

The Mediating Role of Tourist Digital Experience in the Relationship between E-Service Quality, Interaction Quality, and Behavioral Intentions: Evidence from Bongkasa Pertiwi Tourism Village

I Wayan Eka Sudarmawan, I Made Hadi Purnantara, Kadek Wira Adi Saputra

Imam Syafii Islamic Institute, Indonesia.

ekasdr@ipb-intl.ac.id *✉

ARTICLE INFO

ABSTRACT

Keywords:

E-Service Quality;
Interaction Quality;
Tourist Digital
Experience;
Behavioral
Intention; Tourism
Village;

Background: Tourism villages are increasingly shaped by digital service encounters and human interactions. However, limited empirical research has examined how E-Service Quality and Interaction Quality jointly influence Behavioral Intentions through Tourist Digital Experience in community-based tourism villages. This study investigates the mediating role of Tourist Digital Experience in Bongkasa Pertiwi Tourism Village.

Research Gap: Although previous studies have examined E-Service Quality, tourist experience, service interaction, and behavioral intention, these constructs are often analyzed separately. Existing studies have discussed E-Service Quality in commercial digital service contexts, smart village tourism from a digital transformation perspective, and tourist decision making in community based tourism. However, limited empirical research has integrated E-Service Quality, Interaction Quality, Tourist Digital Experience, and Behavioral Intentions into a single SEM-PLS mediation model in the context of tourism villages.

Novelty: The novelty of this study lies in the integration of two different service domains: E-Service Quality as a representation of digital system quality and Interaction Quality as a representation of human service encounter quality. Unlike previous studies that focus primarily on conventional service quality, digital platforms, or destination attributes separately, this study positions Tourist Digital Experience as a mediating mechanism between digital-human service quality and Behavioral Intentions.

Method: This study employed a quantitative approach with an explanatory and correlational design. Data were collected from 151 domestic and international tourists who had visited Bongkasa Pertiwi Tourism Village and accessed digital information or communication related to the destination. Respondents were selected using purposive sampling. Data were obtained through a closed questionnaire using a five-point Likert scale and analyzed using SEM-PLS with Smart PLS 4.

Results: Interaction Quality significantly influenced Tourist Digital Experience ($\beta=0.316$, $p<0.001$), and Tourist Digital Experience significantly influenced Behavioral Intentions ($\beta=0.363$, $p<0.001$). E-Service Quality and Interaction Quality also had significant direct effects on Behavioral Intentions. However, E-Service Quality did not significantly influence Tourist Digital Experience. The mediation analysis showed that Tourist Digital Experience partially mediated the relationship between Interaction Quality and Behavioral Intentions, but did not mediate the relationship between E-Service Quality and Behavioral Intentions.

Conclusion: The findings indicate that human interaction plays a stronger role than digital service quality in shaping tourists' digital experiences in community-based tourism villages. Reliable digital services remain important for strengthening behavioral intentions, but meaningful interaction with destination actors is essential for enhancing

tourist experience, revisit intention, recommendation intention, and positive word of mouth. This study contributes to digital tourism village research by positioning Tourist Digital Experience as a mediating mechanism between service quality and tourist behavioral responses.

Received: 6/5/2026

Revised: 9/19/2026

Accepted: 9/24/2026

Published: 10/6/2026

How to cite this article:

Sudarmawan, I.W.E., Purnantara, I.M.H., & Saputra, K.W.A. (2026). The Mediating Role of Tourist Digital Experience in the Relationship between E-Service Quality, Interaction Quality, and Behavioral Intentions: Evidence from Bongkasa Pertiwi Tourism Village. *Sharia Economic and Management Business Journal (SEMBJ)*, 7(3), 397-410. <https://doi.org/10.62159/sembj.v7i3.2457>

INTRODUCTION

Tourism villages have become an important form of community-based tourism development because they integrate local attractions, community participation, cultural identity, and visitor experience. In recent tourism studies, tourist experience, destination image, satisfaction, and revisit intention are frequently positioned as key constructs for explaining tourists' post-visit behavior. Travel experience, destination image, and satisfaction have been shown to influence revisit intention in tourism contexts (Bayih & Singh, 2020; Trius et al., 2023; Wahim & Hamzah, 2024). This confirms that behavioral intention remains a relevant outcome variable in tourism research, particularly for destinations that aim to strengthen tourist loyalty, recommendation, and repeat visitation.

In the digital era, tourist behavior is no longer shaped only by physical attractions and face-to-face services, but also by digital service encounters. Tourists increasingly search for information, evaluate destinations, communicate with providers, and share travel experiences through digital platforms (Pai et al., 2021; Zhang et al., 2022). In this context, E-Service Quality becomes important because digital service performance can influence customer satisfaction, loyalty, and intention. Girsang et al. (2024) found that E-Service Quality affects customer satisfaction and has implications for loyalty and purchase intention, while Al Firdaus et al. (2024) emphasized the influence of interface design, reliability, responsiveness, trust, and personalization on customer loyalty in an e-service context. Therefore, E-Service Quality is relevant to explain how tourists perceive digital information, online interaction, and technology-supported services provided by tourism destinations.

