

## Uncovering the Role of Mindfulness in Increasing Repeat Visit Intention: A Study on Tangkahan Langkat Tourism

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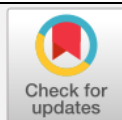
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### ABSTRACT

*This study seeks to examine the function of mindfulness in moderating the connection between happiness perception and perceived fairness regarding revisit intention among visitors at Tangkahan, Langkat. This research employs a quantitative methodology via a survey technique; the study population comprises tourists who have visited Tangkahan, Langkat, within the past year. The research sample comprised 300 respondents recruited through purposive selection, specifically targeting travelers with expertise in staying or engaging in tourism activities at the destination. The study's findings demonstrate that the perception of happiness significantly influences the intention to revisit and mindfulness. Moreover, perceived justice exerts a substantial direct influence on revisit intention, however not on mindfulness. Mindfulness does not directly influence revisit intention; instead, it serves as a substantial mediating variable in the association between happiness perception and revisit intention, as well as between perceived justice and revisit intention. These findings affirm that while the experience of happiness and perceived justice directly influence tourists' inclination to return, mindfulness has a significant mediating effect. The novelty of this study lies in its exploration of mindfulness as a psychological mechanism that strengthens the link between tourists' happiness, perceived fairness, and revisit intention—an aspect that has been underexplored in tourism research. By integrating mindfulness into the tourism experience, this study provides fresh insights*

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into how psychological well-being can shape sustainable tourism behavior. From a practical perspective, the findings suggest that tourism managers and policymakers should implement mindfulness-oriented programs, such as guided reflection sessions, meditation spots, or immersive nature experiences, to enhance visitor engagement and loyalty. These initiatives can create a more profound and memorable tourism experience, fostering long-term commitments from travelers. Further research could explore the long-term impact of mindfulness on sustainable tourism behavior and the effectiveness of mindfulness-driven interventions in different tourism contexts.

**Keywords:** Happiness Perception; Mindfulness; Perceived Justice; Revisit Intention

## 1. Introduction

Tourism is a significant contributor to worldwide economic growth (Mursid & Anoraga, 2022). The World Travel & Tourism Council (WTTC) reports that the tourism sector accounts for over 10% of the global Gross Domestic Product (GDP) and generates millions of employment opportunities across several nations (Juliana et al., 2022). The elevated purpose to revisit enhances state revenue via the tourism sector (Sun et al., 2022). Returning tourists will persist in directing foreign exchange into many sectors, including hotels, restaurants, transportation, and tourist attractions (Poon & Koay, 2021). This revenue not only bolsters the tourism sector but also positively influences the local economy by generating employment and augmenting wages (Kawulur et al., 2025).

Tourists intending to repeat a destination are typically content with their tourism experience (Chan et al., 2022). Revisit intention serves as an indicator of a destination's efficacy in delivering exceptional services and memorable experiences (Nor Azam et al., 2022). Destinations with a high propensity for revisit intention are recognized as quality tourism attractions (Pradhan et al., 2023). This esteemed reputation can draw additional tourists and enhance the destination's competitiveness on a global scale. To enhance the propensity for return visits, tourism locations must persist in innovating services, amenities, and visitor experiences (Rasoolimanesh et al., 2021). This establishes a beneficial cycle that fosters sustainable growth within the tourism sector (Primananda et al., 2022).

Tangkahan, situated in Langkat Regency, North Sumatra, is a notable ecotourism site. Tangkahan is referred to as "The Hidden Paradise in Sumatra" due to its unspoiled natural beauty and its role as an elephant conservation reserve. Tangkahan offers travelers an immersive experience in elephant conservation, tropical woods, and pristine waterways. This site provides a range of captivating activities, including forest trekking, elephant interactions, and admiring the scenic vistas of rivers and waterfalls. Nonetheless, the phenomenon observed is that the volume of tourist visits varies annually. According to the available data, the following presents the number of tourist visits to Tangkahan Ecotourism from 2021 to 2023:

**Table 1. Number of Tourists at Tangkahan Tourist Attraction**

Years	Local Tourists	Foreign Tourists	Total Tourists
2021	14.400	0	14.400
2022	32.600	0	32.600
2023*	34.103	2.697	36.800

Source: Badan Pusat Statistik (2024)

In 2021, there was a notable decrease in visitor visitation, primarily attributable to the COVID-19 epidemic, which curtailed transportation and tourism activities. In 2022, the number of domestic tourists surged to 32,600, while overseas tourist visits remained unrecorded. From January to August 2023, we documented 34,103 domestic travelers and 2,697 international tourists, culminating in a total of 36,800 visitors. The data indicates a trend of recovery and heightened tourist interest in Tangkahan Ecotourism.

