from De Nisco et al. (2017) with a Cronbach's Alpha of 0.714 and an average variance extracted of 0.659. Revisit intention was measured using a five-item scale adapted from Zhang et al. (2018) with a Cronbach's Alpha of 0.921 and an average variance extracted of 0.778

Control Variables

The study included four control variables: Gender, age, education, and average monthly income. All the variables were selected and found to impact revisit intention significantly in Hainan's tourism context (Qu et al., 2021; Ratasuk & Gajesanand, 2023).

Data Analysis

This study employed partial least square structural equation modeling (PLS-SEM) to examine the proposed research model. Unlike others, PLS-SEM effectively produces more accurate results when the data is from a small sample or not normally distributed than other structural equation modeling techniques (Hair et al., 2012). In comparison to CB-SEM, PLS-SEM demonstrates greater flexibility in handling models with multiple variables and relationship paths. It is particularly suitable for scenarios with smaller sample sizes or non-normally distributed data (Ratasuk, 2022b). WarpPLS 8.0 was selected because it is the latest version. Before proceeding with PLS-SEM, descriptive statistics, validity and reliability tests, normality tests, multicollinearity tests, common method bias, model-fit indices, and the Sobel test were used to evaluate the model quality.

The university research ethics committee has approved this study and granted it the following reference number: PIM-REC 022/2567

Results

Initial contact was made with 640 customers who had been on a snorkeling trip to Hainan, of which 617 (96.41%) responded to the survey. Table 2 shows that there was a similar proportion of males and females interviewed, with males (312) representing 50.49% of the respondents and 305 females (49.51%). Most respondents (263) were in the age group of 26-30 years, representing 42.61% of the sample, followed by 193 respondents in the age group of 18-25 years, representing 31.28%. The average monthly income was \$5,001-7,000 for 146 respondents (23.65%) and \$3,001-5,000 for 138 respondents (22.41%). Four hundred nine respondents had a bachelor's degree (66.26%), followed by specialty degrees (88 respondents), which accounted for 14.29% of the sample. One hundred sixty-three respondents were students (26.35%) and 159 respondents were corporate staff (25.86%).

Table 2 Characteristics of the Sample and Descriptive Statistics

Control Variable		Descriptive Statistics
Gender	Male	312 (50.49%)
	Female	305 (49.51%)
Age	18~25 years old	193 (31.28%)
	26~30 years old	263 (42.61%)
	31~40 years old	111 (17.98%)
	41~50 years old	41 (6.65%)
	51~60 years old	9 (1.48%)
	61~70 years old	0%
	Older than 70 years old	0%
Education	High School Diploma and Below	29 (4.66%)
	Specialiser's Degree	88 (14.29%)
	Bachelor's Degree	409 (66.26%)
	Master's Degree	68 (11.08%)
	Ph.D.	23 (3.69%)
Average Monthly Income	2000 and Below 2000 RMB	85 (13.79%)
	2001~3000 RMB	74 (12.07%)
	3001~5000 RMB	138 (22.41%)
	5001~7000 RMB	146 (23.65%)
	7001~9000 RMB	102 (16.5%)
	Above 9,000 RMB	71 (11.58%)
Occupation	Educator or Researcher	105 (17%)
	Student	163 (26.35%)
	Government Officer	38 (6.16%)
	Media Promoter	39 (6.4%)
	Corporate Staff	159 (25.86%)
	Business Owner	12 (1.97%)
	Retiree	3 (0.49%)
	Freelancer	84 (13.55%)
	Medical Staff	14 (2.22%)

Before applying SEM analysis, the relevant standards should be satisfied. The reflective measurement model should be assessed with reliability and validity to achieve consistency (Cheung et al., 2023). Convergent validity was assessed through factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE) in the studies (Amora, 2021; Ratasuk, 2023b). The factor loadings for all constructs ranged from 0.701 to 0.900, meeting the recommendation that all factor loadings should not be less than 0.5. As shown in Table 3, the lowest CR value was 0.884, suggesting that the CR values for all constructs should be above 0.7 to be deemed satisfactory. Additionally, the AVE values ranged from 0.658 to 0.803, indicating that the AVE values for all constructs should be greater than 0.5, suggesting small errors (Afthanorhan et al., 2020). Therefore, the convergent validity of the data is satisfactory.

