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Value Co-Creation through Service Interaction Quality: Evidence from Engagement, Communication, and Revisit Intention in Mandalika SEZ

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Abstract:

This study investigates how customer engagement and marketing communication influence revisit intention through the mediating role of service interaction quality in the Mandalika Special Economic Zone (SEZ), Indonesia. The research aims to explain how customer engagement and marketing communication are translated into revisit intention through high-quality, reciprocal, and trust-based service interactions. Theoretically, this study contributes to the extension of the Service-Dominant Logic by identifying service interaction quality as an operant resource that enables value co-creation between tourists and service providers. Practically, the findings offer insights for destination managers and policymakers to strengthen interaction-driven strategies that foster repeat visitation and sustainable tourism competitiveness. Data were collected from 204 tourists who had visited Mandalika within the past 12 months using purposive sampling and analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that customer engagement and marketing communication significantly enhance service interaction quality. However, only marketing communication exerts a direct effect on revisit intention, while customer engagement influences it indirectly through interaction quality. These findings highlight that engagement and communication must be supported by high-quality service interactions to generate destination loyalty, emphasizing the importance of culturally adaptive and community-based exchanges in emerging tourism destinations.

Keywords: *customer engagement, marketing communication, service interaction quality, revisit intention, Mandalika SEZ*

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1. Introduction

Tourism plays a pivotal role in supporting global economic growth, sustainability, and cross-cultural exchange (Buhalis et al., 2023; Sharma et al., 2021). As one of the world's most dynamic sectors, tourism contributes not only to foreign exchange earnings but also to job creation and regional development. In Indonesia, the tourism industry is positioned as a strategic pillar of national economic transformation. One prominent example is the *Mandalika Special Economic Zone (SEZ)*, which has been

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developed as a super-priority destination under the government's national tourism master plan. The area has gained international visibility through large-scale events such as MotoGP, aimed at fostering sport and sustainable tourism (Mulyadi et al., 2024; Suryade et al., 2021). Despite this strong promotional effort and infrastructure investment, Mandalika continues to face challenges in achieving consistent *revisit intention* among tourists—a critical indicator of destination loyalty and sustainable competitiveness (Adruce et al., 2021; Baghirov et al., 2023).

Existing studies have emphasized the importance of *customer engagement* and *marketing communication* as primary drivers of revisit intention. Customer engagement encompasses tourists' cognitive, emotional, and behavioral involvement in destination-related interactions (Hollebeek et al., 2014), whereas marketing communication delivers persuasive messages and experiential narratives that influence destination perception and appeal (Wisnujati et al., 2024). However, the literature reveals inconsistent findings. While engagement and communication may successfully attract initial visits and raise awareness, they do not always translate into loyalty or repeat behavior unless tourists perceive authentic, emotionally satisfying experiences (Loureiro et al., 2021; Rather, 2020). This inconsistency points to a research gap regarding the *mechanism* that links engagement and communication with long-term behavioral intentions in emerging tourism destinations.

Recent scholarly discussions suggest that *service interaction quality*—referring to the perceived quality of interpersonal exchanges, responsiveness, trust, and personalized attention—plays a vital mediating role in strengthening the relationship between engagement, communication, and revisit behavior (Lemon & Verhoef, 2016; Shuja et al., 2023). Particularly in developing destinations such as Mandalika, where global event branding intersects with community-based tourism, service interaction quality captures the essence of value co-creation between tourists and local stakeholders. This relational perspective aligns with the principles of the *Service-Dominant (S-D) Logic*, which views service interactions as central to generating perceived value and sustaining customer relationships.

Grounded in this theoretical and contextual background, the present study seeks to investigate the influence of *customer engagement* and *marketing communication* on *revisit intention* through the mediating role of *service interaction quality* in the Mandalika SEZ. The research offers three main contributions. First, it addresses the empirical inconsistency by testing an integrated model that links engagement and communication with loyalty outcomes via service interaction quality. Second, it extends the S-D Logic framework by conceptualizing interaction quality as an *operant resource* that enables value co-creation and long-term behavioral commitment. Third, it provides practical insights for destination managers and policymakers in enhancing post-visit satisfaction and repeat visitation in sport- and event-based tourism contexts. Thus, the study contributes both theoretically and managerially to the sustainable development of Indonesia's tourism sector.

2. Theoretical Background

Customer Engagement: Customer engagement refers to the cognitive, emotional, and behavioral investment of tourists in their interactions with a destination or service provider (Hollebeek et al., 2014). It reflects a multidimensional construct that extends beyond transactional relationships to include active participation and psychological attachment. In tourism, engagement manifests through tourists' involvement in destination activities, social media interactions, and emotional resonance with local culture. Highly engaged tourists tend to co-create experiences, thereby enhancing perceived service value and satisfaction (Satar et al., 2024). However, prior research indicates that engagement alone may not directly lead to loyalty unless supported by meaningful relational experiences (Rather, 2020). This suggests that engagement functions as a precursor to value co-creation, which must be reinforced by high-quality interactions between tourists and service actors.

