

The Influence of Local Culture and Environmental Quality on Interest in Returning Visitors Through Visitor Satisfaction as an Intervening Variable (Case Study: Sasak Sade Tourism Village, Central Lombok)

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ABSTRACT

This study aims to determine the influence of local culture and environmental quality on revisit intention through visitor satisfaction as an intervening variable. The population of this study was all tourists visiting the Sasak Sade Tourism Village, with the sampling technique using the purposive sampling method, so that the number of samples used was 140 respondents. Data processing using the partial least square (PLS) inferential method, variance-based SEM using smartpls software version 3.2.9. The research findings show that local culture has been proven to have a positive influence on revisit intention. The research findings show that local culture has been proven to have a positive influence on revisit intention, environmental quality has been proven to have a positive influence on revisit intention, local culture has been proven to have a positive influence on visitor satisfaction, environmental quality has been proven to have a positive influence on visitor satisfaction and visitor satisfaction has been proven to have a positive influence on revisit intention. Visitor satisfaction has been proven intervening the relationship between local culture toward revisit intention as well as visitor satisfaction has been proven intervening the relationship between environmental quality toward revisit intention.

Keywords: Interest In Returning 1, Local Culture 2, Environmental Quality 3, Visit Satisfaction 4.

1. INTRODUCTION

The tourism industry is one of the fastest-growing sectors in Indonesia. In May 2024, the number of foreign tourist visits (foreign tourists) reached 1.15 million, an increase of 7.36% compared to the previous month and an increase of 20.11% compared to the same period in the previous year (Indonesian Central Statistics Agency, 2024). With various development and development policies launched by the government, this sector is expected to continue to develop and make a significant contribution to the national economy. Indonesia has geographical advantages as well as a wealth of art, culture and history which have great potential in the development of the tourism industry (Priyanto & Mahfud, 2019).

Sasak Sade Village is one of the traditional villages located in Lombok, West Nusa Tenggara, which is known for its local culture. This village is famous for the traditional life of the Sasak people which is still very thick with ancestral customs and customs, such as traditional houses, traditional clothes and arts and handicrafts. This village is one of the destinations for tourists who want to get to know more about Sasak culture and enjoy the natural beauty of Lombok. The uniqueness of Sasak Sade Village as a place for the local community to preserve culture while adapting to tourism development.

Initial observations show that the increasing number of tourists in Sasak Sade Village poses challenges in maintaining a balance between, local culture, environmental sustainability and tourist satisfaction, which can ultimately affect interest in returns. The increase in tourist flows has the potential to encourage cultural commercialization, which can reduce the authenticity of traditions and local values, thereby reducing the attractiveness of the village as an authentic tourist destination. In addition, uncontrolled development of tourism infrastructure risks degrading the quality of the environment and changing the natural character that is the main attraction of the village, which in turn can decrease visitor satisfaction. Another challenge faced is the low participation of the younger generation in cultural preservation due to the influence of modernization and changes in tourist interest in local cultural attractions which have the potential to reduce unique experiences that were previously a reason for tourists to return (Riadi et al., 2023).

Interest in revisiting refers to the behavior of tourists who respond positively to a destination they have visited, encouraging a desire to return after a satisfying experience. Tourism visitor satisfaction refers to the level of happiness and comfort felt after visiting a destination (Riadi et al., 2023). The research conducted by Tang ddk. (2022) shows that tourist satisfaction has a positive influence on tourists' desire to visit again.

Local culture plays an important role in attracting tourists, increasing visitor satisfaction and encouraging interest in returning. Rich traditions, arts and customs provide unique experiences not found anywhere else (Astawa, 2022). Local culture not only provides an authentic experience, but also plays an important role in shaping the identity of tourist destinations (Andiansyah et al., 2024). This culture includes performing arts, culinary, traditional ceremonies and direct interaction with local communities which not only enrich the tourist experience but also increase satisfaction thus encouraging the desire to return to enjoy the existing cultural richness (Ngan, 2024).

Local culture has a strong appeal to tourists because it contains historical, spiritual and philosophical values. Kecak dance in Bali is not just a performance, but also a spiritual ritual that tells the story of the Ramayana. Pasola in Sumba presents the tradition of horseback warfare which is part of the Marapu ritual. Minangkabau rendang symbolizes wisdom and patience, while Papeda from Papua reflects the mutual cooperation of coastal communities. Javanese batik, which developed since Majapahit, is not only a patterned fabric, but also a symbol of identity and social status. In various other areas, local culture is also a unique attraction, such as the Tiwah Dayak Ritual in Kalimantan, the Tongkonan Traditional House in Toraja, and the Mangokal Holi Ceremony in Batak culture. All of these elements not only enrich the tourist experience, but also contribute to the preservation of cultural heritage for future generations.