However, digital service quality alone is not sufficient to explain tourist behavior in community-based tourism destinations. Tourism villages depend not only on digital systems but also on the quality of interaction between tourists and local service providers (Kaewoui & Kaewnuch, 2025; Royanow et al., 2025). Kaewoui and Kaewnuch (2025) explain that tourist decision-making in community-based tourism is influenced by communication determinants such as destination image, service quality, community storytelling, and local engagement. This indicates that direct interaction and communication between tourists and destination actors remain important in shaping tourist perceptions and behavioral responses.

The development of tourism villages in the digital era also requires stronger integration between human interaction and digital transformation (Pai et al., 2021; Zhang et al., 2022). Widarti et al. (2025) argue that smart village tourism development requires the identification of barriers and facilitators in transforming tourism villages toward smart tourism practices based on information and communication technology. Their study highlights that local potential, cultural wisdom, and digital readiness are important factors in developing smart tourism villages. This supports the argument that tourism village competitiveness cannot rely only on physical attractions, but must also integrate digital systems and service interaction quality.

Although previous studies have examined E-Service Quality, tourist experience, service interaction, and behavioral intention, these constructs are often analyzed separately (Preko et al., 2023; Zhang et al., 2022). Existing studies have discussed E-Service Quality in commercial digital service contexts (Al Firdaus et al., 2024; Girsang et al., 2024), smart village tourism from a digital transformation perspective

(Widarti et al., 2025), and tourist decision-making in community-based tourism (Kaewoui & Kaewnuch, 2025). However, limited empirical research has integrated E-Service Quality, Interaction Quality, Tourist Digital Experience, and Behavioral Intentions into a single SEM-PLS mediation model in the context of tourism villages. This indicates an important research gap, especially in understanding how digital system quality and human interaction quality jointly shape tourists' digital experiences and post-visit behavioral intentions.

The state of the art in recent tourism and digital service research suggests that tourist experience can function as a mediating mechanism linking service-related factors with behavioral outcomes (Azis et al., 2020; Pai et al., 2021; Preko et al., 2023). In digital service contexts, E-Service Quality has been shown to influence satisfaction and loyalty-related outcomes (Al Firdaus et al., 2024; Girsang et al., 2024). In community-based tourism, communication, service quality, and local engagement shape tourist decision-making (Kaewoui & Kaewnuch, 2025). Meanwhile, smart village tourism research emphasizes that tourism village development requires digital transformation supported by local resources and ICT-based innovation (Widarti et al., 2025). Therefore, Tourist Digital Experience can be positioned as a mediating construct that explains how tourists transform their perceptions of digital services and human interactions into behavioral intentions.

The novelty of this study lies in the integration of two different service domains: E-Service Quality as a representation of digital system quality and Interaction Quality as a representation of human service encounter quality. Unlike previous studies that focus primarily on conventional service quality, digital platforms, or destination attributes separately, this study positions Tourist Digital Experience as a mediating mechanism between digital-human service quality and Behavioral Intentions. This approach is particularly relevant for Bongkasa Pertiwi Tourism Village because community-based tourism destinations must strengthen not only local hospitality but also digital information, online communication, and technology-supported tourist services (Preko et al., 2023; Widarti et al., 2025).

This study contributes theoretically by extending tourism behavior literature through the integration of E-Service Quality, Interaction Quality, Tourist Digital Experience, and Behavioral Intentions in a single mediation model. Practically, the findings are expected to provide guidance for tourism village managers, local communities, and tourism stakeholders in Bongkasa Pertiwi to improve digital service systems, strengthen human interaction quality, and enhance tourists' digital experiences as a basis for increasing revisit intention, recommendation, and positive word-of-mouth. Based on the above discussion, this study proposes the following research questions:

1. Does E-Service Quality significantly influence Tourist Digital Experience?
2. Does Interaction Quality significantly influence Tourist Digital Experience?
3. Does Tourist Digital Experience significantly influence Behavioral Intentions?
4. Does E-Service Quality significantly influence Behavioral Intentions?
5. Does Interaction Quality significantly influence Behavioral Intentions?
6. Does Tourist Digital Experience mediate the relationship between E-Service Quality and Behavioral Intentions?
7. Does Tourist Digital Experience mediate the relationship between Interaction Quality and Behavioral Intentions?

METHOD

This study employed a quantitative approach with an explanatory research design to examine the causal relationships among E-Service Quality, Interaction Quality, Tourist Digital Experience, and Behavioral Intentions. This research is also categorized as correlational research because it aims to analyze the relationships among latent variables without direct intervention from the researcher. The study was conducted at Bongkasa Pertiwi Tourism Village, Bali, Indonesia. The unit of analysis in this study was tourists, consisting of both domestic and international tourists who had visited Bongkasa Pertiwi Tourism Village.

The population of this study consisted of all domestic and international tourists visiting Bongkasa Pertiwi Tourism Village. Since the exact population size was unknown, the sample size was determined

using the Lemeshow formula. The formula is appropriate for studies with an unknown population size and is commonly used to determine the minimum sample requirement in survey-based research. The formula is presented as follows:

$$n = \frac{Z^2 \times p(1 - p)}{d^2}$$

Z = confidence level at 95% (1.96)

p = estimated population proportion (0.5)

d = margin of error (0.08)

Based on the formula, the sample size was calculated as follows:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.08)^2}$$

$$n = \frac{3.8416 \times 0.25}{0.0064}$$

$$n = 150.06$$

Thus, the minimum sample size required for this study was 151 respondents. To strengthen the robustness of SEM-PLS estimation and anticipate incomplete or invalid responses, this study targeted approximately 180–200 respondents. The sampling technique used in this study was purposive sampling. This technique was selected because respondents had to meet specific criteria relevant to the research objectives. The criteria for respondents were as follows: first, respondents were domestic or international tourists who had visited Bongkasa Pertiwi Tourism Village; second, respondents had accessed digital information or digital communication related to the destination, such as social media, website, online maps, online reviews, or digital promotional content; and third, respondents were willing to complete the questionnaire voluntarily.