Marketing communication: Marketing communication encompasses all strategic efforts aimed at informing, persuading, and reminding consumers about a destination's offerings through consistent and interactive messaging (Duncan & Moriarty, 1998). In tourism, it includes promotional campaigns, digital storytelling, public relations, and event-based branding that collectively shape destination image and tourist expectations (Wisnujati et al., 2024). Effective marketing communication not only generates awareness and intention to visit but also nurtures emotional connections that influence post-visit behavior. However, communication that lacks authenticity or alignment with on-site experiences often fails to sustain loyalty (Loureiro et al., 2021). Therefore, the effectiveness of marketing communication in stimulating revisit intention depends on its integration with credible, interactive, and experience-based encounters between tourists and destination stakeholders.

Service interaction quality: Service interaction quality represents tourists' perceptions of the responsiveness, reciprocity, trust, and personalized attention experienced during their interactions with service providers, local communities, and digital platforms (Lemon & Verhoef, 2016). It transcends functional service delivery by capturing the relational process through which value is co-created. Within the Service-Dominant Logic (Vargo & Lusch, 2016), interaction quality is viewed as an operant resource—a dynamic capability that facilitates value co-creation between tourists and service actors. From the lens of Social Exchange Theory (Homans, 1958), these interactions are evaluated based on fairness and reciprocity, determining tourists' satisfaction and commitment. In emerging destinations such as Mandalika SEZ, service interaction quality embodies both cultural authenticity and technological responsiveness, bridging global event branding with community-based hospitality. High-quality interactions have been empirically linked to greater satisfaction, trust, and loyalty (Shuja et al., 2023; Yum & Kim, 2024).

Revisit intention: Revisit intention reflects tourists' behavioral intention to return to a destination or recommend it to others. It is a critical indicator of destination loyalty and long-term competitiveness (Adruce et al., 2021; Baghirov et al., 2023). According

to the Theory of Planned Behavior (Ajzen, 1991), revisit intention arises from the interplay between attitude, perceived control, and subjective norms. In tourism contexts, these intentions are influenced not only by functional satisfaction but also by affective and relational factors derived from engagement and interaction experiences. Prior studies demonstrate that revisit intention strengthens when tourists perceive high service quality and meaningful social interactions that foster trust and emotional attachment (Stylidis et al., 2022). Thus, revisit intention serves as the behavioral outcome of successful value co-creation, where engagement and communication are mediated by the perceived quality of service interactions.

Integrating these constructs, this study posits that customer engagement and marketing communication act as key antecedents that enhance service interaction quality, which in turn drives revisit intention. Engagement provides psychological involvement, communication offers persuasive narratives, and interaction quality transforms these antecedents into relational experiences that sustain loyalty. This conceptualization extends the Service-Dominant Logic by positioning interaction quality not merely as an outcome but as a mediating mechanism that explains how value co-creation unfolds in emerging destinations such as Mandalika SEZ.

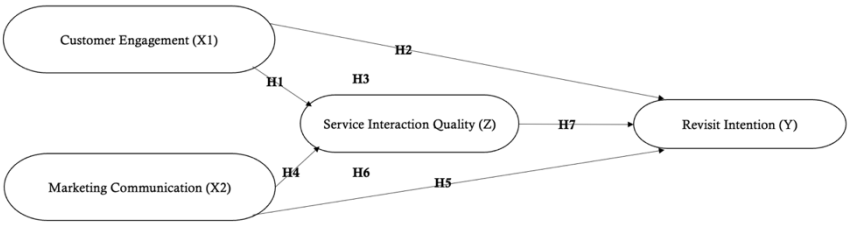

Figure 1. Conceptual Framework

Applying this framework to Mandalika SEZ not only contributes theoretical advancement but also offers practical insights for sustaining competitiveness in super-priority destinations. Thus, the following research questions and hypotheses are formulated to empirically test this framework:
RQ1. How does Customer Engagement influence Revisit Intention, both directly and indirectly through Service Interaction Quality?
RQ2. How does Marketing Communication influence Revisit Intention, both directly and indirectly through Service Interaction Quality?
RQ3. How does Service Interaction Quality influence Revisit Intention in the context of Mandalika SEZ?

From these questions, the following hypotheses are proposed:
H1. Customer Engagement positively affects Service Interaction Quality.
H2. Customer Engagement does not exert a significant direct effect on Revisit Intention. H3. Service Interaction Quality mediates the relationship between Customer Engagement and Revisit Intention.
H4. Marketing Communication positively affects Service Interaction Quality.
H5. Marketing Communication positively affects Revisit Intention.