An essential factor to consider in enhancing revisit intention is awareness (Logan et al., 2021). Mindfulness denotes an individual's complete awareness of the present experience devoid of any judgment (Khong, 2021). Mindfulness can enhance tourist engagement during their trips, enabling travelers to more fully appreciate their experiences and correlate pleasant sentiments with tourist locations (Iacob et al., 2024). Tourists with heightened awareness can more effectively appreciate different facets of the experience, including the ambiance of the surroundings, the cordiality of the service, the comfort of the amenities, and the flavor of the cuisine provided (Eck et al., 2023). Tourists not only relish the present moment but also exhibit greater receptivity to novel experiences, devoid of the inclination to compare them against certain expectations (Karagöz et al., 2024). This influences the enhancement of satisfaction and fortification of emotional attachment to the visited location, hence fostering the inclination to revisit (Tyagi et al., 2024). Moreover, mindfulness enables individuals to confront problems encountered while travel, such as prolonged lineups, service interruptions, or alterations in schedules, with a more composed and adaptable demeanor. Tourists are more capable of positively accepting the circumstance, so ensuring a nice encounter, rather than succumbing to frustration (Etty-Leal, 2021).

Prior research has demonstrated that mindfulness contributes to enhancing revisit intention (Ben Haobin et al., 2021). Individuals with heightened awareness of the tourist experience tend to derive greater enjoyment from all facets of the trip, so reinforcing their emotional connection to a destination (Torkhani et al., 2021). Nonetheless, not all research has identified a direct correlation between mindfulness and the intention to revisit (Konishi et al., 2024). Certain research indicate that elements including experience quality, customer satisfaction, and perceived value exert a more significant influence (Campos Sousa & Freire, 2023). This suggests that mindfulness can enhance revisit intention, however its efficacy is contingent upon the interplay with other factors that affect customer decisions (Antwi et al., 2024).

Despite Tangkahan's renowned natural beauty and elephant conservation efforts, it encounters difficulties in enhancing tourist awareness. Numerous people prioritize capturing photographs for social media over truly appreciating the natural experience. Consequently, tourists experience diminished emotional attachment to the destination, potentially decreasing their intents to revisit. Moreover, inflated expectations about amenities sometimes lead to disappointment among certain travelers. The deficiency of instruction regarding mindfulness in tourism exacerbates this issue.

A key factor in enhancing revisit intention is the perception of happiness (Peng et al., 2023a). Tourists that have a positive experience during their visit are more inclined to return (Fu & Wang, 2021). Friendly relationships and positive interactions with local residents can foster a sense of comfort and emotional attachment to the destination (Kawakubo & Oguchi, 2021). Moreover, the conservation of nature and environmental purity are crucial elements in sustaining tourist attractions, particularly when the destination implements sustainability principles to enhance the quality of the visitor experience. Equally significant, a sense of security and comfort, derived from both amenities and social factors, enhances tourists' urge to return (Li et al., 2023). Research (Peng et al., 2023b) indicates that the feeling of happiness significantly influences tourists' propensity to revisit a destination. Happiness positively influences repeat purchase decisions in online buying contexts (Ghali et al., 2024). Nonetheless, this contrasts with findings from previous studies indicating that the feeling of happiness does not directly influence tourists' propensity to revisit (Salwa Hardi, 2023).

A pertinent problem is whether the tourism experience in Tangkahan genuinely engenders a sense of enjoyment in tourists that motivates their return. Various factors, including restricted accessibility, underdeveloped infrastructure, and tourist participation in ecotourism activities, can influence the degree of enjoyment experienced. Despite Tangkahan's remarkable natural charms, it is uncertain whether the experiences provided may generate sufficiently favorable memories to enhance the intention to revisit.

Moreover, perceived fairness significantly contributes to fostering a fair and pleasurable experience for travelers (Goenadhi, 2023). This notion encompasses three primary facets, including distributive justice, which pertains to the equitable allocation of benefits relative to the expenditures incurred. Procedural justice relates to the equity of the service process, which includes transparency and uniformity in policies, while interactional justice focuses to the fairness of social interactions between visitors and service providers (Kim & Ha, 2023).

Tourists who perceive equitable treatment regarding services, amenities, and overall experience are more inclined to revisit the place (Gautam & Bhalla, 2024). Conversely, inequity in service might result in dissatisfaction and diminish the probability of return visits (Shim & Lee, 2024). The perception of justice among tourists might enhance good experiences and reinforce their emotional connection to the area (Rao & Lai, 2024). When tourists experience respect and quality treatment, they are more inclined to form a profound emotional connection, which subsequently enhances their intention to revisit the destination in the future (Hsu et al., 2024).

Prior research indicates that perceived fairness significantly influences the propensity to revisit (Jäckli & Meier, 2011; Lazic & Della Lucia, 2024; Yao & Yang, 2024). Tourists who see transparency and equity in a destination's service policies are more likely to return (F. Ali et al., 2024). Favorable experiences stemming from equitable service enhance trust in the destination (Megen & Anthony, 2025). Moreover, equitable social connections between tourists and service providers are crucial for establishing enduring partnerships (Amoako et al., 2024).