Research conducted by Adi et al. (2024) shows that local culture has a significant influence on the interest in returning. Furthermore, the research of Cempena ddk. (2019) shows that local culture has a significant effect on tourist satisfaction. Meanwhile, research by Libre et al. (2022) shows that tourist satisfaction is able to mediate the relationship between tourist experience and return interest. However, in contrast to Park & Kim's research, (2021) shows that local culture does not have a significant effect on return visit interest.

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2. THEORETICAL STUDIES

2.1. Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT) was proposed in a study by Richard L. Oliver (1980) which focused on how a person's decision to return to a tourist destination was influenced by a comparison between expectations before the visit and the experience gained afterwards. If the experience meets or exceeds expectations, then satisfaction arises and encourages the intention to return. Conversely, if the experience does not meet expectations, the level of satisfaction decreases which ultimately reduces interest in revisiting (Meng et al., 2023).

The Expectation Confirmation Theory (ECT) model explains that satisfaction is formed from a comparison between initial expectations and acquired experience. The main elements include expectations, which are influenced by external information such as media and recommendations; perceived performance, which is an actual experience after trying a product or service; and confirmation, which occurs when expectations are compared to experiences. Positive confirmations increase satisfaction, while negative confirmations decrease it. This satisfaction then affects the intention to return (repurchase intention). In Sasak Sade Tourism Village, tourists have expectations that are influenced by external information about Sasak culture and community friendliness. After visiting, they rated their performance based on their experience. If the experience matches or is better than expected, satisfaction increases and encourages the intention to return, while a less satisfying experience reduces the possibility. Tourists' desire to return. This shows whether the traveler is satisfied with their previous experience and may encourage them to return.

2.2. Hypothesis

2.2.1. The influence of local culture on interest in returning visits

Local culture plays an important role in increasing the interest of tourists to return to visit. Cultural elements such as traditional dances, special foods and customs give a deep impression that can increase the interest in returning visits. The research conducted by Satrya ddk. (2024) shows that local culture has a significant positive effect on tourists' interest in returning. Travelers who are directly involved in the local cultural experience tend to feel more satisfied and motivated to recommend the destination to others. On the other hand, the research of Hidayat et al. (2023) shows that local culture affects tourists' interest in providing recommendations when visiting.

In addition, research by Jianwei, (2023) reveals that culture does not always increase interest in return visits, especially if cultural elements are poorly known or not well promoted. Authentic cultural experiences can strengthen a traveler's emotional connection with the destination which in turn encourages a desire to return. Lai research ddk. (2021) shows that culture has a positive impact on tourists' interest in revisiting. Local culture also has an important role in strengthening tourists' attachment to a place, increasing the likelihood of revisiting. Research by Adi et al. (2024) shows that local culture has a significant influence on the interest in returning. However, different research by Park & Kim, (2021) shows that local culture does not have a significant effect on return visitation interest. Therefore, the researcher proposes the following hypothesis:

H1: Local culture has a positive effect on interest in returning

2.2.2. The effect of environmental quality on interest in returning visits

Environmental quality has an important role in determining the interest of tourists to return to visit a destination. Factors such as cleanliness, natural beauty, comfort and good environmental management can increase the attractiveness of a place and encourage tourists to return. Gunawan research et al. (2024) shows that the quality of the environment has a significant effect on visitors' interest in returning visits. On the other hand, the research of Nur et al. (2024) shows that good environmental management can increase the competitiveness of destinations and attract tourists who care about the environment thereby increasing interest in returning visits.

In addition, the research of Septiawati et al. (2024) revealing that destinations that preserve their environment and are free from pollution are able to build a positive image that contributes to increased interest in returning visits. Abigail et al. (2025) shows that the quality of the environment has a significant effect on tourist interest. Maintained comfort and security also play a role in enriching the traveler's experience which ultimately encourages repeat visits. However, Utomo et al. (2024) shows that the quality of the environment has no significant effect on the interest in returning. Therefore, the researcher proposed the following hypothesis: H2: Environmental quality has a positive effect on interest in returning visits

2.2.3. The influence of local culture on visitor satisfaction

Local culture plays an important role in creating a satisfying experience for tourists. Local cultures, such as art and culinary specialties, contribute to increasing tourists' satisfaction with the experience. Research conducted by Sutrisno & Widodo, (2024) shows that local culture has a significant effect on tourist satisfaction. Unique traditional elements, such as traditional dances and ceremonies, can enrich the traveler's experience and increase satisfaction levels. On the other hand, the research of Tian ddk. (2020) shows that cultural identity has a significant positive effect on tourist satisfaction.