Primary data were collected using a structured questionnaire with closed-ended statements. The questionnaire was developed based on established constructs and measurement dimensions from previous studies. E-Service Quality was measured using the E-S-QUAL model developed by Parasuraman, Zeithaml, and Malhotra (2005), which consists of four dimensions: Efficiency, Fulfillment, System Availability, and Privacy. Interaction Quality was measured based on Brady and Cronin's (2001) hierarchical service quality model, which consists of three dimensions: Attitude, Behavior, and Expertise. Tourist Digital Experience was measured based on the customer experience framework proposed by Verhoef et al. (2009), consisting of Cognitive Experience, Emotional Experience, Social Experience, and Sensory Experience. Behavioral Intentions were measured based on Zeithaml, Berry, and Parasuraman (1996), consisting of Revisit Intention, Recommendation Intention, and Positive Word-of-Mouth. All questionnaire items were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

The data analysis technique used in this study was Structural Equation Modeling based on Partial Least Squares (SEM-PLS). SEM-PLS was selected because it is suitable for analyzing complex relationships among latent variables, including direct and indirect effects (Ali et al., 2018; Hair et al., 2022). This method is also appropriate for prediction-oriented research models and mediation analysis. The data were analyzed using Smart PLS software. The SEM-PLS analysis was conducted in two stages: evaluation of the measurement model and evaluation of the structural model. The measurement model, or outer model, was assessed to examine the validity and reliability of the constructs. Convergent validity was evaluated using outer loading and Average Variance Extracted (AVE). An indicator was considered valid if the outer loading value exceeded 0.70, while AVE values above 0.50 indicated adequate convergent validity. Construct reliability was assessed using Cronbach's Alpha and Composite Reliability, with values above 0.70 considered acceptable. Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT).

The structural model, or inner model, was evaluated to examine the relationships among the latent variables. The assessment included path coefficients, t-statistics, p-values, coefficient of determination

(R^2), and effect size (f^2). Hypothesis testing was conducted using the bootstrapping procedure to determine the significance of direct and indirect effects. The mediating role of Tourist Digital Experience was tested by examining the indirect effects of E-Service Quality and Interaction Quality on Behavioral Intentions through Tourist Digital Experience. A mediation effect was considered significant when the indirect effect showed a p-value below 0.05.

RESULTS

The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with Smart PLS 4. The final analysis was conducted using 151 valid responses from tourists who had visited Bongkasa Pertiwi Tourism Village and had experienced or accessed digital services related to the destination. The SEM-PLS analysis was conducted in two stages: evaluation of the measurement model and evaluation of the structural model. The measurement model was assessed to examine indicator validity, construct reliability, convergent validity, and discriminant validity. The structural model was evaluated to test the direct and indirect relationships among E-Service Quality, Interaction Quality, Tourist Digital Experience, and Behavioral Intentions. The final PLS Algorithm after the indicator elimination process is presented in Figure 1.

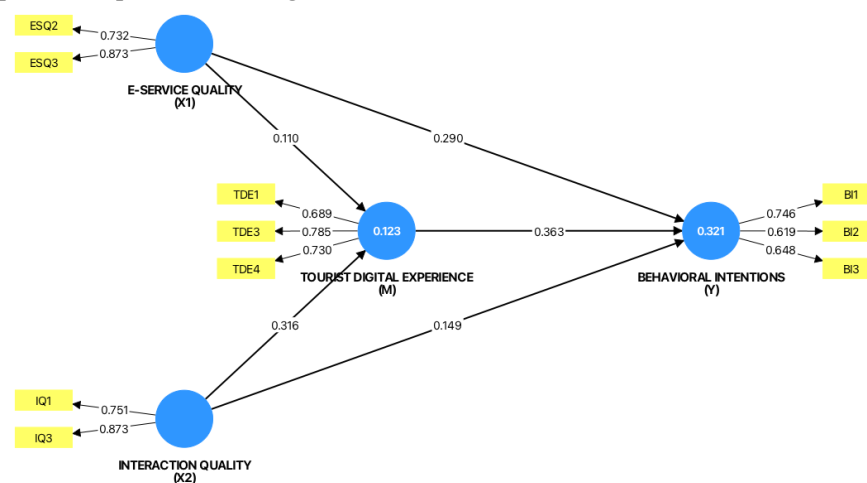


Figure 1. Final PLS Algorithm

Figure 1 presents the refined SEM-PLS model after the elimination of weak indicators. The final model retained ESQ2 and ESQ3 for E-Service Quality, IQ1 and IQ3 for Interaction Quality, TDE1, TDE3, and TDE4 for Tourist Digital Experience, and BI1, BI2, and BI3 for Behavioral Intentions. The model also displays the outer loading values, path coefficients, and R-square values of the endogenous constructs. The R-square value of Tourist Digital Experience was 0.123, while the R-square value of Behavioral Intentions was 0.321.