H6. Service Interaction Quality partially mediates the relationship between Marketing Communication and Revisit Intention.
H7. Service Interaction Quality positively affects Revisit Intention.

3. Methodology

This study adopts an explanatory research design to examine the causal relationships between Customer Engagement (CE), Marketing Communication (MC), Service Interaction Quality (SIQ), and Revisit Intention (RI) in the Mandalika Special Economic Zone (SEZ), Indonesia. The explanatory design was selected because the objective is not merely to describe associations among variables but to uncover the mechanisms through which engagement and communication influence revisit intentions via interaction quality. The conceptual framework builds upon established theories, including customer engagement (Hollebeek et al., 2014), integrated marketing communication (Duncan & Moriarty, 1998), Service-Dominant Logic and social exchange perspectives for interaction quality (Homans, 1958; Lemon & Verhoef, 2016; Vargo & Lusch, 2016), and behavioral intention grounded in the Theory of Planned Behavior (Ajzen, 1991).

Data were collected between 1 July and 10 September 2025 using a structured online questionnaire distributed through social media platforms (e.g., Instagram, WhatsApp groups) and traveler networks in collaboration with local tourism communities. A purposive sampling approach was employed with explicit inclusion criteria: respondents had to (1) have visited Mandalika within the past 12 months, (2) be at least 18 years of age, and (3) provide complete responses. After screening, 204 valid questionnaires were retained for analysis. The sample size was considered adequate since it exceeded the recommended minimum range of 200–400 respondents for PLS-SEM in complex models (Najib Roodhi et al., 2025), thereby ensuring statistical robustness.

The measurement instrument was adapted from validated scales frequently used in tourism and service marketing research (Awan et al., 2022; Lee & Jan, 2022). Items were first translated into Indonesian and subsequently back-translated into English by two independent translators to ensure semantic equivalence. An expert panel consisting of three academics and two practitioners further reviewed the items for cultural and contextual appropriateness in the Mandalika setting. The final survey employed a 5-point Likert scale ranging from “strongly disagree” to “strongly agree.” (Alabi & Jelili, 2023; Aslan et al., 2021), This scale was selected because it reduces respondent fatigue while maintaining comparability with prior studies in tourism and service interaction research (Z. Li et al., 2024; Liao et al., 2024; Qiu et al., 2022).

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. PLS-SEM was chosen because it is suitable for exploratory and explanatory research involving complex models with mediating effects and medium sample sizes, prioritizing predictive accuracy and variance explanation over overall model fit (Hair & Alamer, 2022; Legate et al., 2023; Russo & Stol, 2021). The

analysis focused on two main procedures: (1) the PLS algorithm to estimate path coefficients, reliability, and validity, and (2) bootstrapping with 5,000 resamples to assess the statistical significance of the proposed hypotheses. To address potential common method bias (CMB), several procedural remedies were implemented, including randomized item ordering, separation of predictor and criterion constructs, and respondent anonymity (Podsakoff et al., 2024; Yao & Xu, 2024). Additionally, statistical tests such as Harman's single-factor test and full collinearity VIF confirmed that CMB was not a significant concern in this study (Howard et al., 2024; Suryavanshi et al., 2024).

4. Empirical Findings/Result

Table 1. Respondent Response

Variable	Indicator	Code	Mean	Median	Standard Deviation
Customer Engagement	Cognitive	CE1	4.147	4.000	0.772
	Emotional	CE2	4.010	4.000	0.728
	Behavioral	CE3	4.059	4.000	0.725
Marketing Communication	Clarity	MC1	4.029	4.000	0.713
	Consistency	MC2	3.985	4.000	0.689
	Interactivty	MC3	4.059	4.000	0.802
	Credibility	MC4	3.985	4.000	0.717
Service Interaction Quality	Reciprocity	SIQ1	4.176	4.000	0.692
	Trust	SIQ2	4.132	4.000	0.726
	Responsiveness	SIQ3	4.103	4.000	0.682
	Personalized Attention	SIQ4	3.995	4.000	0.770
Revisit Intention	Future Visit Intention	RI1	3.956	4.000	0.806
	Primary Choice	RI2	4.029	4.000	0.845
	Recommendation Intention	RI3	4.147	4.000	0.719