In addition, the research of Cempena et al. (2019) shows that local culture has a significant effect on tourist satisfaction. Visitor involvement in local cultural activities increases emotional closeness by increasing satisfaction. Tourists who can participate directly in cultural activities feel more satisfied because they have an authentic experience. Research by Uslu et ddk. (2020) shows that culture has a significant effect on community satisfaction. The local culture rich in traditions and folklore makes a deep impression on tourists which leads to a high level of satisfaction. However, the research of Suarthana et al. (2024) It shows that the richness of local culture does not have a significant effect on tourist satisfaction. Therefore, the researcher proposes the following hypothesis:

H3: Local culture has a positive effect on visitor satisfaction

2.2.4. The effect of environmental quality on visitor satisfaction

Environmental quality plays a very important role in increasing visitor satisfaction. A clean and comfortable environment creates a positive experience for tourists. The research was conducted by Jasrotia et al. (2023) shows that the environment has a positive effect on tourist satisfaction. Good management of services and facilities also contributes to shaping a pleasant experience. On the other hand, the research of Damayanti et al. (2020) It also shows that the environment has a positive effect on consumer satisfaction. A well-maintained natural environment, such as green gardens and open spaces, provides tranquility and comfort that increases visitor satisfaction.

In addition, the research of Zulvianti et al. (2022) It also shows that the environment has a positive effect on tourist satisfaction. Effective waste management and good facilities will support the comfort of visitors. The research conducted by Ronizi et al. (2024) shows that environmental quality has a positive effect on tourist satisfaction. Especially if other aspects, such as accessibility and the attractiveness of the destination, are not well managed. Fresh air quality and low pollution levels also play a role in creating a pleasant experience for tourists. However, different research by Sidabutar & Hidayat, (2023) shows that the quality of environmental management has no effect on tourist satisfaction. Therefore, the researcher proposes the following hypothesis:

H4: Environmental quality has a positive effect on visitor satisfaction

2.2.5. The effect of visitor satisfaction on interest in returning

Visitor satisfaction plays an important role in determining interest in returning visits. Factors such as adequate service and good facilities contribute to increasing satisfaction, thus strengthening the intention of returning visits. The research conducted by Abbasi et al. (2021) shows that satisfaction has a positive effect on interest in returning. Satisfied travelers tend to

build an emotional connection with the destination, which in turn increases the desire to return. On the other hand, the research of Riadi et al. (2023) It also revealed that tourist satisfaction has a positive and significant effect on the interest in returning visits. Traveler satisfaction not only plays a role in driving revisit intent, but also in encouraging positive recommendations to others, ultimately creating a sustainable impact on future visits.

In addition, the research of Tang et al. (2022) He added that a high level of satisfaction strengthens tourist loyalty to the destination, thereby increasing the chances of returning visits. Research conducted by Hariyanto & Dewi, (2023) shows that tourist satisfaction has a significant effect on interest in returning visits. However, satisfaction that exceeds tourist expectations can further strengthen the desire to return. However, research by Lefiani & Revirani, (2024) shows that tourist satisfaction does not have a significant effect on interest in returning visits. Therefore, the researcher proposed the following hypothesis:

H5: Visitor satisfaction has a positive effect on the interest of visiting twins

3. METHODS

3.1. Subjects and Research Objects

The subject of this study is visitors who are in Sasak Sade Tourism Village, Central Lombok Regency, West Nusa Tenggara. The research objects included all variables studied, namely interest in revisiting, local culture, environmental quality and visitor satisfaction

3.2. Research Population

Population is a generalized area consisting of objects or subjects that will be studied and analyzed to draw conclusions (Sugiyono, 2020). In this study, the population studied was tourists who visited Sasak Sade Tourism Village which was recorded at 13,520 people based on available data in 2023 (Mahendra et al., 2024). This population is the basis for the withdrawal of the samples used in this study.

3.3. Research Sample

Samples should reflect the characteristics of the population to minimize errors in data collection. The selection of the right sampling design plays an important role in achieving the research objectives. According to Hair ddk. (2020) states that the ideal sample number ranges from 100–200 respondents or 5–10 times the number of indicators in the questionnaire.

This study used 14 indicators, so the number of samples calculated using the Hair formula ranged from $5 \times 14 = 70$ to $10 \times 14 = 140$ respondents. Based on these considerations, the number of samples used in this study is 140 respondents which are considered sufficient to represent the population.

The sample criteria in this study include tourists who have visited Sasak Sade Tourism Village, at least twice and are at least 17 years old in order to be able to understand and answer the questionnaire well.

3.4. Sampling Technique

The sampling technique used is non-probability sampling with the purposive sampling method. According to Hair ddk. (2020) Non-probability sampling does not provide an equal opportunity for every member of the population to be selected, while purposive sampling is used to determine respondent criteria that match the research specifications. With this method, only individuals who meet the criteria can be included in the study sample.

3.5. Jenis dan Metode Pengumpulan Data

Research data types

The type of data used in this study is primary data. According to Sugiyono, (2020) primary data refers to data sources obtained directly by researchers from respondents, while secondary data includes additional information related to the research object. In this study, primary data was collected through a questionnaire distributed to respondents in Sasak Sade Tourism Village.