Evidence at the Tangkahan tourist attraction indicates that visitors from outside the region frequently encounter discrimination in pricing and service quality. Numerous tourists perceive that the costs set by commercial entities significantly exceed those provided to local patrons, resulting in discontent. Moreover, disparities in service quality are frequently perceived, as tourists from outside the region do not consistently receive the same treatment as local visitors. This inequity may adversely affect tourism locations in the long term by diminishing tourist pleasure and decreasing the probability of their return visits.



This research is urgent due to the necessity of addressing multiple research gaps. Most studies have mostly examined external elements such as buildings and services. Research on the influence of psychological elements, such as mindfulness, on the relationship between individuals' perceptions of happiness and justice and their intention to return remains limited. Research on ecotourism in Indonesia, particularly in locations like Tangkahan, is scarce; therefore, a comprehensive understanding of the factors influencing tourist revisits in this setting requires further exploration. Ultimately, the majority of current research employs a quantitative methodology, whereas a qualitative approach that delves deeper into tourist experiences remains uncommon. This study seeks to investigate the influence of mindfulness on the relationship between individuals' perceptions of pleasure and fairness, and their inclination to revisit the Tangkahan ecotourism location.

## **2. Literature Review**

### **2.1. Revisit Intention**

The intention to revisit is essential in the tourism industry, as the viability of this sector relies significantly on returning travelers (Nasib, Syaifuddin, et al., 2023). Tourists intending to return typically express satisfaction with their experiences about service, attractions, and available facilities (Rivai et al., 2021). This elevated satisfaction enhances tourist loyalty, diminishes the destination's reliance on new visitors, and fortifies competition within the tourism sector (Nasib, Julitawaty, et al., 2023). Moreover, a strong propensity to revisit influences economic stability within the tourism sector (Amanda et al., 2023). Associated enterprises, including hotels, restaurants, transportation services, and tourist attractions, gain from the recurrence of visitor visits (Al-Sulaiti, 2022). Local communities reliant on this sector for income also have beneficial effects (Fountain, 2021). Maintaining existing tourists is more effective than getting new ones, as travelers often endorse places based on favorable experiences, which serves as a more efficient promotional strategy (Peng et al., 2023a).

The intention to revisit contributes to the formation of a favorable perception of a destination (Amin, 2023). The increasing number of returning tourists enhances the destination's recognition and competitiveness on both national and worldwide scales (Liang & Xue, 2021). Destination management must persist in innovating services, attractions, and facilities to enhance the visitor experience, guarantee repeat visits, and promote the sustainability of the tourism business (Elistia & Maulana, 2023).

### **2.2. Mindfulness**

Mindfulness, defined as complete awareness of the present experience, significantly influences the intention to revisit in the tourist sector (Tyagi et al., 2024). Tourists exhibiting elevated mindfulness levels generally derive greater appreciation and enjoyment from their travels (An et al., 2024). This then enhances the probability of revisiting the same location in the future (Karagöz et al., 2024). Tourists can experience every aspect of the trip more deeply (Antwi et al., 2024). Comprehensive awareness of the surrounding environment enhances tourists' satisfaction with their experiences, encompassing natural beauty, service quality, and social interaction (Eck et al., 2023). The elevated satisfaction significantly enhances tourists' willingness to return to the destination (Campos Sousa & Freire, 2023).

Tourists with heightened awareness are more inclined to develop emotional connections to tourism places (Iacob et al., 2024). Tourists may experience tranquility, joy, or profound significance during their journey (Konishi et al., 2024). When places provide experiences that evoke good emotional responses, the probability of tourists revisiting the location rises (Diehl &

Zauberman, 2022). Moreover, visitors exhibiting elevated mindfulness demonstrate superior capacity to regulate stress and adverse emotions throughout their journey, including challenges such as traffic congestion, inclement weather, or service interruptions (Torkhani et al., 2021). Instead of focusing on the obstacles faced, tourists are more likely to accept the situation with a more positive attitude and continue to enjoy the trip (Khong, 2021).

Prior research indicates that mindfulness significantly influences revisit intention (Kalinic, 2021). Conscientious travelers report more satisfaction during their travels and are more inclined to disseminate favorable experiences to others (Ben Haobin et al., 2021). Tourists can articulate their trip experiences with greater clarity and emotional depth, potentially influencing others to visit the same destination (Ettly-Leal, 2021). This recommendation indirectly improves the reputation of the destination and contributes to increased revisit intention (Logan et al., 2021).

### **H1: Mindfulness has a significant effect on revisit intention**

### **2.3. Happiness Perception**

The sense of happiness significantly influences the intention to revisit within the tourism sector (Haji, Surachman, Ratnawati, & Rahayu, 2021a). Tourists that experience happiness during their vacation are more likely to have a favorable experience, hence enhancing the likelihood of their return to the same destination (Fu & Wang, 2021). Tourist enjoyment is intricately linked to satisfaction with services, natural beauty, and the experiences acquired (Pai et al., 2021). If this event leaves a favorable impression, travelers are likely to retain it in memory and be inclined to return for a similar or enhanced experience (Kawakubo & Oguchi, 2021). Moreover, tourism sites that foster happiness can establish emotional connections with visitors (Peng et al., 2023b). This favorable sentiment enhances tourists' connection to the area and elevates the likelihood of their return visits (Çelik & Dülek, 2023).