Respondent Characteristic

Table 2. Respondent Characteristic

Characteristics	Category	Frequency	Percentage (%)
Age (Years)	18 –24	87	42.6
	25–34	67	32.8
	35–44	24	11.8
	45–54	10	4.9
	> 55	16	7.9
Gender	Male	96	47.1
	Female	108	52.9
Indonesia City	Bandung	19	9.3
	Banyuwangi	1	0.4
	Bekasi	1	0,4
	Blitar	1	0.4
	Cakranegara	1	0.4
	Denpasar	4	1.9
	Jakarta	14	6.8
	Jogja	8	3.9
	Kediri	1	0.4
	Kota Batu	1	0.4
	Lombok Barat	2	0.9
	Madiun	1	0.4
	Malang	18	8.8
	Mataram	103	50.4
	Maumere	1	0.4
	Mojokerto	1	0.4
	Narmada	1	0.4
	Pancor	3	1.4
	Praya	4	1.9
	Selong	3	1.4
	Semarang	2	0.9
	Sidoarjo	1	0.4
	Solo	2	0.9
	Surabaya	9	4.4
	Surakarta	1	0.4
	Tasikmalaya	1	0.4
	Total	204	100.0

A total of 204 valid responses were analyzed. The sample was relatively balanced in gender composition (47.1% male, 52.9% female). The majority of respondents were aged 18–24 years (42.6%), followed by 25–34 years (32.8%). In terms of residence, 50.4% of respondents were from Mataram, while the remainder came from Lombok Barat, Lombok Tengah, and other regions.

While this distribution reflects the target population of Mandalika visitors, the overrepresentation of local residents suggests a potential sampling bias, as local familiarity may influence engagement and revisit patterns differently from non-local or international visitors. This limitation is acknowledged, and future studies should adopt broader sampling strategies to capture more diverse tourist segments.

Results of Validity and Reliability

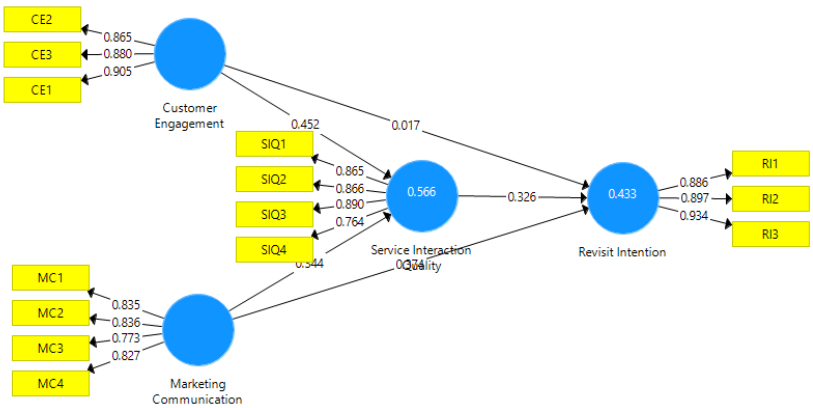

Figure 2. Results of Validity and Reliability Testing

Table 3. Results of Validity and Reliability Testing

Variable	Code	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Customer Engagement	CE1	0.905	0.859	0.914	0.780
	CE2	0.865			
	CE3	0.880			
Marketing Communication	MC1	0.835	0.836	0.890	0.669
	MC2	0.836			
	MC3	0.773			
	MC4	0.827			
Service Interaction Quality	SIQ1	0.865	0.868	0.911	0.718
	SIQ2	0.866			
	SIQ3	0.890			
	SIQ4	0.764			
Revisit Intention	RI1	0.886	0.891	0.932	0.820
	RI2	0.897			
	RI3	0.934			

Figure 2 and Table 3 show the measurement model results, indicating that all indicators load strongly on their respective constructs (0.764–0.934), surpassing the 0.70 threshold and confirming convergent validity (Baharum et al., 2023; G. W. Cheung et al., 2024). The lowest loading (SIQ4 = 0.764) remains within the acceptable range, while the highest (RI3 = 0.934) demonstrates strong indicator reliability (G. W. Cheung et al., 2024; Sarkar et al., 2021). Cronbach's Alpha (0.836–0.891) and Composite Reliability (0.890–0.932) exceed the minimum 0.70 criterion, ensuring internal consistency, whereas the Average Variance Extracted (0.669–0.820) confirms that each construct explains more than 50% of its indicator variance (Baharum et al., 2023; Pehlivan et al., 2024). The model visualization further reveals that Customer Engagement and Marketing Communication are empirically distinct yet moderately correlated, both contributing significantly to Service Interaction Quality, which subsequently influences Revisit Intention. This pattern supports the theoretical coherence of the model and indicates that the measurement model achieves robust convergent and discriminant validity (Rönkkö & Cho, 2022).