Data Collection Techniques

The data collection technique in this study was carried out by distributing questionnaires or questionnaires containing a list of questions related to the variables of interest in returning visits, local culture, environmental quality, and visitor satisfaction. This questionnaire is distributed through Google Form to improve the efficiency of data collection and make it easier for visitors to fill out the questionnaire quickly and accurately. Previously, the researcher provided an explanation of the content, how to fill in and the purpose of the questions listed in the questionnaire narrative.

The questionnaire used is the type of choice used to select respondents' personal data (Sugiyono, 2020). Then the respondents chose one answer from the five answer options that were available on a likert scale with a score of 1 to 5 as follows:

Tabel 3.1 Skala Likert

Answer	Information	Shoes
Strongly Disagree	STS	1
Disagree	TS	2
Neutral	N	3
Agree	S	4
Strongly agree	SS	5

Sumber: Sugiyono, (2020).

4. RESULT AND DISCUSSION

4.1. Characteristics of Respondent Data

The characteristics of respondent data taken from Sasak Sade Tourism Village, Central Lombok Regency, West Nusa Tenggara based on gender, age, education, occupation, regional origin, tourism expenditure/year, frequency of visits and sources of information are as follows:

Table 5.1
Characteristics of Respondent Data

Category	Subcategories	Sum	Value (%)
Gender	Man	55	60,7
	Woman	85	39,3
Age (years)	<17–19 years old	19	13,6
	20–30 years	89	63,6
	31–40 years	24	17,1
	41–50 years	8	5,7
	>50 years old	0	0
Education	SMA	27	19,3
	D3	10	7,1
	D4	20	14,3
	S1	70	50
	S2	5	3,6
	S3	3	2,1
	Other	5	3,6
Work	Student/Student	63	45
	Private	25	17,8
	PNS	12	8,6
	Self employed	21	15
	Other	19	13,6
Regional Origin	Local (Local Regency/City)	79	56,4
	Outside the Region	59	42,1
	Foreign	2	1,5
Travel Expenses/Year	< IDR 500 thousand	52	37,1
	< IDR 1 million	23	16,4
	IDR 1–3 million	32	22,9
	IDR 3–5 million	23	16,4
	IDR 5–10 million	8	5,7
	> IDR10 million	2	1,4

Category	Subcategories	Sum	Value (%)
Frequency of Visits	1 time	22	15,8
	2–3 times	66	47,1
	More than 3 times	52	37,1
Resources	Social Media	88	62,9
	Friend/Family	28	20
	Recommendations	7	5
	Advertisements/Posters	17	12,1
	Other		

Source: Primary data, processed 2025

Based on respondent data in table 5.1 of gender, the majority of respondents were women, as many as 85 people (60.7%), while men amounted to 55 people (39.3%). For the age distribution, the most dominant age group was 20–30 years, which included 89 people (63.6%), followed by the 31–40 year age group as many as 24 people (17.1%). Meanwhile, the age group of 41–50 years was only 8 people (5.7%), and none of the respondents were over 50 years old.

In terms of education, the majority of respondents have bachelor's level education (S1) with a total of 70 people (50%), followed by 27 high school graduates (19.3%) and D4 graduates as many as 20 people (14.3%). The respondents' jobs were dominated by students or students as many as 63 people (45%), followed by workers in the private sector (25 people or 17.8%) and the self-employed (21 people or 15%). Meanwhile, the number of respondents who worked as civil servants was 12 people (8.6%).

In terms of regional origin, more than half of the respondents came from local areas (local regencies/cities), namely 79 people (56.4%), while 59 people (42.1%) came from outside the region, and only 2 people (1.5%) came from abroad. Regarding tourism expenditure per year, most respondents spent less than IDR 500 thousand as many as 52 people (37.1%), followed by spending IDR 1-3 million as many as 32 people (22.9%) and spending less than IDR 1 million as many as 23 people (16.4%).

Regarding the frequency of visits, most of the respondents, namely 66 people (47.1%), visited Sasak Sade Tourism Village 2-3 times, followed by 52 people (37.1%) who visited more than 3 times, while only 22 people (15.8%) visited for the first time. The most widely used source of information by respondents was social media, which was used by 88 people (62.9%), followed by recommendations from friends or family by 28 people (20%) and advertisements or posters by 7 people (5%).

Overall, the results of this study describe the profile of the respondents, the majority of whom consist of women with a productive age between 20–30 years old, with a S1 education, and most of them come from local areas. The majority of respondents have low tourism expenditure and visited these tourist villages several times, with social media being their main source of information.

4.2. Descriptive Analysis

4.2.1. Interest in Returning Visits

Based on the results of the analysis of respondents' data on the variable of interest in revisiting, the majority of respondents showed a high desire to revisit Sasak Sade Tourism Village. Most respondents strongly agreed that they plan to return and experience cultural tourism in the village. This reflects the strong appeal of Sasak Sade Tourism Village as a fun and satisfying tourist destination for visitors.