Tourist satisfaction not only affects individual choices but also influences destination marketing via word-of-mouth endorsements or social media platforms (Li et al., 2023). Content travelers are more inclined to disseminate their travel experiences, draw new visitors, and enhance the appeal of the destination (Abdul Haji et al., 2022). Despite encountering challenges such as lengthy waits or inclement weather, content travelers exhibit greater tolerance and continue to relish their trip experiences (Ghali et al., 2024). The impression of enjoyment is a crucial determinant in sustaining and enhancing the frequency of repeat visits by visitors (Dai et al., 2025).

Prior studies have demonstrated that the experience of enjoyment significantly affects mindfulness and indirectly contributes to an increased intention to revisit (Garner et al., 2022). Individuals exhibiting elevated levels of enjoyment are generally more cognizant of the experiences encountered by travelers (Cho et al., 2025). An individual who feels fulfilled is undoubtedly more concentrated on the present experience, more adept at stress management, and more receptive to the experiences encountered by visitors (Croes et al., 2024). Tourists experiencing happiness during their journey are likely to attain a heightened state of awareness, hence enhancing their appreciation for every facet of the trip (Blanco-Moreno et al., 2024). This situation subsequently enhances tourist happiness, fortifies their emotional connection to the area, and ultimately stimulates their inclination to return (Astike et al., 2024). Happiness directly influences an individual's awareness of their experiences and significantly affects tourists' decisions to revisit a destination (Králiková et al., 2025).

**H2: Happiness perception has a significant effect on mindfulness**

**H3: Happiness perception has a significant effect on revisit intention**

**H4: Happiness perception has a significant effect on revisiting intention through mindfulness**

## **2.4. Perceived Justice**

Perceived justice pertains to tourists' evaluations of fairness about the treatment, service, and experiences encountered during their visit (Wang et al., 2022). When tourists perceive equitable treatment and obtain services that align with their expectations, the likelihood of their return to the place increases (M. A. Ali et al., 2023). Equitable treatment, regarding pricing, service quality, or staff interactions, enhances tourist satisfaction (Elistia & Maulana, 2023). The elevated contentment significantly influences enhanced loyalty, hence augmenting the likelihood of tourists revisiting the destination (Shim & Lee, 2024).

Perceived justice comprises three fundamental components: 1. Distributive justice - equity in the allocation of benefits. 2. Procedural justice - equity in the delivery of services. 3. Interactional justice - equity in social relationships (Kim & Ha, 2023). If tourists see that the services provided align with these ideals, they will regard the destination or service provider as trustworthy, thereby enhancing their intention to return (Golverdi et al., 2024). Perceived justice not only directly affects revisit intention but also plays a role in shaping destination reputation (Chokpiriyawat & Siriyota, 2024). Tourists who perceive equitable and favorable treatment are inclined to disseminate their pleasant experiences, so attracting more visitors and enhancing the likelihood of return trips (Rastegar, 2025).

Prior research indicates that perceived justice greatly influences customer satisfaction; however, it does not directly examine the correlation between perceived justice and the desire to revisit (Bai et al., 2024). A study revealed that procedural justice has a more substantial impact on consumer satisfaction than distributive justice (Golverdi et al., 2024). This study did not particularly investigate the function of interactional fairness, which may also significantly influence customer inclinations to return (Martini, 2024). Subsequently, (Milano et al., 2024) determined that interactional fairness significantly contributes to the establishment of customer loyalty. Ultimately, (Seyfi et al., 2023) discovered that perceived fairness can enhance good word-of-mouth; however, it did not examine whether word-of-mouth contributes to an increase in revisit intention. This study will examine whether word-of-mouth serves as a mediating variable between perceived fairness and the intention to revisit (Im et al., 2023).

**H5: Perceived justice has a significant effect on mindfulness**

**H6: Perceived justice has a significant effect on lecturers' revisit intention**

**H7: Perceived justice has a significant effect on lecturers' revisit intention through mindfulness**

## **3. Research Methodology**

This research employs a quantitative methodology utilizing a survey to examine the mediating effect of mindfulness on the relationship between happiness perception and perceived justice concerning revisit intention among tourists at the Tangkahan Tourism Object in Langkat. The study population consists of tourists who visited Tangkahan, Langkat, within the preceding year. The sample comprises 300 respondents selected through a purposive sampling method based on specific criteria. Respondents included individuals who had visited Tangkahan at least once in the past year, had experience with accommodation or tourism

activities at the site, and were a minimum of 18 years old. These criteria were established to ensure that the respondents possessed relevant experiences related to the research variables.