Table 4. Results of Discriminant Validity

HTMT	CE	MC	SIQ	RI
Customer Engagement				
Marketing Communication	0.863			
Service Interaction Quality	0.826	0.805		
Revisit Intention	0.611	0.700	0.679	
Fornell–Larcker	CE	MC	SIQ	RI
Customer Engagement	0.883			
Marketing Communication	0.780	0.818		
Service Interaction Quality	0.721	0.697	0.848	
Revisit Intention	0.543	0.614	0.598	0.906

Table 4 presents the discriminant validity results assessed using the Fornell–Larcker criterion and HTMT ratio. The square roots of AVE (0.818–0.906) exceed the inter-construct correlations, confirming discriminant validity (Fornell & Larcker, 1981). All HTMT values are below the 0.90 threshold recommended by Henseler et al. (2015), with the highest correlation observed between Customer Engagement and Marketing Communication (0.863). The bootstrapped confidence intervals did not include 1.0, reinforcing the constructs' empirical distinctiveness. The moderately high HTMT between CE and MC remains theoretically acceptable, as engagement behavior often overlaps with communication in value co-creation contexts (Satar et al., 2024).

Table. 5 Cross Loadings

	Customer Engagement	Marketing Communication	Revisit Intention	Service Interaction Quality
CE 1	0.905	0.701	0.538	0.702
CE 2	0.865	0.660	0.445	0.553
CE 3	0.880	0.703	0.447	0.642
M C1	0.593	0.835	0.498	0.467
M C2	0.694	0.836	0.533	0.644
M C3	0.586	0.773	0.394	0.512
M C4	0.661	0.827	0.560	0.628
RI1	0.536	0.577	0.886	0.552
RI2	0.391	0.494	0.897	0.496
RI3	0.535	0.588	0.934	0.571
SI Q1	0.688	0.679	0.464	0.865
SI Q2	0.524	0.541	0.537	0.866
SI Q3	0.535	0.570	0.577	0.890
SI Q4	0.687	0.563	0.450	0.764

Table 5 presents the cross-loadings of all measurement items, showing that each indicator loads more strongly on its intended construct than on any other, thereby confirming discriminant validity at the indicator level (Henseler et al., 2015; Rönkkö & Cho, 2022; Voorhees et al., 2016). Indicators such as CE1 (0.905) and RI3 (0.934) exhibit the highest loadings on their respective constructs, demonstrating strong construct representation (Polites et al., 2012; Sarstedt et al., 2019). Although some overlap appears—for instance, CE3 and SIQ1 show moderately higher cross-loadings with Marketing Communication—none of the indicators load higher on another construct than on their target construct. Even the lowest loading (SIQ4 = 0.764)

exceeds the 0.70 threshold, indicating that all items remain valid and reliable measures of their latent constructs (Cheah et al., 2018; Hair & Alamer, 2022).

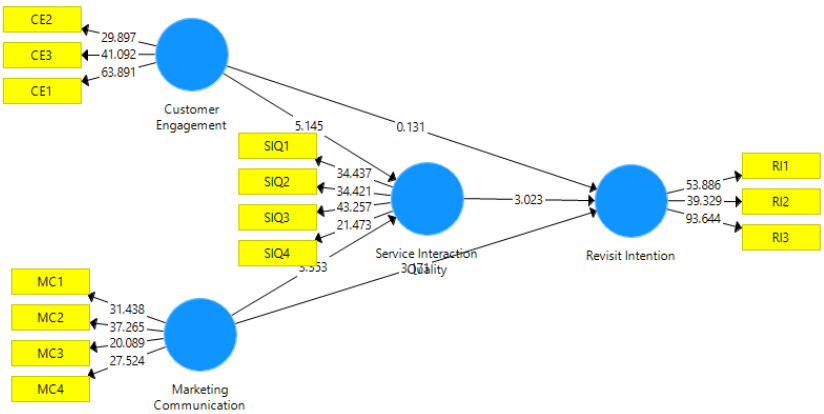

Figure 3. Structural Model Output

Table 6. Results Direct Effect

Direct Effect	β	T Statistics	P Values	Confidence Intervals (CI) 2.5%	97.5%
Customer Engagement -> Service Interaction Quality	0.452	5.196	0.000	0.291	0.616
Customer Engagement -> Revisit Intention	0.017	0.133	0.894	-0.286	0.253
Marketing Comunication -> Service Interaction Quality	0.344	3.440	0.001	0.134	0.597
Marketing Comunication -> Revisit Intention	0.374	3.178	0.002	0.158	0.529
Service Interaction Quality -> Revisit Intention	0.326	3.140	0.002	0.113	0.533