Table 3 Convergent Validity (Factor Loadings, CR, and AVE)

Construct	Item	Factor loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
Revisit Intention (RI)	RI1 Willing to go snorkeling in Hainan next time.	0.715	0.874	0.782
	RI2 Possible visit to Hainan in the next 12 months.	0.801		
	RI3 Recommend friends and family to go snorkeling in Hainan.	0.763		
	RI4 Prefer snorkeling in Hainan to other places in the future.	0.776		
	RI5 Say positive things about Hainan to other people.	0.757		
Satisfaction (SA)	SA1 My choice to make this trip was wise.	0.612	0.851	0.735
	SA2 Travel experience exceeded my expectations of satisfaction.	0.786		
	SA3 This trip will give me fulfillment and satisfaction.	0.746		
	SA4 Travel experience is well worth my time and effort.	0.732		
	SA5 The people I traveled with were also pleased with the trip	0.767		
Service Quality (SQ)	SQ1 Staff are credible and courteous with tourists.	0.690	0.866	0.765
	SQ2 The behavior of employees reinforces tourists' confidence.	0.765		
	SQ3 Fluent and understandable communication with tourists.	0.687		

Table 3 Convergent Validity (Factor Loadings, CR, and AVE) (Con.)

Construct	Item	Factor loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
	SQ4 The staff responds to tourists' requests quickly.	0.812		
	SQ5 Cultivation of friendly relationships with tourists.	0.794		
Infrastructure (IN)	IN1 Good marine natural environment.	0.568	0.797	0.641
	IN2 Ability to provide multiple transportation options in a variety of situations.	0.743		
	IN3 Specialty hotels and B&Bs are available in the vicinity of the sites.	0.642		
	IN4 Tourism project sites are equipped with infrastructures such as showers, toilets, umbrellas, etc.	0.699		
	IN5 Good infrastructure for garbage disposal and up-to-standard wastewater discharge is available	0.656		
Destination Image (DI)	DI1 Sanitation in tourist destinations is tidy.	0.580	0.805	0.654
	DI2 Residents of tourist destinations are hospitable.	0.658		
	DI3 Sunny and pleasant climate in the destination.	0.701		
	DI4 Destinations have very distinctive décor.	0.699		
	DI5 The destination is rich in marine resources.	0.722		
Safety (SF)	SF1 Local transportation to tourist destinations is safe.	0.570	0.818	0.675
	SF2 The tourist destination has a good reputation.	0.692		
	SF3 It's safe to go on adventures, snorkeling, and other activities.	0.736		
	SF4 There is good first aid and safety equipment.	0.696		
	SF5 Police are competent and able to maintain a safe environment.	0.736		

Table 3 Convergent Validity (Factor Loadings, CR, and AVE) (Con.)

Construct	Item	Factor loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
Promotion (PR)	PR1 Travel information about Hainan can often be found on various travel websites.	0.598	0.808	0.659
	PR2 Residents will enthusiastically recommend tourist attractions.	0.701		
	PR3 There are a lot of media promotions in tourist destinations.	0.633		
	PR4 Able to get travel information from the local area very clearly.	0.746		
	PR5 Local products can be easily purchased at the destination.	0.700		

Source: RI= Revisit Intention, SA= Satisfaction, SQ=Service Quality, IN= Infrastructure, DI= Destination Image, SF= Safety, PR= Promotion

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio of Correlations (HTMT). As illustrated in Table 4, the results indicate compliance with the HTMT criterion, with all values falling below the threshold of 0.85, as recommended by Henseler et al. (2015)^{1/4}C. Furthermore, Hair et al. (2012) propose that values below 0.90 are also acceptable.