Data were collected using a structured questionnaire based on a 5-point Likert scale, distributed both in person and via an online platform. The questionnaire included several sections, beginning with demographic information such as age, gender, frequency of visits, travel purpose, and duration of stay, followed by a core section that assessed the key research variables.

- 1) Happiness perception refers to tourists' subjective evaluation of happiness and emotional fulfillment during their visit. The indicators used include emotional satisfaction experienced during the visit (PP1), feelings of happiness throughout the trip (PP2), appreciation of the natural environment and social interactions (PP3), perceived relaxation and tranquility during the visit (PP4), and positive experiences that create meaningful memories (PP5).
- 2) Perceived justice denotes tourists' perceptions of fairness regarding pricing, service quality, and treatment received during their visit. Indicators for this variable include price fairness (PJ1), service fairness (PJ2), treatment fairness (PJ3), trust in the destination system (PJ4), and the efficiency and fairness of complaint resolution (PJ5).
- 3) Mindfulness is defined as the degree to which tourists focus on the present moment, enjoy the journey without external distractions, and are emotionally and cognitively engaged in the tourism experience. Indicators include the ability to enjoy the experience without cognitive distractions (MD1), awareness of the natural and cultural environment (MD2), focus on the present without comparing it to other destinations (MD3), the ability to recognize and embrace positive emotions during the trip (MD4), and active involvement in tourism activities without external interruptions (MD5).
- 4) Revisit intention refers to tourists' desire, interest, and commitment to return to a destination following a previous experience. This variable is a critical measure of a tourism site's sustainability. Indicators include the intention to revisit the destination (RT1), interest in exploring additional attractions at the site (RT2), willingness to recommend the destination to others (RT3), belief that the experience is worth repeating (RT4), and a satisfactory experience that fosters return commitment (RT5).

Data analysis was conducted using the Structural Equation Modeling (SEM) technique with the Partial Least Squares (PLS-SEM) approach. Convergent validity and reliability were assessed using Cronbach's Alpha and Average Variance Extracted (AVE), while Composite Reliability (CR) was employed to evaluate internal consistency. Structural model analysis was performed to examine the direct relationships between happiness perception, perceived justice, and revisit intention, as well as the mediating role of mindfulness. The bootstrapping method was utilized to test the significance of the mediation effect, providing evidence of mindfulness as a strengthening factor in the relationship between independent and dependent variables.

## 4. Results and Discussion

### 4.1. Evaluation of Measurement Model

**Table 2. Measurement of Convergent Validity and Internal Consistency Reliability**

Variables	Indicators	Loadings
Happiness perception	PP1	0.717



Variables	Indicators	Loadings
	PP2	0.721
	PP3	0.701
	PP4	0.741
	PP5	0.77
Perceived justice	PJ1	0.784
	PJ2	0.793
	PJ3	0.773
	PJ4	0.727
	PJ5	0.706
Revisit Intention	RT1	0.841
	RT2	0.883
	RT3	0.813
	RT4	0.877
	RT5	0.857
Mindfulness	MD1	0.734
	MD2	0.765
	MD3	0.702
	MD4	0.795
	MD5	0.742

Source: Data processed by researchers (2024)

According to **Table 2**, all indicators in the model have values beyond 0.7, hence satisfying the predetermined dependability criterion. This verifies that the indicators exhibit robust internal consistency, hence confirming their trustworthiness in assessing the variables in this investigation. Furthermore, these signs are highly dependable, indicating that the research instruments would yield accurate and pertinent data aligned with the study's objectives. These indicators are appropriate for this research and possess potential for applicability in future studies of a similar nature or environment. Their validity and dependability have undergone thorough testing, establishing a solid basis for the creation of a conceptual model in future study.

#### 4.2. Construct Reliability and Average Variance Extracted (AVE)

The results of data analysis are presented in **Table 3**.

**Table 3. Average Variance Extracted (AVE)**

Variables	Average Variance Extracted (AVE)
Happiness Perception	0.874
Perceived Justice	0.8298
Mindfulness	0.855
Revisit Intention	0.898

Source: Data processed by researchers (2024)

As shown in **Table 3**, all Average Variance Extracted (AVE) values exceed the minimum threshold of 0.5, thereby confirming that each construct meets the criteria for convergent validity. These results indicate that the indicators used in the study adequately represent the latent variables. Furthermore, the composite reliability values for all constructs exceed the 0.7 threshold, confirming a high level of internal consistency among the items. Collectively, these findings demonstrate that the research instrument fulfills the necessary standards for both validity and reliability.

#### 4.3. Hypothesis Test Results

The results of the hypothesis testing using the PLS-SEM technique are summarized in **Table 4**.