4.2.2. Local Culture

In terms of local cultural variables, respondents highly appreciate the cultural richness in Sasak Sade Tourism Village. Most respondents agreed that the tradition of peresean, woven fabrics, and traditional house architecture gives a distinctive and interesting cultural impression. Respondents also strongly agreed that traditional arts, such as the mendet kick dance and the Beleq drum, enrich their tourism experience, suggesting that local culture is the main attraction in this tourist village.

4.2.3. Environmental Quality

environmental quality variables, respondents showed a very positive assessment of environmental quality in Sasak Sade Tourism Village. Most respondents strongly agreed that spatial planning, cleanliness, clear water quality, and fresh air without pollution provide a comfortable experience and support the sustainability of tourism. The cleanliness of the area and well-maintained facilities also received a good response from respondents, which added to their comfort during their visit.

4.2.4. Visitor Satisfaction

Visitor satisfaction variable, the majority of respondents were satisfied with the services provided at Sasak Sade Tourism Village. Respondents agreed that the village manager was very responsive in meeting the needs of tourists, and the tour guides provided friendly and professional service. In addition, respondents felt that the tariff paid was in accordance with the quality of service received. Overall, the high satisfaction with the village's services and facilities reinforces the desire of visitors to return and recommend Sasak Sade Tourism Village to others.

4.3. Inferential Analysis

This study uses the Partial Least Square (PLS) data processing tool which is a variance-based SEM with SmartPLS software Version 3.2.9. The stages of PLS testing include: indicator test, fit model test, hypothesis test and intervening test.

4.3.1. Indicator and Reliability Test Results

Table 5.2 Indicator and Reliability Test Results

Test and Variables	Values/Descriptions	Criterion	Conclusion
Convergent Validity (Loading)	All indicators >0.50, mostly >0.70	>0.70 (ideal), >0.50 (acceptable)	All indicators are valid
Fornell-Larcker Criterion ($\sqrt{\text{AVE}}$)	Return Interest: 0.702; Local Culture: 0.812; Environmental Quality: 0.842; Visitor Satisfaction: 0.787	$\sqrt{\text{AVE}}$ must be greater than the correlation between variables	Meet discriminant validity
Average Variance Extracted (AVE)	Return Interest: 0.702; Local Culture: 0.812; Environmental Quality: 0.842; Visitor Satisfaction: 0.787	>0.50	Adequate quality indicators
Composite Reliability	Return Interest: 0.876; Local Culture: 0.945; Environmental Quality: 0.955; Visitor Satisfaction: 0.917	>0.70	Reliable and consistent

Source: Processed researcher (2025)

The results of the indicator and reliability test in this study show that all indicators and constructs used have met the set validity and reliability criteria. Convergent Validity (Loading) indicates that all indicators have a loading factor value greater than 0.50, with most indicators more than 0.70, indicating good convergent validity. In addition, the Fornell-Larcker Criterion ($\sqrt{\text{AVE}}$) shows that the AVE value for each construct is greater than the correlation between other constructs, which proves the achievement of discriminant validity. The Average Variance Extracted (AVE) value for each construct, namely Interest in Return (0.702), Local Culture (0.812), Environmental Quality (0.842), and Visitor Satisfaction (0.787), also more than 0.50, indicates adequate quality indicators. Finally, Composite Reliability shows that all constructs, with a composite reliability value of more than 0.70 each, are reliable and consistent. Thus, the results of this test prove that the indicators, constructs, and research models are valid, reliable, and consistent in measuring the variables in question.

4.3.2. Model Fit Test Results

Table 5.3 Fit Model Test Results

Fit Summary	Cut Off	Estimated	Information
SRMR	Less than 0.10	0,059	Fit
d_ULS	Output Confidence Interval (CI) 95% - 99% Greater Original_Sampel (OS)	0.272 (CI) > 0.368 (OS)	Marginal
d_G	Greater Output Confidence Interval (CI) Original_Sampel (OS)	0.432 (CI) < 0.456 (OS)	Marginal
Chi_Square	X2 Statistics < X2 Table	357,434 > 128,804	Marginal
NFI	Close to value 1	0,822	Fit
RMS Theta	< 0.12	0,235	Marginal

Source: Processed researcher (2025)

The results of the fit model test showed that SRMR met the fit model criteria with a value of 0.059, which is smaller than 0.10. However, d_ULS, d_G, Chi-Square, and RMS Theta did not meet the fit model criteria because their estimated values did not match the set limits, and were declared marginal. Meanwhile, the NFI is close to 1 with a value of 0.822, which meets the criteria of the fit model and is declared fit. Overall, while some indicators meet the fit model criteria, there are some that are still marginal.