Preliminary Assessment of the Measurement Model

The measurement model was first evaluated to ensure that each observed indicator adequately represented its respective latent construct. The initial model consisted of four constructs, namely E-Service Quality, Interaction Quality, Tourist Digital Experience, and Behavioral Intentions. These constructs were initially measured using fourteen indicators: ESQ1, ESQ2, ESQ3, ESQ4, IQ1, IQ2, IQ3, TDE1, TDE2, TDE3, TDE4, BI1, BI2, and BI3.

The preliminary assessment of outer loading values indicated that several indicators did not sufficiently represent their respective constructs. Therefore, an indicator refinement process was conducted to improve the validity, reliability, and parsimony of the measurement model. Indicator elimination is acceptable in SEM-PLS when it is supported by statistical evaluation and theoretical consideration. In this study, ESQ1, ESQ4, IQ2, and TDE2 were eliminated because they showed weaker contributions to their latent constructs and reduced the overall quality of the measurement model.

After the elimination process, the final measurement model became more parsimonious. E-Service Quality was measured using ESQ2 and ESQ3, Interaction Quality was measured using IQ1 and IQ3,

Tourist Digital Experience was measured using TDE1, TDE3, and TDE4, while Behavioral Intentions was measured using BI1, BI2, and BI3.

Indicator Elimination and Final Measurement Model

The elimination of ESQ1 and ESQ4 may indicate that these indicators were less effective in representing tourists' perceptions of digital service quality in the context of Bongkasa Pertiwi Tourism Village. The retained indicators, ESQ2 and ESQ3, showed stronger empirical contributions, suggesting that fulfillment and system availability were more dominant in explaining E-Service Quality in this study.

The removal of IQ2 suggests that this indicator did not explain Interaction Quality as strongly as IQ1 and IQ3. In the context of this study, tourists' perceptions of interaction quality were more strongly reflected in the attitude and expertise of destination actors, including managers, local guides, tourism business actors, and local community members.

Similarly, TDE2 was eliminated because its contribution to Tourist Digital Experience was weaker than the retained indicators. This may suggest that tourists' digital experience in Bongkasa Pertiwi Tourism Village was more strongly represented by cognitive, social, and sensory experiences than by the emotional digital experience dimension. However, this interpretation should be understood within the empirical context of this study and does not imply that the eliminated indicators are theoretically irrelevant in other tourism settings.

Convergent Validity

Convergent validity was assessed using outer loading and Average Variance Extracted (AVE). In SEM-PLS, an outer loading value above 0.70 is generally considered ideal. However, indicators with loading values between 0.60 and 0.70 may still be retained when they are theoretically relevant and when the construct demonstrates acceptable reliability. An AVE value above 0.50 indicates adequate convergent validity.

Table 1. Outer Loading and Convergent Validity

Construct	Indicator	Outer Loading	AVE
E-Service Quality	ESQ2	0.732	0.649
E-Service Quality	ESQ3	0.873	0.649
Interaction Quality	IQ1	0.751	0.663
Interaction Quality	IQ3	0.873	0.663
Tourist Digital Experience	TDE1	0.689	0.541
Tourist Digital Experience	TDE3	0.785	0.541
Tourist Digital Experience	TDE4	0.730	0.541
Behavioral Intentions	BI1	0.746	0.453
Behavioral Intentions	BI2	0.619	0.453
Behavioral Intentions	BI3	0.648	0.453

Source: Data processed with Smart PLS 4 (2026)

Table 1 shows that the retained indicators generally achieved acceptable outer loading values. ESQ3 and IQ3 had the highest loading values, each reaching 0.873, indicating that system availability strongly represented E-Service Quality and expertise strongly represented Interaction Quality. ESQ2, IQ1, TDE3, TDE4, and BI1 also showed acceptable loading values above 0.70.

Several indicators, namely TDE1, BI2, and BI3, had loading values below 0.70 but remained above 0.60. These indicators were retained because they were theoretically important and because removing them could reduce the conceptual coverage of their respective constructs. The AVE values for E-Service Quality, Interaction Quality, and Tourist Digital Experience were above 0.50, indicating adequate convergent validity. However, Behavioral Intentions had an AVE value of 0.453, slightly below the recommended threshold. Therefore, this construct was retained with caution because it remains theoretically essential and demonstrated acceptable composite reliability.

Construct Reliability

Construct reliability was assessed using Cronbach's Alpha, rho_A, and Composite Reliability. A reliability value above 0.70 generally indicates good internal consistency. However, in SEM-PLS, Composite Reliability is often considered more appropriate than Cronbach's Alpha because it does not assume equal indicator loadings.

Table 2. Construct Reliability

Construct	Cronbach's Alpha	rho_A	Composite Reliability
E-Service Quality	0.471	0.504	0.786
Interaction Quality	0.501	0.529	0.797
Tourist Digital Experience	0.573	0.576	0.779
Behavioral Intentions	0.396	0.405	0.712

Source: Data processed with Smart PLS 4, 2026.

Table 2 shows that all constructs achieved Composite Reliability values above 0.70. E-Service Quality obtained a Composite Reliability value of 0.786, Interaction Quality 0.797, Tourist Digital Experience 0.779, and Behavioral Intentions 0.712. These results indicate that the constructs demonstrated acceptable reliability based on Composite Reliability.