**Table 4. Direct Effects and Path Coefficients**

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistic  O/STDEV	p-Value	Description
Happiness Perception → Revisit Intention	0.074	0.080	0.065	2.215	0.001	Significant
Happiness Perception → Mindfulness	0.037	0.059	0.053	2.142	0.000	Significant
Perceived Justice → Mindfulness	0.026	0.053	0.073	1.570	0.203	Not Significant
Perceived Justice → Revisit Intention	0.037	0.061	0.052	2.417	0.000	Significant
Mindfulness → Revisit Intention	0.038	0.035	0.082	1.385	0.520	Not Significant
Happiness Perception → Mindfulness → Revisit Intention	0.051	0.069	0.087	2.717	0.005	Significant
Perceived Justice → Mindfulness → Revisit Intention	0.027	0.031	0.066	2.512	0.004	Significant

Source: Data processed by researchers (2024)

#### 4.4. The Influence of Happiness Perception on Mindfulness

The data analysis indicates that the experience of happiness significantly influences tourist awareness at the Tangkahan Langkat Tourism Object. The findings of this study align with prior research, indicating that the feeling of happiness is a crucial element in enhancing a tourist's self (B. Demir et al., 2025; Monzani et al., 2024; Shim & Lee, 2024). Tourists that experience happiness throughout their vacation are more likely to possess heightened awareness of their surroundings and tourist experiences, hence enhancing their engagement in tourism activities (Koolae et al., 1990). Consequently, more content persons find it easier to concentrate on the present, enabling visitors to attain greater mindfulness (Lodha & Gupta,

2024). Moreover, the elation experienced by tourists directly influences mindfulness, as content tourists are more attentive to the nuances of their experience and engage with it fully aware (Rani, 2024). Moreover, favorable experiences during the trip enhance enjoyment and bolster the emotional awareness of visitors, hence fostering heightened mindfulness (V. Demir et al., 2024). Ultimately, content tourists can more fully appreciate the experience without external disruptions, thereby enhancing their engagement in nature- and culture-oriented tourism activities (Vakilian et al., 2024).

This study's findings demonstrate that the emotional satisfaction attained by tourists at the Tangkahan Tourism Object might enhance awareness of the natural and cultural surroundings. Tourists who experience satisfaction and contentment are more inclined to notice the beauty of nature, flora, and fauna, as well as comprehend and value local culture. Moreover, tourists exhibiting elevated awareness are more attentive to sustainable tourism activities, like upholding cleanliness, adhering to conservation regulations, and honoring local customs and traditions. The happiness experienced by tourists influences both their individual experiences and the viability of tourism sites. The findings underscore the necessity for tourism managers to enhance tourists' emotional happiness by providing more significant experiences. This strategy may encompass offering pleasant amenities, engaging nature-based tourism activities, and participatory education regarding culture and conservation. This technique enables travelers to engage in their journeys more mindfully and fosters their inclination to return. Moreover, this can enhance the favorable perception of the location, bolster tourist allegiance, and promote sustainable tourism in Tangkahan.

#### **4.5. The Influence of Perceived Justice on Mindfulness**

The data analysis indicates that perceived justice is not a significant factor for tourist mindfulness at the Tangkahan Langkat Tourism Object. The findings of this study contradict those of prior research, which highlighted felt justice as a significant element in enhancing tourist mindfulness (Bai et al., 2024; Chokpiriyawat & Siriyota, 2024; Shim & Lee, 2024). Tourists who perceive equitable treatment exhibit more emotional engagement, which subsequently enhances mindfulness throughout the journey (Rastegar, 2025). Tourists who perceive the price and service received as aligned with their expectations are better able to concentrate on the tourist experience with complete awareness. Moreover, justice in social relationships fosters a sense of security and comfort, hence enhancing visitor mindfulness (Golverdi et al., 2024). Moreover, transparency in policy and equity in service enhance tourist happiness, so indirectly reinforcing attention throughout the journey (Kim & Ha, 2023). Ultimately, service-related unfairness can disrupt the tourist experience and diminish tourist engagement, hence lowering the degree of mindfulness (Seyfi et al., 2023).

The outcomes of this study suggest that tourists perceive the treatment at Tangkahan Tourism Objects as discriminating, particularly towards visitors from outside the region. Disparities in service, pricing, or demeanor encountered relative to local tourists result in adverse experiences during the journey. This may diminish tourist pleasure and influence their inclination to revisit the place. Moreover, tourists who perceive unjust treatment are inclined to disseminate negative assessments, both personally and via social media. Consequently, tourist managers must establish equitable service standards and promote non-discriminatory hospitality behaviors among personnel and local populations. By establishing an equitable tourism experience for all tourists, destinations can enhance tourist satisfaction, cultivate a favorable reputation, and promote sustainable tourism in Tangkahan.