4.4. Hypothesis Test Results

Table 5.4 Hypothesis Test Results

Hipotesis	Tanda	Koefisien Parameter (Original Sampel)	t Statistics	P-value	Status
H ₁ Local culture has a positive effect on the interest in returning visitors.	(+)	0,199	2,220	0,003	Evident
H ₂ The quality of the environment has a positive effect on the interest in returning visits.	(+)	0,299	2,272	0,002	Evident
H ₃ Local culture has a positive effect on visitor satisfaction.	(+)	0,177	2,024	0,004	Evident

Hipotesis	Tanda	Koefisien Parameter (Original Sampel)	t Statistics	P-value	Status
H ₄ The quality of the environment has a positive effect on visitor satisfaction.	(+)	0,753	10,363	0,000	Evident
H ₅ Visitor satisfaction has a positive effect on interest in returning visits.	(+)	0,435	4,218	0,000	Evident

Source: Processed researcher (2025)

The results of the hypothesis test using SmartPLS show that all the hypotheses tested are proven to be significant. The H1 and H2 hypotheses, which test the influence of local culture and environmental quality on return interest, proved significant with p-values of 0.003 and 0.002, respectively. The H3 and H4 hypotheses, which test the influence of local culture and environmental quality on visitor satisfaction, were also significant with p-values of 0.004 and 0.000. Finally, the H5 hypothesis, which tests the effect of visitor satisfaction on return interest, proved to be significant with a p-value of 0.000. All hypotheses show a significant positive influence.

4.4.1. Results of Intervening Tests

Table 5.4 Results of Intervening Tests

Variab el	Direct Effect (DE)		Indirect Effect (IE)		Total Effect (TE)		Status
	(x1 □ y2) (x2 □ and y2)		Local Culture (X1) □ Visitor Satisfaction (Z) □ Return Interest (Y)		(THE + IE)		
			Environmental Quality (X2) □ Visitor Satisfaction (Z) □ Interest in Returning (Y)				
	Origin al Sampl e	P Value	Original Sample	P Value	Origin al Sampl e	P Value	
X1	0,199	0,003	0,077	0,046	0,276	0,003	Interveni ng
X2	0,299	0,002	0,328	0,000	0,627	0,000	Interveni ng

Source: Processed researcher (2025)

The results of the intervening test showed that Visitor Satisfaction (Z) played a role as an intervening variable in the relationship between independent and dependent variables. For Local Culture (X1), the direct effect on Return Interest (Y) was 0.199 with a p-value of 0.003 and an indirect effect through Visitor Satisfaction of 0.077 with a p-value of 0.046, resulting in a total effect of 0.276 (p-value 0.003), which suggests that visitor satisfaction has a role as an intervening variable. Similarly, for Environmental Quality (X2), the direct effect was 0.299 with a p-value of 0.002 and an indirect effect of 0.328 with a p-value of 0.000, resulting in a total effect of 0.627 (p-value 0.000), which also proves the role of visitor satisfaction as an intervening variable in the relationship between environmental quality and return interest.

4.5 Discussion

4.5.1 The influence of local culture on interest in returning

The results of this study show that local culture has been proven to have a positive and significant effect on interest in returning visits. The results of the first hypothesis test on the influence of local culture of Sasak Sade Tourism Village, judging from the P-Value of $0.003 < 0.05$.

The results of the descriptive analysis of local cultural variables obtained the result that in the statement "Peresean traditional traditions in Sasak Sade Tourism Village offer a distinctive cultural experience for tourists" with the lowest figure of 1.43% From the results of the answers, as many as 2 respondents disagreed. This means that there are still a small number who think that the peresean culture is not able to offer a distinctive culture. The next statement "The uniqueness of the building structure in Sasak Sade Tourism Village which has walls made of natural clay, reflects the rich cultural traditions of the Sasak tribe" with the lowest number of 1.43% From the results of the answer, 2 respondents chose not to agree. This means that there are still visitors who think that the buildings in Sasak Sade village are not unique. The statement "The special design and motif of woven fabrics symbolizes animal symbols or traditional houses of the Sasak tribe" with the highest number of 68.5. From the results of the answers, 96 respondents answered in agreement. In other words, the public and tourists really appreciate the cultural value contained in woven fabrics.

Research conducted by Hidayat et al. (2023) shows that local culture affects tourists' interest in providing recommendations when visiting. Culture does not always increase interest in return visits, especially if cultural elements are less known or not well promoted. An authentic cultural experience can strengthen a traveler's emotional connection with the destination, ultimately driving a desire to return (Jianwei, 2023). Lai research ddk. (2021) also shows that local culture has a positive impact on tourists' attachment to something, thereby increasing the likelihood of returning visits.

4.5.2 The effect of environmental quality on interest in returning visits

The results of the study show that the quality of the environment is proven to have a positive and significant effect on the interest in revisiting Sasak Sade Tourism Village, as seen from the P-Value value of $0.002 < 0.05$.