Table 4 HTMT Ratio

List	RI	SA	SQ	IN	DI	SF	PR
RI	-	-	-	-	-	-	-
SA	0.827**	-	-	-	-	-	-
SQ	0.819**	0.785*	-	-	-	-	-
IN	0.824***	0.849**	0.873***	-	-	-	-
DI	0.849***	0.839*	0.875***	0.791**	-	-	-
SF	0.731*	0.822**	0.725*	0.740***	0.785**	-	-
PR	0.833***	0.768*	0.864***	0.785*	0.805*	0.726*	-

Source: **= p-value≤0.01, RI= Revisit Intention, SA= Satisfaction, SQ=Service Quality, IN= Infrastructure, DI= Destination Image, SF= Safety, PR= Promotion

To ascertain discriminant validity, Table 5 demonstrates that the absolute values of the Average Variance Extracted (AVE) for all variables exceed their corresponding inter-variable correlations. This finding indicates that the data collection instrument and the resultant data are reliable, thereby meeting the validity criteria as endorsed by Fornell and Larcker (1981).

The composite reliability and Cronbach's alpha for all variables ranged from 0.703 to 0.874, exceeding the threshold of 0.7; hence, the data collection instrument and the gathered data are deemed reliable (Fornell & Larcker, 1981; Ratasuk, 2023a). Full collinearity tests were conducted to assess multicollinearity among the variables and Common Method Bias (CMB). According to Kock (2015), the full Variance Inflation Factor (VIF) should be less than 3.3. As demonstrated in Table 5, the highest VIF recorded was 3.299, which is below the 3.3 threshold. Consequently, the model does not present significant multicollinearity issues and is free from CMB.

Table 5 Correlation, Reliability, and Multicollinearity

	RI	SA	SQ	IN	DI	SF	PR
RI	(0.763)	-	-	-	-	-	-
SA	0.821	(0.731)	-	-	-	-	-
SQ	0.747	0.779	(0.752)	-	-	-	-
IN	0.617	0.693	0.648	(0.664)	-	-	-
DI	0.637	0.688	0.650	0.748	(0.674)	-	-
SF	0.719	0.769	0.708	0.796	0.765	(0.689)	-
PR	0.636	0.721	0.653	0.690	0.705	0.734	(0.677)
Composite Reliability (CR)	0.874	0.851	0.866	0.797	0.805	0.818	0.808
Cronbach's Alpha	0.820	0.780	0.806	0.780	0.797	0.720	0.703
Full Collin. VIF	2.540	2.680	3.108	3.276	3.052	3.299	2.744

Source: **= p-value≤0.01, RI= Revisit Intention, SA= Satisfaction, SQ=Service Quality, IN= Infrastructure, DI= Destination Image, SF= Safety, PR= Promotion

PLS-SEM Analysis Results

After verifying the satisfactory quality of the model, the PLS-SEM analysis proceeded to evaluate the proposed hypotheses. Figure 1 illustrates the outcomes of the PLS-SEM, highlighting the relationships among all the variables, which are summarized below. Furthermore, a mediation test was performed using the Sobel test, and its results are provided following the PLS-SEM analysis.

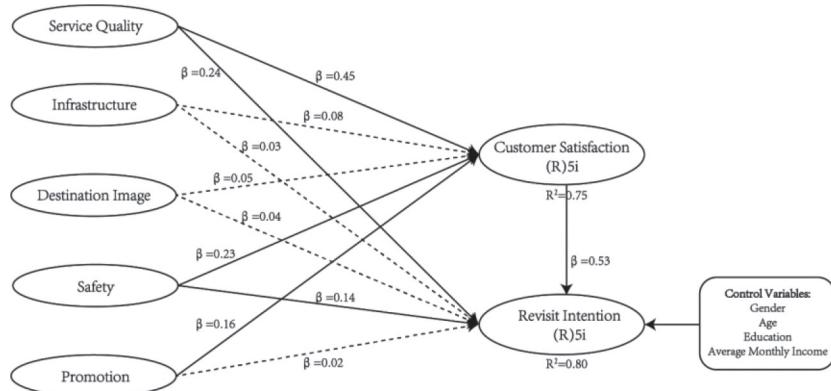


Figure 1 The PLS-SEM Results

Hypothesis 1a suggests that service quality has a significant and positive effect on customer satisfaction ($\beta = 0.450$; $p < 0.010$). The results indicated a positive and significant effect on customer satisfaction; thus, hypothesis 1a is supported.