#### **4.6. The Influence of Happiness Perception on Revisit Intention**

The data analysis results indicate that the perception of happiness significantly influences the intention to revisit the Tangkahan Langkat Tourist Attraction. The findings of this study align with prior research, indicating that the sense of happiness significantly influences the intention to revisit (Fu & Wang, 2021; Haji, Surachman, Ratnawati, & Rahayu, 2021b, 2021a). Tourists that experience happiness during their vacation are likely to exhibit strong devotion to the destination and express a desire to return (Peng et al., 2023b). Favorable encounters that engender happiness strongly influence travelers' inclination to revisit (B. Demir et al., 2025). Subsequently, favorable feelings experienced throughout the journey enhance tourists' affinity for the destination. Tourists who are content with their experience are more likely to provide favorable recommendations and exhibit a stronger intention to revisit (Çelik & Dülek, 2023). Moreover, the joy experienced by tourists creates favorable recollections of the destination, so reinforcing their intention to revisit in order to relive the enjoyable experience (Pai et al., 2021). The emotional satisfaction of tourists is the primary determinant of their intention to revisit, since they favor sites that have previously provided joy over exploring new locations. Ultimately, tourist satisfaction influences word-of-mouth marketing, as satisfied travelers would endorse the place to others, so enhancing its appeal to prospective visitors (Haji, Surachman, Ratnawati, & Rahayu, 2021b).

This research finding suggests that the degree of relaxation and calm experienced by tourists at the Tangkahan Tourism Object significantly contributes to their overall pleasure. An inviting and organic setting fosters a favorable psychological impact, enhances tourists' emotional well-being, and reinforces their good perceptions of the place. The contentment derived from this tranquil environment motivates tourists to pledge their return. Tourists who experience tranquility and comfort throughout their travels are inclined to select the same destination rather than seeking other options. This favorable experience enhances tourist loyalty, prompting tourists to not only desire a repeat visit but also to disseminate positive recommendations to others.

#### **4.7. The Influence of Perceived Justice on Revisit Intention**

The data analysis indicates that felt justice significantly influences revisit intentions at the Tangkahan Langkat Tourism Object. The findings of this study align with other research, indicating that perceived fairness is a crucial determinant in enhancing the desire to revisit, hence supporting the sustainable tourism sector (Chokpiriyawat & Siriyota, 2024; Golverdi et al., 2024; Seyfi et al., 2023). Equitable pricing and service enhance tourist satisfaction, hence reinforcing inclinations to revisit (Wang et al., 2022). Tourists that perceive equitable treatment exhibit increased trust in the destination, fostering long-term loyalty (Kim & Ha, 2023). Then tourists who feel they are not discriminated against and get services that meet their expectations have a stronger emotional bond, which increases the likelihood of tourists returning (Gautam & Bhalla, 2024). Moreover, perceived justice not only fosters intentions to revisit but also enhances word-of-mouth marketing, as contented tourists advocate for the place to others (Yao & Yang, 2024). Destinations that implement equitable and transparent service policies exhibit greater tourist retention, hence promoting sustainable tourism (Lazic & Della Lucia, 2024). Ultimately, equity in service fosters enduring tourist loyalty, enhances repeat patronage, and bolsters local economic development through sustainable tourism (F. Ali et al., 2024).

The outcomes of this study suggest that prompt and equitable resolution of visitor complaints at Tangkahan Tourism Objects can enhance tourist interest in discovering additional attractions within the same area. When tourists observe timely, professional, and equitable



resolution of their grievances, their satisfaction with the services rendered escalates. This fosters trust in the destination manager, so enhancing tourists' comfort in completing their journey and increasing the likelihood of future visits. Moreover, equitable management of complaints demonstrates the destination's dedication to service excellence, thereby enhancing tourist loyalty. Tourists who feel valued and receive equitable resolutions are more inclined to investigate further attractions in the destination, rather than seeking alternate tourism options. This may also enhance Tangkahan's favorable reputation as a welcoming and attentive venue for visitor requirements.

#### **4.8. The Influence of Mindfulness on Revisit Intention**

The data analysis results indicate that mindfulness does not significantly influence revisit intention at the Tangkahan Langkat Tourism Object. The findings of this investigation contradict other research asserting that mindfulness is crucial for enhancing revisit intention (Antwi et al., 2024; Ben Haobin et al., 2021; Tyagi et al., 2024). Tourists exhibiting elevated mindfulness are more inclined to profoundly appreciate their experience, hence enhancing emotional happiness and attachment to the destination, which subsequently fosters the intention to revisit (Iacob et al., 2024). Mindfulness enhances travelers' appreciation of their experience, hence intensifying their inclination to revisit the same destination (An et al., 2024). Moreover, mindfulness enhances the intention to revisit and fosters more responsible tourist behavior, including environmental conservation and support for local culture, which may incentivize tourists to return (Khong, 2021). Conscientious visitors are more inclined to form robust favorable recollections, hence enhancing the probability of return visits (Torkhani et al., 2021).

The results indicate that in nature-based and adventure tourism locations, factors such as service quality, tourist attractions, and pleasurable experiences may exert a greater influence on individuals' intentions to return than mindfulness. Tourists visiting locations like Tangkahan Tourism Object typically seek unforgettable experiences, encompassing natural beauty, comfortable amenities, and attentive services that cater to their demands. Consequently, tourism site managers must not only promote mindfulness experiences but also enhance the quality of services and amenities that directly influence tourist satisfaction.