The results of the descriptive analysis of environmental quality variables obtained the result that in the statement "The environment in the Sasak Sade Tourism Village area is maintained clean" with the lowest number of 2.86%. From the results of the answers, as many as 4 respondents chose not to agree. This means that there are some visitors who think that the environment in Sasak Sade tourism village is not maintained cleanly. As for the next statement, "The spatial layout in Sasak Sade Tourism Village is aesthetically designed to support environmental conservation" with the lowest figure of 2.14%. From the results of the answers, as many as 3 respondents chose not to agree. This means that some visitors feel that the spatial layout still exists that is not aesthetically pleasing and environmental conservation. The statement "Sasak Sade Tourism Village provides a tourist experience with clean air without pollution" with the highest figure of 65.00%. From the results of the answers, 91 respondents strongly agreed. which means that tourists feel that the environment in Sasak Sade Tourism Village is very supportive of the comfort of traveling because the air is clean and free from pollution.

The research conducted by Gunawan et al. (2024) shows that the quality of the environment has a significant effect on visitors' interest in revisiting. Research by Nur et al. (2024) shows that good environmental management can increase the competitiveness of destinations and attract tourists who care about the environment, thereby contributing to increased interest in repeat visits. Furthermore, Research by Abigail et al. (2025) also shows that the quality of the environment has a significant influence on tourists' interest in returning visits. Maintained comfort and security play a role in enriching the traveler experience, ultimately driving return visits.

4.5.3 The influence of local culture on visitor satisfaction

The results of the study show that local culture has been proven to have a positive and significant effect on visitor satisfaction in Sasak Sade Tourism Village, judging from the P-Value value of $0.004 < 0.05$.

The results of the descriptive analysis of local cultural variables obtained the result that in the statement "Peresean traditional traditions in Sasak Sade Tourism Village offer a distinctive cultural experience for tourists" with the lowest number of 1.43% From the results of the answer, as many as 2 respondents chose not to agree. This means that there are still tourists who have not experienced the peculiarities of the Peresean traditional cultural experience. The next statement "The uniqueness of the building structure in Sasak Sade Tourism Village which has walls made of natural clay, reflects the cultural richness of the Sasak tribe's traditions" with the lowest angk of 1.43%. From the results of the answers, 2 respondents chose to strongly disagree and disagree. This means that there are still visitors who think that the buildings in Sasak Sade village are not unique. The statement "The special design and motif of woven fabrics symbolizes animal symbols or traditional houses of the Sasak tribe" with the highest number of 68.5%. From the results of the answers, 96 respondents answered in agreement. This means that there is a great cultural value contained in the motif of woven fabrics.

The research conducted by Tian et al. (2020) shows that cultural identity has a significant positive effect on tourist satisfaction. Unique traditional elements, such as traditional dances and ceremonies, can enrich the traveler's experience as well as increase the level of traveler

satisfaction. Furthermore, the research of Cempena ddk. (2019) revealed that the involvement of tourists in local cultural activities can increase emotional closeness and strengthen tourist satisfaction. Tourists who can participate directly in cultural activities feel more satisfied because they have an authentic experience.

4.5.4 The effect of environmental quality on visitor satisfaction

The results of the study show that the quality of the environment has been proven to have a positive and significant effect on visitor satisfaction in Sasak Sade Tourism Village, judging from the P-Value value of $0.000 < 0.05$.

The results of the descriptive analysis showed that the environmental quality variable obtained the result that the statement "The environment in the Sasak Sade Tourism Village area is kept clean" with the lowest number of 2.86%. From the results of the answers, as many as 4 respondents chose not to agree. This means that there are still visitors who are dissatisfied with the environmental cleanliness condition in the Sasak Sade tourism village area. As for the next statement, "The spatial layout in Sasak Sade Tourism Village is aesthetically designed to support environmental conservation" with the lowest figure of 2.14%. From the results of the answers, as many as 3 respondents chose not to agree. This means that there are tourists who are not satisfied with the spatial arrangement in the Sasak Sade tourist village. As for the statement "Sasak Sade Tourism Village provides a tourist experience with clean air without pollution" with the highest figure of 65.00%. From the results of the answers, 91 respondents strongly agreed. which means that healthy environmental factors are an important element in shaping visitor satisfaction.

Research conducted by Damayanti et al. (2020) also shows that a well-maintained natural environment, such as green parks and open spaces, provides tranquility and comfort that has a positive impact on tourist satisfaction. Furthermore, the research of Zulvianti et al. (2022) revealed that effective waste management and adequate facilities play a role in improving visitor comfort. The research conducted by Ronizi et al. (2024) also shows that the quality of the environment has a significant influence on tourist satisfaction, especially if other aspects, such as accessibility and attractiveness of destinations, are well managed. Fresh air quality and low pollution levels also support the creation of a pleasant experience for tourists.

4.5.5 The Influence of Visitor Satisfaction on Returning Requests

The results of the study show that visitor satisfaction is proven to have a positive and significant effect on the interest in returning to Sasak Sade Tourism Village, judging from the P-Value value of $0.000 < 0.05$.