Nevertheless, the Cronbach's Alpha and rho_A values were below the ideal threshold of 0.70. This condition indicates that the internal consistency of several constructs was not optimal. This may be partly related to the limited number of retained indicators after the refinement process. Therefore, the constructs were considered acceptable for further SEM-PLS analysis based on Composite Reliability, although the reliability results should be interpreted carefully.

Discriminant Validity

Discriminant validity was assessed using the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). The Fornell-Larcker Criterion requires the square root of AVE for each construct to be higher than its correlations with other constructs. Meanwhile, HTMT values below 0.90 generally indicate adequate discriminant validity.

Table 3. Fornell-Larcker Criterion

Construct	BI	ESQ	IQ	TDE
Behavioral Intentions	0.673			
E-Service Quality	0.371	0.806		
Interaction Quality	0.315	0.158	0.814	
Tourist Digital Experience	0.459	0.160	0.333	0.736

Source: Data processed with Smart PLS 4 (2026)

Table 3 shows that the square root of AVE for each construct was generally higher than its correlations with other constructs. The square root of AVE was 0.806 for E-Service Quality, 0.814 for Interaction Quality, 0.736 for Tourist Digital Experience, and 0.673 for Behavioral Intentions. These results indicate that each construct shared more variance with its own indicators than with other constructs, supporting discriminant validity based on the Fornell-Larcker Criterion.

Table 4. HTMT Values

Construct Relationship	HTMT Value	Description
E-Service Quality – Behavioral Intentions	0.826	Accepted
Interaction Quality – Behavioral Intentions	0.707	Accepted
Interaction Quality – E-Service Quality	0.341	Accepted
Tourist Digital Experience – E-Service Quality	0.318	Accepted
Tourist Digital Experience – Interaction Quality	0.612	Accepted
Tourist Digital Experience – Behavioral Intentions	0.954	Above recommended threshold

Source: Data processed with Smart PLS 4 (2026)

Table 4 indicates that most HTMT values were below 0.90, suggesting adequate discriminant validity among most constructs. However, the HTMT value between Tourist Digital Experience and Behavioral Intentions was 0.954, exceeding the recommended threshold. This suggests that the two constructs were empirically close in the context of this study. Conceptually, however, they remain distinguishable. Tourist Digital Experience refers to tourists' cognitive, social, and sensory experience during digital interaction with the destination, whereas Behavioral Intentions refer to post-experience behavioral responses, such as revisit intention, recommendation intention, and positive word-of-mouth. Therefore, the discriminant validity between these two constructs should be acknowledged as a limitation, although the model remains theoretically justifiable.

Structural Model Assessment

After the measurement model was evaluated, the analysis proceeded to the structural model. The structural model assessment was conducted to examine the explanatory power of the model and the significance of the hypothesized relationships among the latent constructs.

Table 5. R-Square Values

Endogenous Construct	R-Square	R-Square Adjusted
Tourist Digital Experience	0.123	0.111
Behavioral Intentions	0.321	0.307

Source: Data processed with Smart PLS 4, (2026)

Table 5 shows that E-Service Quality and Interaction Quality explained 12.3% of the variance in Tourist Digital Experience. This indicates weak explanatory power. Meanwhile, the R-square value for Behavioral Intentions was 0.321, meaning that E-Service Quality, Interaction Quality, and Tourist Digital Experience explained 32.1% of the variance in Behavioral Intentions. This value indicates moderate-low explanatory power. In tourism behavior research, this result remains meaningful because tourists' behavioral intentions are commonly influenced by various factors beyond the model, such as destination image, satisfaction, accessibility, travel motivation, perceived value, and prior experience.

Table 6. Structural Model Results

Relationship	Path Coefficient	t-statistics	p-value	Decision
E-Service Quality → Tourist Digital Experience	0.110	1.136	0.256	Not Supported
Interaction Quality → Tourist Digital Experience	0.316	4.197	0.000	Supported
Tourist Digital Experience → Behavioral Intentions	0.363	4.490	0.000	Supported
E-Service Quality → Behavioral Intentions	0.290	4.028	0.000	Supported
Interaction Quality → Behavioral Intentions	0.149	2.068	0.039	Supported

Source: Data processed with Smart PLS 4 (2026)

The results indicate that E-Service Quality did not significantly influence Tourist Digital Experience. The path coefficient was 0.110, with a t-statistic of 1.136 and a p-value of 0.256. Since the p-value exceeded 0.05, this relationship was not supported. This finding suggests that, in the context of Bongkasa Pertiwi Tourism Village, digital service quality has not yet become a strong determinant of tourists' digital experience.

Interaction Quality had a positive and significant effect on Tourist Digital Experience. The path coefficient was 0.316, with a t-statistic of 4.197 and a p-value of 0.000. This result indicates that the quality of interaction between tourists and destination actors plays an important role in shaping tourists' digital experience.

Tourist Digital Experience had a positive and significant effect on Behavioral Intentions. The path coefficient was 0.363, with a t-statistic of 4.490 and a p-value of 0.000. This finding indicates that tourists who experience better digital interactions related to Bongkasa Pertiwi Tourism Village are more likely to demonstrate positive behavioral intentions, including revisit intention, recommendation intention, and positive word-of-mouth.