Figure 3 and Table 6 present the structural equation modeling results, illustrating the direct relationships among the study constructs with supporting statistical evidence. Customer Engagement ($\beta = 0.452$, $t = 5.196$, $p < 0.001$, CI [0.291, 0.616]) and Marketing Communication ($\beta = 0.344$, $t = 3.440$, $p = 0.001$, CI [0.134, 0.597]) significantly enhance Service Interaction Quality ($R^2 = 0.566$), which in turn positively influences Revisit Intention ($\beta = 0.326$, $t = 3.140$, $p = 0.002$, CI [0.113, 0.533]). Marketing Communication also has a direct positive effect on Revisit Intention ($\beta = 0.374$, $t = 3.178$, $p = 0.002$, CI [0.158, 0.529]), while the direct path from Customer Engagement to Revisit Intention remains insignificant ($\beta = 0.017$, $t = 0.133$, $p = 0.894$, CI [0.286, 0.253]), confirming a full mediation through Service Interaction Quality. The R^2 value for Revisit Intention (0.433) indicates moderate explanatory power (Satar et al., 2024; Seyfi et al., 2024), underscoring that tourists'

revisit behavior is primarily influenced by effective communication and the quality of service interactions rather than engagement alone.

Table 7. Results Indirect Effect

Indirect Effect	β Direct Effect	β Indirect Effect	Total Effect	T-Stat Indirect Effect	PV Indirect Effect	VAF (%)	Mediation Type
Customer Engagement -> Service Interaction Quality -> Revisit Intention	0.017	0.147	0.164	2.348	0.019	89.6%	Full Mediation
Marketing Comunication -> Service Interaction Quality -> Revisit Intention	0.374	0.112	0.486	2.809	0.005	23.0%	Partial Mediation

Table 7 summarizes the results of the mediation analysis by incorporating path coefficients, indirect effects, total effects, significance levels, and variance accounted for (VAF). The findings reveal that the relationship between Customer Engagement (CE) and Revisit Intention (RI) is fully mediated by Service Interaction Quality (SIQ) (Rita et al., 2019; Satar et al., 2024; Shoukat & Ramkissoon, 2022). Although the direct effect of CE on RI is statistically insignificant ($\beta = 0.017$, $p = 0.894$), the indirect pathway through SIQ is significant ($\beta = 0.147$, $t = 2.348$, $p = 0.019$, CI not crossing zero), with a high VAF of 89.6%. This indicates that CE influences RI primarily by enhancing perceptions of service interactions, which then translate into stronger revisit intentions.

In contrast, Marketing Communication (MC) exerts both direct and indirect effects on RI. The direct effect of MC on RI is significant ($\beta = 0.374$, $p = 0.002$), while its indirect effect through SIQ ($\beta = 0.112$, $t = 2.809$, $p = 0.005$) is also significant, yielding a VAF of 23.0%. This partial mediation suggests that MC not only shapes revisit intentions directly, but also indirectly by improving service interaction experiences .

Table 8. Results R Square

	R Square	R Square Adjusted
Service Interaction Quality	0.566	0.562
Revisit Intention	0.433	0.425

Table 9. Results F Square

	Customer Engagement	Marketing Communication	Revisit Intention	Service Interaction Quality
Customer Engagement			0.000	0.185
Marketing Communication			0.087	0.107
Revisit Intention				
Service Interaction Quality			0.081	

Tables 8 and 9 present the results of the coefficient of determination (R^2) and effect size (f^2) analyses, which together evaluate the explanatory power and relative contribution of each construct within the structural model. Service Interaction Quality (SIQ) records an R^2 value of 0.566, indicating that Customer Engagement (CE) and Marketing Communication (MC) jointly explain 56.6% of its variance, reflecting strong predictive accuracy (AlAbood & Manakkattil MohammedIsmail, 2024). Revisit Intention (RI) has an R^2 value of 0.433, showing that CE, MC, and SIQ collectively account for 43.3% of its variance. Based on Cohen, (1988) classification, these R^2 values demonstrate that the model possesses substantial to moderate explanatory power, confirming its effectiveness in explaining the drivers of service quality perception and revisit intention in the Mandalika SEZ context. In terms of effect size, CE exhibits a medium effect on SIQ ($f^2 = 0.185$) but no direct effect on RI ($f^2 = 0.000$), indicating that its influence operates indirectly through SIQ. MC shows small-to-medium effects on both SIQ ($f^2 = 0.087$) and RI ($f^2 = 0.107$), while SIQ contributes a small but meaningful effect on RI ($f^2 = 0.081$) (Kusa, 2023). These findings highlight CE as the primary determinant of service interaction quality, whereas MC demonstrates a broader influence across both service perception and behavioral intention.