The results of the descriptive analysis of visitor satisfaction variables showed that the result was that the statement "The rate paid is in accordance with the quality of service received" with the lowest number of 5.71%. From the results of the answers, as many as 8 respondents chose not to agree. This means that some visitors feel that the rates charged are not proportional to the quality of service received. As for the statement "The guides in Sasak Sade Tourism Village are friendly in serving tourists" with the highest number of 71.4%. From the results of the answers, 100 respondents voted overwhelmingly agreed. which means that the guide service is very satisfying for tourists.

The results of the descriptive analysis of the Interest in Returning variables showed that the statement "I feel that Sasak Sade Tourism Village provides an authentic and in-depth experience about Sasak culture." with the lowest number of 2.14%. From the results of the answers, 3 respondents voted against it. This means that a small number of tourists feel that the experience gained in Sasak Sade Tourism Village does not fully reflect the authenticity of Sasak culture. The statement "Sasak Sade Tourism Village offers a different tourist experience compared to other tourist destinations" with the highest figure of 70.00%. From the results of the answers, 98 respondents voted strongly in agreement. This means a high level of satisfaction and recognition of the uniqueness and attractiveness of the tourist village.

Research conducted by Riadi et al. (2023) also shows that tourist satisfaction has a positive and significant effect on interest in return visits. Satisfaction not only encourages intention to return, but it also increases the likelihood of tourists making positive recommendations to others, ultimately creating a lasting impact on future visits. Furthermore, the research of Tang et al. (2022) revealed that high levels of satisfaction strengthen tourist loyalty to destinations, thereby increasing the chances of revisits.

4.5.6 The influence of local culture on interest in returning visits through visitor satisfaction as an intervening variable

The results of the visitor satisfaction mediation test were proven to be able to mediate the relationship between local culture and interest in returning visits, This relationship was confirmed with a significant direct effect of 0.199 (P-Value 0.003) and an indirect effect of 0.077 (P-Value 0.046), so that the total effect reached 0.276 (P-Value 0.003). Thus, visitor satisfaction is proven to be a mediating variable in local cultural relations to interest in returning.

4.5.7 The effect of environmental quality on interest in returning visitors through visitor satisfaction as an intervening variable

The results of the visitor satisfaction mediation test were proven to be able to mediate between the quality of the environment and the interest in returning visits, showing a significant direct effect of 0.299 (P Value 0.002) and an indirect effect of 0.328 (P-Value 0.000), with a total effect of 0.627 (P-Value 0.000). These results confirm that visitor satisfaction also plays a mediating variable in the relationship between environmental quality and interest in returning.

5. CONCLUSION

The results of the study showed that Local Culture had a positive and significant effect on Interest in Returns, which showed that local culture influenced the intention of tourists to return to visit. Environmental Quality also has a positive and significant effect on Return Interest in Visiting, which shows that good environmental quality increases the likelihood of tourists returning. In addition, Local Culture has a positive and significant effect on Visitor Satisfaction, which means that local culture increases overall visitor satisfaction. Environmental Quality also has a positive and significant effect on Visitor Satisfaction, which shows that a good environment contributes to higher satisfaction. Furthermore, Visitor Satisfaction has a positive and significant effect on Return Interest, which indicates that

satisfied visitors are more likely to return. It was also found that Visitor Satisfaction plays an intervening variable in the relationship between Local Culture and Return Interest, as well as between Environmental Quality and Return Interest, meaning that satisfaction is the mediator in the relationship. Overall, Environmental Quality was found to be the dominant factor with the greatest influence on Visitor Satisfaction and Return Interest.

Based on the results of the discussion and the conclusion of the research, the recommendations that can be given are as follows: For practitioners, first, for the Local Culture variable, there are still some respondents who think that the Peresean culture in Sasak Sade Tourism Village is not distinctive enough, so the Peresean tradition needs to be developed as the main cultural attraction to attract tourists and preserve local cultural heritage. Second, for Environmental Quality, some respondents feel that environmental cleanliness in tourist villages is not maintained, therefore, there is a need for more systematic cleanliness management, such as the implementation of effective waste management and the provision of adequate garbage cans. Third, for Visitor Satisfaction, some respondents felt that the rates charged were not proportional to the quality of service, so tourism villages needed to improve services by providing tour package options and maintaining cost transparency. Fourth, for Interest in Revisiting, some respondents felt that the experience gained did not reflect the authenticity of Sasak culture, so it is important for tourism villages to maintain the authenticity of the culture displayed, strengthen tourists' interaction with local communities, and develop participatory culture-based tourism programs to increase tourist interest in returning. For academics, although local culture and environmental quality affect interest in returning, further research can consider other factors such as travel comfort and local community involvement. In addition, future research can also explore moderation and mediation variables, such as social interaction with local communities and destination recommendations.

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