E-Service Quality also had a positive and significant direct effect on Behavioral Intentions. The path coefficient was 0.290, with a t-statistic of 4.028 and a p-value of 0.000. This result suggests that although E-Service Quality did not significantly influence Tourist Digital Experience, it still directly contributed to tourists' behavioral intentions.

Interaction Quality had a positive and significant effect on Behavioral Intentions. The path coefficient was 0.149, with a t-statistic of 2.068 and a p-value of 0.039. Although the coefficient was relatively smaller than the other significant paths, the result confirms that human interaction remains relevant in shaping tourists' future behavioral responses.

Effect Size

Effect size was assessed using f-square to determine the substantive contribution of each exogenous construct to the endogenous constructs.

Table 7. Effect Size f-Square

Relationship	f-square	Interpretation
E-Service Quality → Tourist Digital Experience	0.013	Very small
Interaction Quality → Tourist Digital Experience	0.111	Small to moderate
E-Service Quality → Behavioral Intentions	0.119	Small to moderate
Interaction Quality → Behavioral Intentions	0.029	Small
Tourist Digital Experience → Behavioral Intentions	0.170	Moderate

Source: Data processed with Smart PLS 4 (2026)

The f-square results show that Tourist Digital Experience had the strongest substantive effect on Behavioral Intentions, with an f-square value of 0.170. This indicates a moderate effect. Interaction Quality contributed to Tourist Digital Experience with an f-square value of 0.111, while E-Service Quality had a very small effect on Tourist Digital Experience. These results strengthen the structural model findings, indicating that tourists' digital experience is an important predictor of behavioral intentions in the context of Bongkasa Pertiwi Tourism Village.

Mediation Analysis

The mediation analysis was conducted to examine whether Tourist Digital Experience mediated the relationship between E-Service Quality and Behavioral Intentions and the relationship between Interaction Quality and Behavioral Intentions. The mediation effect was tested using the specific indirect effects obtained from the bootstrapping procedure.

Table 8. Specific Indirect Effects

Indirect Relationship	Indirect Effect	t-statistics	p-value	Decision
E-Service Quality → Tourist Digital Experience → Behavioral Intentions	0.040	1.072	0.284	Not Supported
Interaction Quality → Tourist Digital Experience → Behavioral Intentions	0.115	3.254	0.001	Supported

Source: Data processed with Smart PLS 4 (2026)

The results show that the indirect effect of E-Service Quality on Behavioral Intentions through Tourist Digital Experience was not significant. The indirect effect value was 0.040, with a t-statistic of 1.072 and a p-value of 0.284. Therefore, Tourist Digital Experience did not mediate the relationship between E-Service Quality and Behavioral Intentions.

In contrast, the indirect effect of Interaction Quality on Behavioral Intentions through Tourist Digital Experience was significant. The indirect effect value was 0.115, with a t-statistic of 3.254 and a p-value of 0.001. This indicates that Tourist Digital Experience mediated the relationship between Interaction Quality and Behavioral Intentions. Since the direct effect of Interaction Quality on Behavioral Intentions was also significant, this mediation can be categorized as partial mediation. This finding suggests that Interaction Quality influences Behavioral Intentions both directly and indirectly through Tourist Digital Experience.

Summary of Hypothesis Testing

Table 9. Summary of Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	t-statistics	p-value	Decision
H1	E-Service Quality → Tourist Digital Experience	0.110	1.136	0.256	Not Supported
H2	Interaction Quality → Tourist Digital Experience	0.316	4.197	0.000	Supported
H3	Tourist Digital Experience → Behavioral Intentions	0.363	4.490	0.000	Supported
H4	E-Service Quality → Behavioral Intentions	0.290	4.028	0.000	Supported
H5	Interaction Quality → Behavioral Intentions	0.149	2.068	0.039	Supported
H6	E-Service Quality → Tourist Digital Experience → Behavioral Intentions	0.040	1.072	0.284	Not Supported
H7	Interaction Quality → Tourist Digital Experience → Behavioral Intentions	0.115	3.254	0.001	Supported

Source: Data processed with Smart PLS 4 (2026)

Overall, the SEM-PLS results show that the refined measurement model became more parsimonious after eliminating ESQ1, ESQ4, IQ2, and TDE2. The final structural model indicates that Interaction Quality significantly influences Tourist Digital Experience, and Tourist Digital Experience significantly influences Behavioral Intentions. E-Service Quality directly influences Behavioral Intentions but does not significantly influence Tourist Digital Experience. Furthermore, Tourist Digital Experience mediates the relationship between Interaction Quality and Behavioral Intentions, but does not mediate the relationship between E-Service Quality and Behavioral Intentions.

DISCUSSION

These findings indicate that, in the context of Bongkasa Pertiwi Tourism Village, tourists' behavioral intentions are shaped by both digital service quality and interaction quality. However, the formation of Tourist Digital Experience appears to be more strongly influenced by Interaction Quality than by E-Service Quality. This result highlights the importance of human interaction in community-based digital tourism, particularly in encouraging revisit intention, recommendation intention, and positive word-of-mouth (Kaewoui & Kaewnuch, 2025; Preko et al., 2023; Royanow et al., 2025).