#### **4.9. The Influence of Happiness Perception on Revisit Intention Through Mindfulness**

The data analysis indicates that the experience of happiness significantly influences revisit intention through mindfulness at the Tangkahan Langkat Tourist Attraction. The findings of this study align with other research indicating that mindfulness significantly mediates the relationship between happiness perception and revisit intention (Ghali et al., 2024; Li et al., 2023; Peng et al., 2023a). Mindfulness is progressively acknowledged as a significant element in enhancing tourist experiences (Croes et al., 2024). Tourists who exhibit heightened awareness and mindfulness of their current experiences generally report greater enjoyment, which subsequently motivates them to revisit the destination (Garner et al., 2022). Mindfulness enhances psychological well-being, thereby augmenting happiness and satisfaction (Blanco-Moreno et al., 2024). Mindfulness enhances visitor involvement, elevates enjoyment of the trip, and reinforces the intention to revisit (Kawakubo & Oguchi, 2021). Mindful travelers feel greater satisfaction and a higher propensity to revisit. Mindful travelers are likely to correlate positive experiences with the destinations they visit, hence enhancing their inclination to return (Cho et al., 2025).

The conclusions of this study have major consequences for different parties involved in the tourism business, including tourism destination managers, tourism industry participants, and tourists themselves. For tourism destination managers, it is crucial to design experiences that can boost tourist happiness. This can be done through the provision of quality services, pleasant facilities, and diverse activities that allow tourists to enjoy the beauty of nature more deliberately and deeply (mindfulness). By building an environment that encourages positive experiences, tourists will feel more content and have a stronger desire to return to the place. Conversely, marketing strategies must emphasize tourism experiences that are both pleasurable and profoundly emotionally resonant. Promotional campaigns that highlight happiness and mindfulness during travel can appeal to tourists desiring tranquility and a more profound experience. Emphasizing the emotional bond with nature and local culture can augment a destination's allure. Tourists' recognition of the significance of mindfulness in travel can enhance their overall tourism experience. By cultivating mindfulness in each moment, tourists can experience enhanced satisfaction, deepen their connection with the destination, and foster a stronger inclination to revisit in the future.

#### **4.10. The Influence of Perceived Justice on Revisit Intention Through Mindfulness**

The data analysis indicates that perceived justice significantly influences revisit intentions through mindfulness at the Tangkahan Langkat Tourism Object. The findings of this study align with other research, indicating that mindfulness significantly mediates perceived fairness regarding revisit intention (F. Ali et al., 2024; Lazic & Della Lucia, 2024; Yao & Yang, 2024). Consistent with other research, mindfulness significantly mediates the relationship between felt fairness and revisit intention (Gautam & Bhalla, 2024). Equity in service, encompassing the allocation of rewards, procedural fairness, and interpersonal interactions, enhances customer satisfaction and fosters loyalty. Tourists exhibiting elevated awareness are more cognizant of the tourist experience, enabling them to evaluate interactions and services with greater objectivity (Kim & Ha, 2023). Mindfulness enhances tourist engagement in an experience, hence influencing satisfaction and the propensity to revisit (Wang et al., 2022). Mindful tourists are more adept at linking pleasant experiences with destinations, enhancing their value and memorability (Amoako et al., 2024).

The results of this study hold significant implications for tourism destination managers, industry stakeholders, and travelers. The results affirm that equity in service, encompassing the allocation of advantages, procedural fairness, and contacts with visitors, significantly influences the intention to revisit. Destination promotion must not solely focus on natural beauty or tourist attractions but also underscore equitable and meaningful experiences. Communication tactics that emphasize responsive, transparent, and professional service help cultivate tourist trust and enhance the destination's favorable image. Recognizing the significance of mindfulness in travel might enhance travelers' appreciation of the services offered.

## **5. Conclusion**

This study emphasizes the function of mindfulness in moderating the connection between happiness perception and perceived fairness regarding revisit intention among visitors in Tangkahan, Langkat. The findings indicated that the impression of happiness significantly influences both revisit intention and mindfulness, whereas perceived justice significantly affects revisit intention but not mindfulness. Mindfulness does not directly influence the intention to revisit; instead, it significantly impacts the correlation between perceived happiness and the intention to revisit, as well as the association between perceived fairness and the intention to

revisit. The findings suggest that tourists who experience happiness and see fairness are more inclined to intend to return; a more deliberate and contemplative tourism experience can further enhance this intention.

In light of these findings, tourism destination managers are recommended to develop mindfulness-oriented tourism initiatives, like ecotourism activities, nature meditation, or immersive experiences that enhance tourists' connection to their surroundings. Moreover, tourism marketing tactics must emphasize tourism experiences that are both pleasurable and beneficial to psychological well-being. Promotional ads can inform tourists about the advantages of mindfulness in enhancing the quality of their vacations and highlight how destinations provide more profound experiences.

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The authors have declared no potential conflicts of interest regarding this article's research, authorship, and/or publication.

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