Model Fit dan Predictive Relevance

Table 10. Results Model Fit

	Saturated Model	Estimated Model
SRMR	0.088	0.088
d_ULS	0.816	0.816
d_G	0.619	0.619
Chi-Square	723.325	723.325
NFI	0.698	0.698

Table 11. Q^2 Predictive Relevance (Blindfolding)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Customer Engagement	612.000	286.690	0.532
Marketing Communication	816.000	454.883	0.443
Service Interaction Quality	816.000	391.634	0.520
Revisit Intention	612.000	243.418	0.602

Table 12. Results PLS Predict

	RMSE	MAE	Q^2_predict
Service Interaction Quality	0.681	0.490	0.549
Revisit Intention	0.807	0.576	0.362

Table 10 presents the evaluation of model fit, providing empirical support for the adequacy of the proposed structural framework. The SRMR value of 0.088 is below the recommended 0.10 threshold for PLS-SEM (Henseler et al., 2016), indicating a satisfactory overall fit between the estimated and observed covariance matrices. Likewise, the d_ULS (0.816) and d_G (0.619) values remain under their bootstrap-based critical limits, confirming the model's internal consistency (Jaradat et al., 2024). The Chi-square statistic (723.325) and NFI (0.698) are also reported to provide complementary information, with the latter reflecting a moderate fit level consistent with the predictive and exploratory orientation of PLS-SEM (Hair & Alamer, 2022). Collectively, these indicators confirm that the structural model exhibits an acceptable and reliable level of fit, supporting its validity for subsequent interpretation.

Tables 11 and 12 present the predictive relevance and out-of-sample predictive performance of the model. All Stone–Geisser Q^2 values are above zero, confirming predictive relevance for the endogenous constructs (Hair & Alamer, 2022), with Service Interaction Quality ($Q^2 = 0.520$) and Revisit Intention ($Q^2 = 0.602$) showing strong predictive capacity, while Customer Engagement ($Q^2 = 0.532$) and Marketing Communication ($Q^2 = 0.443$) demonstrate moderate-to-strong relevance. Furthermore, the PLSpredict analysis reinforces the model's predictive validity, with positive Q^2_predict values for Service Interaction Quality (0.549) and Revisit Intention (0.362) (Shmueli et al., 2019). The corresponding Root Mean Square Error

(RMSE) and Mean Absolute Error (MAE) values—SIQ (RMSE = 0.681; MAE = 0.490) and RI (RMSE = 0.807; MAE = 0.576)—are within acceptable ranges, indicating low prediction error and strong out-of-sample accuracy (Ramos et al., 2015; Wei et al., 2020).

5. Discussion

The results of this study provide a deeper understanding of how customer engagement and marketing communication influence revisit intention through the mediating role of service interaction quality within the Mandalika Special Economic Zone (SEZ). The structural model demonstrated solid explanatory power, with engagement and communication jointly accounting for 56.6% of the variance in interaction quality and 43.3% in revisit intention. These findings highlight that behavioral loyalty in emerging destinations is shaped not only by promotional efforts or emotional attachment but primarily through the quality of interactions that facilitate reciprocal value creation between tourists and service providers.

The significant relationship between customer engagement and service interaction quality aligns with prior studies emphasizing that cognitive, affective, and behavioral engagement enhance tourists' perceptions of responsiveness and reciprocity (Hollebeek et al., 2014; Satar et al., 2024). Cheung et al. (2023) similarly found that active traveler participation fosters more authentic and trust-based interactions, reinforcing the co-creation of value in tourism experiences. Within the Mandalika context, where international events intersect with local hospitality and community-based tourism, engaged tourists are more likely to perceive interactions as genuine and culturally embedded, thus elevating the perceived quality of service encounters.

Interestingly, the direct effect of customer engagement on revisit intention was not significant, suggesting that engagement alone does not directly lead to repeat visitation. This pattern is consistent with previous research by Rather (2020) and Perez Benegas & Zanfardini (2023), who found that engagement often operates indirectly through experiential mediators such as satisfaction or perceived value. One plausible interpretation is that there may be a measurement misalignment between the dimensions of engagement—often emotional or attitudinal—and concrete behavioral outcomes such as revisit intention. As argued by Vivek et al. (2012), engagement must be translated into meaningful experiences before it can produce behavioral loyalty. In other words, tourists may feel cognitively or emotionally connected to a destination, yet fail to revisit if those feelings are not reinforced by satisfying and personalized service interactions.

The significant effects of marketing communication on both interaction quality and revisit intention further underscore the importance of persuasive and credible messaging. This finding supports earlier evidence that integrated and transparent communication builds trust and shapes positive behavioral outcomes (Ebrahim et al., 2016; Wisnujati et al., 2024). Moreover, the partial mediation by interaction quality indicates that communication effectiveness is contingent on the relational context in

which it occurs. When marketing narratives are complemented by authentic service experiences, tourists are more likely to internalize those messages and translate them into revisit behavior. This is consistent with the observations of Bassano et al. (2019) and Lund et al. (2018), who emphasized that digital storytelling and interactive communication channels enhance emotional attachment and destination loyalty. Hence, marketing communication serves not only as an informational tool but also as a relational mechanism that strengthens co-creation dynamics through dialogue and mutual engagement.