CONCLUSION

This study concludes that digital service quality and interaction quality are important elements in shaping tourist behavioral intentions in Bongkasa Pertiwi Tourism Village through the role of Tourist Digital Experience. The findings indicate that E-Service Quality contributes directly to tourists' positive behavioral intentions by creating favorable perceptions of digital services, particularly through the availability and fulfillment of digital information related to the destination. Interaction Quality plays a stronger role in strengthening tourists' digital experience by enhancing trust, comfort, and engagement through friendly, informative, and professional interactions with destination managers, local guides, tourism actors, and the local community. Tourist Digital Experience also emerges as an important factor in encouraging Behavioral Intentions, including revisit intention, recommendation intention, and positive word-of-mouth. Furthermore, the mediating role of Tourist Digital Experience is particularly evident in the relationship between Interaction Quality and Behavioral Intentions, suggesting that high-quality human interaction can enhance tourists' digital experience and subsequently strengthen their intention to revisit, recommend, and share positive experiences about the destination. The final model, using the retained indicators ESQ2, ESQ3, IQ1, IQ3, TDE1, TDE3, TDE4, BI1, BI2, and BI3, provides empirical evidence that the development of digital-based tourism villages requires not only reliable digital services but also meaningful human interaction. Therefore, strengthening digital services and tourist interaction quality can enhance the competitiveness of Bongkasa Pertiwi Tourism Village as a

community-based digital tourism destination. This study has several limitations. First, the AVE value of Behavioral Intentions was slightly below the recommended threshold, although the construct was retained due to acceptable composite reliability and theoretical relevance. Second, the HTMT value between Tourist Digital Experience and Behavioral Intentions exceeded the recommended threshold, indicating that the two constructs were empirically close. Future studies are encouraged to refine the measurement items, use a broader sample, and include additional variables such as satisfaction, destination image, perceived value, and travel motivation.

ACKNOWLEDGMENT

The authors would like to express their sincere gratitude to all parties who have contributed to the successful completion of this study. Special appreciation is extended to the management, local guides, tourism business actors, and community members of Bongkasa Pertiwi Tourism Village for their cooperation, support, and valuable insights during the data collection process. The authors also acknowledge all domestic and international tourists who willingly participated as respondents and shared their experiences regarding digital services and interactions at the destination. Furthermore, gratitude is extended to Institut Pariwisata dan Bisnis Internasional for the academic support provided, as well as to colleagues, reviewers, and editors whose constructive feedback significantly improved the quality of this manuscript. This research would not have been possible without their continuous encouragement and intellectual contribution.

AUTHOR CONTRIBUTION STATEMENT

Conceptualization, research design, methodology development, and the formulation of the mediation model integrating E-Service Quality, Interaction Quality, Tourist Digital Experience, and Behavioral Intentions were carried out by I Wayan Eka Sudarmawan, I Made Hadi Purnantara, and Kadek Wira Adi Saputra. Data collection, including questionnaire design, distribution, and administration to tourists who had visited Bongkasa Pertiwi Tourism Village, was conducted by I Wayan Eka Sudarmawan and I Made Hadi Purnantara. Formal analysis, including measurement model assessment, structural model evaluation, mediation analysis, and hypothesis testing using SEM-PLS with Smart PLS 4, was performed by I Wayan Eka Sudarmawan and Kadek Wira Adi Saputra. Original draft preparation and writing were conducted by I Wayan Eka Sudarmawan, while review, editing, and revision were performed by I Made Hadi Purnantara and Kadek Wira Adi Saputra. All authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of this work.

AI DISCLOSURE STATEMENT

During the preparation of this work, the author(s) used AI-assisted tools, such as grammar checkers and language enhancement software, solely for the purpose of improving readability and refining the language of the manuscript. No generative AI tools were used for statistical data analysis using SEM-PLS, interpretation of results, conceptual framework development, or core scientific writing. The authors take full responsibility for the originality, accuracy, and integrity of the research findings and the final content of this article.

FUNDING STATEMENT

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors. The study was conducted using the personal resources of the authors and the institutional support provided by Institut Pariwisata dan Bisnis Internasional, Indonesia.