Hypothesis 1b suggests that service quality has a significant and positive effect on the intention to revisit ($\beta = 0.240$; $p < 0.010$). The results indicated a positive and significant effect on the intention to revisit; thus, hypothesis 1b is supported.

Hypothesis 2a suggests that infrastructure has a significant and positive effect on customer satisfaction ($\beta = 0.080$; $p = 0.050$). The results indicated a positive but insignificant effect on customer satisfaction; thus, hypothesis 2a is not supported.

Hypothesis 2b suggests that infrastructure has a significant and positive effect on the intention to revisit ($\beta = 0.030$; $p = 0.260$). The results indicated a positive but insignificant effect on the intention to revisit; thus, hypothesis 2b is not supported.

Hypothesis 3a suggests that destination image has a significant and positive effect on customer satisfaction ($\beta = 0.050$; $p = 0.170$). The results indicated a positive but insignificant effect on customer satisfaction; thus, hypothesis 3a is not supported.

Hypothesis 3b suggests that destination image has a significant and positive effect on the intention to revisit ($\beta = 0.040$; $p = 0.200$). The results indicated a positive but insignificant effect on the intention to revisit; thus, hypothesis 3b is not supported.

Hypothesis 4a suggests that safety has a significant and positive effect on customer satisfaction ($\beta = 0.230$; $p < 0.010$). The results indicated a positive and significant effect on customer satisfaction; thus, hypothesis 4a is supported.

Hypothesis 4b suggests that safety has a significant and positive effect on the intention to revisit ($\beta = 0.140$; $p < 0.010$). The results indicated a positive and significant effect on the intention to revisit; thus, hypothesis 4b is supported.

Hypothesis 5a suggests that promotion has a significant and positive effect on customer satisfaction ($\beta = 0.160$; $p < 0.010$). The results indicated a positive and significant effect on customer satisfaction; thus, hypothesis 5a is supported.

Hypothesis 5b suggests that promotion has a significant and positive effect on the intention to revisit ($\beta = 0.020$; $p = 0.330$). The results indicated a positive but insignificant effect on the intention to revisit; thus, hypothesis 5b is not supported.

Hypothesis 6 suggested that customer satisfaction has a significant and positive effect on the intention to revisit ($\beta = 0.530$; $p < 0.010$). The results indicated a positive and significant

effect on the intention to revisit; thus, hypothesis 6 is supported.

Among all the variables, infrastructure and destination image do not have a positive and significant effect on customer satisfaction. Thus, the mediating roles of customer satisfaction on the relationship between service quality, infrastructure, destination image, safety, and promotion to revisit were tested.

Hypothesis 1c suggests that customer satisfaction mediates the relationship between service quality and intention to revisit. The Sobel test results indicated a significant positive and partial mediation of customer satisfaction between service quality and intention to revisit ($t = 7.389, p = 0.000$). Therefore, hypothesis 1c is supported.

Hypothesis 4c suggests that customer satisfaction mediates the relationship between safety and intention to revisit. The Sobel test results indicated a significant positive and partial mediation of customer satisfaction between safety and intention to revisit ($t = 4.403, p = 0.000$). Therefore, hypothesis 4c is supported.

Hypothesis 5c suggests that customer satisfaction mediates the Relationship Between Promotion and Intention to revisit. The Sobel test results indicated a significant positive and full mediation of customer satisfaction between promotion and intention to revisit ($t = 3.194, p = 0.001$). Therefore, hypothesis 5c is supported.

In addition, the results showed that only education has a negative association with revisit intention ($\beta = -0.092, p = 0.032$), while gender, age, and income have no significant impact on revisit intention.