The mediating role of service interaction quality provides theoretical refinement to the Service-Dominant Logic (SDL) framework(Vargo & Lusch, 2016). Rather than functioning as a static output, interaction quality acts as an operant resource—a relational capability that enables engagement and communication to generate value. This finding extends prior work by Stylidis et al. (2022) and J. Li et al. (2025), who demonstrated that authentic interactions between tourists and residents enhance trust, satisfaction, and destination attachment. Viewed through the lens of social exchange theory ((Homans, 1958), these results suggest that fairness, responsiveness, and reciprocity in interactions create a sense of balance that underpins behavioral commitment. Thus, the present study enriches SDL by illustrating that engagement and communication only realize their value-creating potential when transformed into high-quality interpersonal or digital interactions.

From a managerial perspective, these insights imply that destination managers should prioritize enhancing interaction quality as the foundation of customer loyalty strategies. Investments in human-centered service design, staff empathy training, and culturally adaptive communication are likely to strengthen tourists' perceptions of authenticity and reciprocity. Nevertheless, such implications should be interpreted conceptually, as the study did not directly measure organizational interventions. Within the Mandalika SEZ context, integrating community participation with consistent digital engagement could serve as a pragmatic pathway to translate marketing efforts into sustained revisit behavior (Stylidis et al., 2022; Turčinović et al., 2025).

It is also important to recognize that other psychological and contextual variables may moderate these relationships. Satisfaction, perceived authenticity, or emotional value could amplify or weaken the influence of interaction quality on revisit intention (Rasoolimanesh et al., 2025; Yum & Kim, 2024). Likewise, external factors such as international events, government promotion, or safety perceptions may act as boundary conditions shaping revisit behavior (Weaver et al., 2021). Future research could therefore adopt longitudinal or comparative designs to examine these contingencies and capture the evolving dynamics of loyalty formation in emerging destinations.

Overall, this study contributes to advancing both theoretical and practical understanding of value co-creation in tourism. By positioning service interaction quality as the relational bridge linking engagement and communication to revisit

intention, it reinforces and refines the principles of Service-Dominant Logic. The findings affirm that in tourism ecosystems such as Mandalika SEZ, value is not simply transmitted through persuasive messaging or emotional attachment but is co-created through reciprocal, trust-based, and meaningful interactions that sustain destination competitiveness and long-term visitor loyalty.

6. Conclusions

This study examined how customer engagement and marketing communication influence revisit intention through the mediating role of service interaction quality in the Mandalika Special Economic Zone (SEZ). The results demonstrate that while both engagement and communication enhance perceived interaction quality, only communication directly predicts revisit intention. Interaction quality serves as the relational mechanism that transforms psychological engagement and persuasive communication into behavioral loyalty, thereby extending the Service-Dominant Logic framework (Vargo & Lusch, 2016). The findings refine existing models of destination loyalty by showing that engagement alone is insufficient to generate repeat visits unless it is operationalized through meaningful, trust-based interactions. This underscores that loyalty in emerging destinations depends not merely on promotional appeal but on tourists' perceptions of reciprocity and authenticity during service encounters.

These insights carry important implications for theory and practice. Theoretically, the study contributes to Service-Dominant Logic and social exchange perspectives by positioning interaction quality as an operant resource—a dynamic relational capability that enables co-created value between tourists and service providers. Practically, the findings suggest that destination managers in Mandalika SEZ should prioritize strategies that enhance interaction quality, such as community-based service delivery, culturally sensitive engagement, and responsive digital communication. These approaches align with Indonesia's broader tourism policy agenda emphasizing inclusive, sustainable development and global competitiveness grounded in local authenticity. By fostering trust, responsiveness, and emotional connection, Mandalika can strengthen revisit intention and cultivate long-term destination loyalty.

Several limitations should be acknowledged in interpreting these findings. The cross-sectional design constrains causal inference, as relationships among constructs cannot be temporally verified. Future longitudinal research could capture how engagement and communication evolve into loyalty over time, while experimental designs might test specific causal pathways. The reliance on self-reported data also raises the potential for social desirability bias, and the predominance of domestic respondents limits the generalizability of results. Subsequent studies should compare different tourist segments—domestic versus international—or explore moderating factors such as perceived authenticity, satisfaction, or cultural orientation to assess boundary conditions. By addressing these gaps, future research can deepen theoretical understanding of how value co-creation mechanisms operate across diverse destination contexts, enhancing both conceptual precision and policy relevance.

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