CONFLICTS OF INTEREST

The authors declare that there are no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper. The research was conducted independently, and the results are presented objectively and without bias. The authors have no affiliation with or financial interest in any tourism enterprise, destination management organization, or digital platform mentioned in this study that could be perceived as influencing the analysis or conclusions of this research.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al Firdaus, M. Y., & Rachmawati, I. (2024). The influence of e-service quality on customer loyalty through customer satisfaction among Livin' by Mandiri users. *International Journal of Social Science and Business*, 8(1), 142–150. <https://doi.org/10.23887/ijssb.v8i1.69777>
- Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 30(1), 514–538. <https://doi.org/10.1108/IJCHM-10-2016-0568>
- Azis, N., Amin, M., Chan, S., & Aprilia, C. (2020). How smart tourism technologies affect tourist destination loyalty. *Journal of Hospitality and Tourism Technology*, 11(4), 603–625. <https://doi.org/10.1108/JHTT-01-2020-0005>
- Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: Motivations, satisfaction and tourist behavioral intentions. *Heliyon*, 6(9), e04839. <https://doi.org/10.1016/j.heliyon.2020.e04839>
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71. <https://doi.org/10.1177/002224299205600205>
- Blut, M., Chowdhry, N., Mittal, V., & Brock, C. (2015). E-service quality: A meta-analytic review. *Journal of Retailing*, 91(4), 679–700. <https://doi.org/10.1016/j.jretai.2015.05.004>
- Brady, M. K., & Cronin, J. J. Jr. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34–49. <https://doi.org/10.1509/jmkg.65.3.34.18334>
- Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations enhancing tourism experience through personalisation of services. In I. Tussyadiah & A. Inversini (Eds.), *Information and Communication Technologies in Tourism 2015* (pp. 377–389). Springer. https://doi.org/10.1007/978-3-319-14343-9_28
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management*, 29(4), 609–623. <https://doi.org/10.1016/j.tourman.2008.01.005>
- Buhalis, D., & Sinarta, Y. (2019). Real-time co-creation and nowness service: Lessons from tourism and hospitality. *Journal of Travel & Tourism Marketing*, 36(5), 563–582. <https://doi.org/10.1080/10548408.2019.1592059>
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Lawrence Erlbaum Associates.
- Cronin, J. J., Jr., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68. <https://doi.org/10.1177/002224299205600304>
- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems*, 19(4), 9–30. <https://doi.org/10.1080/07421222.2003.11045748>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Girsang, R. M., Lie, D., Augustinah, F., & Sudirman, A. (2024). Analysis customer satisfaction and its implications for customer loyalty and purchase intention for Cinapolis cinemas tickets. *International Journal of Social Science and Business*, 8(1), 169–181. <https://doi.org/10.23887/ijssb.v8i1.56488>
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. *Electronic Markets*, 25, 179–188. <https://doi.org/10.1007/s12525-015-0196-8>

- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Huang, C. D., Goo, J., Nam, K., & Yoo, C. W. (2017). Smart tourism technologies in travel planning: The role of exploration and exploitation. *Information & Management*, 54(6), 757–770. <https://doi.org/10.1016/j.im.2016.11.010>
- Kaewoui, N., & Kaewnuch, K. (2025). Communication perspectives on tourist decision making in community-based tourism: Hua Takhe case. *Jurnal Kajian Komunikasi*, 13(2), 204–217. <https://doi.org/10.24198/jkk.v13i2.65767>
- Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Klaus, P., & Maklan, S. (2013). Towards a better measure of customer experience. *International Journal of Market Research*, 55(2), 227–246. <https://doi.org/10.2501/IJMR-2013-021>
- Ladhari, R. (2010). Developing e-service quality scales: A literature review. *Journal of Retailing and Consumer Services*, 17(6), 464–477. <https://doi.org/10.1016/j.jretconser.2010.06.003>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2014). A typology of technology-enhanced tourism experiences. *International Journal of Tourism Research*, 16(4), 340–350. <https://doi.org/10.1002/jtr.1958>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>
- Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021). An examination of revisit intention based on perceived smart tourism technology experience. *Sustainability*, 13(2), 1007. <https://doi.org/10.3390/su13021007>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Pine, B. J., II, & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Preko, A., Amoako, G. K., Dzogbenuku, R. K., & Kosiba, J. (2023). Digital tourism experience for tourist site revisit: An empirical view from Ghana. *Journal of Hospitality and Tourism Insights*, 6(2), 779–796. <https://doi.org/10.1108/JHTI-10-2021-0294>
- Royanow, A. F., Herman, Rizkiyah, P., & Hanafi, H. (2025). Exploring the influence of homestay attributes on tourists' revisit intentions to tourism village. *Jurnal Kepariwisata: Destinasi, Hospitalitas dan Perjalanan*, 9(2), 214–230. <https://doi.org/10.34013/jk.v9i2.1935>
- Trius, N. V., Agustina, N. K. W., & Yudhistira, P. G. A. (2023). The effect of travel experience, destination image, and destination trust on revisit intention at Ubud Monkey Forest. *International Journal of Social Science and Business*, 7(3), 680–689. <https://doi.org/10.23887/ijssb.v7i3.50231>
- Tussyadiah, I. P., & Fesenmaier, D. R. (2009). Mediating tourist experiences: Access to places via shared videos. *Annals of Tourism Research*, 36(1), 24–40. <https://doi.org/10.1016/j.annals.2008.10.001>

- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478. <https://doi.org/10.2307/30036540>
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/10.1016/j.jretai.2008.11.001>
- Wahim, I., & Hamzah, M. I. (2024). A study on service quality, tourist value perception, and destination image for revisit intention in Lombok. *Jurnal Kepariwisata: Destinasi, Hospitalitas dan Perjalanan*, 8(2), 146–160. <https://doi.org/10.34013/jk.v8i2.1596>
- Wang, D., Park, S., & Fesenmaier, D. R. (2012). The role of smartphones in mediating the touristic experience. *Journal of Travel Research*, 51(4), 371–387. <https://doi.org/10.1177/0047287511426341>
- Widarti, E., Erkamim, M., & Nugraha, T. W. S. (2025). Smart village tourism: Barriers and facilitators in adopting a smart city perspective using SWOT analysis. *Jurnal Sistem Informasi Bisnis*, 15(2), 260–270. <https://doi.org/10.14710/vol15iss2pp280-291>
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188. <https://doi.org/10.1016/j.tourman.2009.02.016>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46. <https://doi.org/10.1177/002224299606000203>
- Zhang, Y., Sotiriadis, M., & Shen, S. (2022). Investigating the impact of smart tourism technologies on tourists' experiences. *Sustainability*, 14(5), 3048. <https://doi.org/10.3390/su14053048>