Discussion

The main objective of this study is to investigate the impact of customer satisfaction (including service quality, infrastructure, destination image, safety, and promotion) on the intention to revisit snorkeling tourists in Hainan, as well as the mediating role of customer satisfaction. The results of PLS-SEM indicate that service quality, safety, and promotion have a significant positive impact on purchase intention through customer satisfaction. Moreover, customer satisfaction plays a positive mediating role between influencing factors and the intention to revisit. These findings can guide tourism industry stakeholders in improving service strategies and can also assist the government in enhancing the local image and increasing tourist arrivals, thereby promoting local economic development.

The survey results show that service quality, safety, and promotion have a significant positive impact on customer satisfaction, which is consistent with previous research results (Ali et al., 2021; Wantara & Irawati, 2021). Wantara and Irawati (2021) pointed out that, following the experience of COVID-19, the global tourism industry is recovering, and in this context, service quality indirectly affects customer satisfaction, thereby having a significant positive impact on consumers' intention to revisit. This result is also consistent with the findings of Günaydin (2022), who found in their study on tourism revisit intentions that safety affects consumers' intention to revisit. Avraham (2020) also found that promotion positively influences customer satisfaction, which in turn affects customers' intention to revisit. Therefore, providing better services and attractive promotions can enhance customer satisfaction, which will also indirectly influence consumers' intention to revisit.

Moreover, the findings reveal a significant positive correlation between customer satisfaction and the intention to revisit, aligning with previous research (Agnihotri et al., 2020; Nguyen

Viet et al., 2020). For instance, Nguyen Viet et al. (2020) found that the higher the satisfaction consumers have with their travel experience, the more likely they are to revisit the destination. Similarly, Rasoolimanesh et al. (2023) demonstrated that customer satisfaction significantly influences revisit intention, regardless of whether the travel is international or domestic. Therefore, in the context of snorkeling tourism in Hainan, higher consumer satisfaction with the product leads to a stronger intention to revisit.

Finally, based on the research results, customer satisfaction mediates the relationship between service quality and revisit intention, the relationship between safety and revisit intention, and the relationship between promotion and revisit intention. This is consistent with the findings of Tešić (2020), who found that when service quality is linked to satisfaction, it positively impacts revisit intention. Additionally, Abdulla et al. (2019) demonstrated that safety also positively moderates the relationship between customer satisfaction and revisit intention. Similarly, the study by Sánchez et al. (2022) indicated that various levels of promotion of the destination can positively moderate the relationship between customer satisfaction and revisit intention. Therefore, high service quality, safety, and effective promotion of the destination can significantly enhance customer satisfaction. When customers feel satisfied, their intention to revisit increases.

Conclusions

Based on the findings of this study, several key factors significantly influence the revisit intention of snorkeling tourists in Hainan Province. Tourists who experience high service quality, including well-maintained infrastructure and responsive, competent staff, tend to have a favorable perception of the destination. This positive perception is further enhanced by safety measures and effective promotional activities, leading to higher satisfaction and a strong intention to revisit. The study underscores the importance of continuous improvements in service quality, infrastructure, and safety to maintain and enhance tourist satisfaction. Additionally, effective marketing campaigns that highlight Hainan's unique attractions play a crucial role in attracting and retaining tourists. The government and tourism authorities can utilize these insights to develop supportive policies and invest in necessary infrastructure, ensuring the sustainable development of snorkeling tourism in Hainan. By fostering a positive destination image and addressing tourists' needs and expectations, Hainan can solidify its reputation as a premier snorkeling destination, driving long-term economic growth and stability in the region.

While several key factors significantly impacted revisit intentions, some hypotheses were not supported, offering valuable insights. Specifically, the lack of significant effects from infrastructure and destination image (Hypotheses 2a, 2b, 3a, and 3b) suggests that tourists may prioritize service quality and safety over these aspects. This indicates that while infrastructure is important, it may not be a decisive factor in shaping overall satisfaction. Additionally, the insignificant effect of promotion on revisit intention (Hypothesis 5b) highlights that while promotions can enhance customer satisfaction (supported by Hypothesis 5a), they may not directly encourage repeat visits. Tourists might seek more than just promotional offers; they require a comprehensive experience involving high service quality and safety. These findings suggest that tourism stakeholders should focus on enhancing service quality and safety while tailoring promotional strategies to better align with tourist expectations. A holistic approach that prioritizes these factors can effectively foster long-term loyalty among snorkeling tourists in Hainan.

Suggestions

Academic Contributions

This study enriches novel knowledge on how service quality, infrastructure, safety, and promotion promote tourists' revisit intentions through customer satisfaction, using customer satisfaction theory. This study focuses on snorkeling tourists in Hainan and highlights the need for a deeper understanding of customer satisfaction in tourism, which has been somewhat overlooked despite extensive research. Specifically, it explores how service quality, infrastructure, safety, and promotion enhance revisit intentions by moderating customer satisfaction, a relationship that has yet to be extensively studied. The study also investigated the moderating roles of customer satisfaction on the relationship between service quality, infrastructure, safety, promotion, and revisit intentions. Furthermore, the results provide a valuable expansion to the customer satisfaction theory literature, explaining how sub-dimensions of service quality, infrastructure, safety, and promotion impact tourists' intentions to revisit their destinations through customer satisfaction in snorkeling tourism in Hainan province.

Practical Contributions

The study's findings offer practical insights for stakeholders in Hainan's snorkeling tourism industry to enhance customer satisfaction and revisit intentions. 1) It is recommended that operators improve service quality by ensuring well-maintained snorkeling equipment, providing clear and comprehensive safety instructions, and offering high-quality customer service training for staff. 2) To enhance safety, it is suggested that operators implement rigorous safety protocols, conduct regular equipment checks, and provide thorough safety briefings to tourists. 3) For effective promotion, it is advised that operators utilize targeted marketing strategies, highlight positive customer experiences, and leverage social media platforms to reach a broader audience. 4) Additionally, it is recommended that operators offer personalized experiences to meet diverse customer needs and gather feedback to continuously improve services. 5) It is suggested that enhancing the destination image can be achieved by collaborating with local authorities to maintain clean and attractive snorkeling sites, promoting the unique natural beauty of Hainan, and ensuring a sustainable tourism environment. 6) Lastly, it is suggested that operators engage in partnerships with local businesses to provide comprehensive travel packages, create educational programs about marine conservation, and foster a community-focused approach to tourism development.

Limitations

This study has several limitations to consider. The sample was limited to domestic snorkeling tourists in Beijing, which may restrict the generalizability of the findings to other demographics or regions. The reliance on self-reported data could introduce bias, and the cross-sectional design captures only a snapshot in time, hindering the assessment of changes in revisit intention. Key variables, such as personal preferences and environmental factors, were not included, and the cultural context may influence perceptions of service quality and safety. Additionally, while PLS-SEM is effective for hypothesis testing, it primarily addresses linear relationships and may not capture the data's full complexity. Seasonal variations and unmeasured confounding variables could also affect the results. Finally, the subjective nature of customer satisfaction may impact the validity of the findings. These limitations suggest a need for further research to enhance understanding of revisit intentions in marine tourism.

Recommendations for Future Research

There are several recommendations for future research. Firstly, expanding the geographical scope of the study to include various snorkeling destinations worldwide would provide a more comprehensive understanding of the factors influencing revisit intentions across different cultural and environmental contexts. Secondly, incorporating a longitudinal research design could offer deeper insights into how tourists' revisit intentions evolve and are influenced by changing perceptions and experiences. Thirdly, future research should consider a broader range of influencing factors, such as environmental sustainability, cultural experiences, and personal health considerations, which were not explored in this study. Additionally, employing mixed methods, combining quantitative surveys with qualitative interviews, could enrich the data and provide a more nuanced understanding of tourists' motivations and behaviors. Finally, future studies could also investigate the role of emerging technologies, such as virtual reality and social media, in shaping tourists' revisit intentions, providing valuable insights for tourism marketers and policymakers. These recommendations aim to enhance the robustness and applicability of future research on tourism revisit intentions.

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