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THE EFFECT OF SERVICE QUALITY, LOCALLY-INSPIRED ACCOMMODATION CONCEPTS, AND STAYCATION PACKAGE PRICING ON DOMESTIC TOURISTS' REVISIT INTENTION IN BANDUNG CITY

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ABSTRACT

This study investigates how service quality, locally culture-inspired accommodation concepts, and staycation package pricing relate to the revisit intention of domestic tourists in Bandung, Indonesia. A quantitative explanatory design was adopted, and questionnaire data were gathered from 250 domestic tourists recruited by purposive sampling. Multiple linear regression in IBM SPSS Version 25 was used for the analysis, preceded by validity, reliability, and classical assumption tests. All three predictors show a positive and statistically significant association with revisit intention. Service quality is the dominant predictor, followed by culturally inspired accommodation and then package pricing. The model is significant in the simultaneous test, and its R^2 of 0.548 shows that the three predictors jointly account for 54.8% of the variance in revisit intention. The results underline the value of combining excellent service, meaningful Sundanese cultural elements, and competitive staycation prices to enrich tourist experiences and promote repeat visits. The study adds to the hospitality management literature by offering an integrated view of the functional, cultural, and economic attributes of accommodation that relate to destination revisit intention.

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A. INTRODUCTION

The tourism and hospitality industry has experienced significant changes in consumer preferences, with travelers increasingly seeking accommodation that combines comfort, cultural authenticity, and economic value. Accommodation establishments are no longer perceived merely as places to stay but as essential components of memorable tourism experiences. Pine and Gilmore (1998) emphasized that businesses create greater value by providing distinctive experiences beyond conventional products and services. Bandung, one of Indonesia's prominent urban tourism destinations, offers diverse culinary, cultural, and recreational attractions that encourage domestic tourism and staycation activities. According to Statistics Indonesia (BPS, 2026), domestic tourist trips to Bandung reached

approximately 2.28 million in December 2025, increasing by 6.74% from the previous month, while hotel room occupancy reached 64.14%. These figures highlight the growing importance of accommodation competitiveness and the need to understand factors encouraging tourists to revisit Bandung.

Service quality is an essential determinant of tourists' accommodation experiences and future behavioral intentions. Parasuraman et al. (1988) identified that consumer assessments of services in the hospitality sector are influenced by five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Previous research, including Destination Service Quality, Affective Image and Revisit Intention (2015), established relationships between destination service quality, affective image, and revisit intention. Similarly, Wahim and Hamzah (2024) discovered that visitors' intentions to return to Lombok are significantly influenced by service quality and destination image. Beyond service performance, locally inspired accommodation concepts offer opportunities to differentiate hospitality experiences through traditional architecture, cultural decorations, local cuisine, and cultural activities. Pine and Gilmore (1998) suggested that culturally distinctive experiences generate additional value, while Research on the Effect of Authenticity on Revisit Intention in Heritage Tourism (2022) highlighted the contribution of authenticity, memorable experiences, and place attachment to revisit intention. These findings suggest that integrating Sundanese cultural elements into accommodation services may strengthen tourists' interest in returning to Bandung.

Staycation package pricing represents another important factor influencing tourists' accommodation evaluations. Unlike conventional room rates, staycation packages typically combine lodging with additional benefits, including meals, recreational facilities, and hospitality services. Tourists therefore evaluate pricing based on affordability, transparency, fairness, and the benefits received. El Haddad et al. (2015) demonstrated that perceived price fairness influences hotel customers' behavioral intentions, while Jonathan and Bernarto (2024) identified positive relationships between service quality, price fairness, and revisit intention in an Indonesian hotel context. Nevertheless, revisit intention remains a multidimensional behavioral outcome influenced by service performance, destination characteristics, perceived value, and tourism experiences. Wahim and Hamzah (2024) found that perceived value did not significantly influence revisit intention, despite the significant contributions of service quality and destination image. Such variations indicate that the relationships between accommodation attributes and revisit intention may differ across tourism destinations and hospitality contexts.

Despite extensive research on tourism behavioral intentions, important conceptual and contextual gaps remain. Existing studies have primarily examined service quality, destination image, satisfaction, and perceived value, while limited attention has been given to the simultaneous relationships of service quality, locally inspired accommodation concepts, and staycation package pricing with revisit intention (Gorji et al., 2023; Homer, 2023). Furthermore, cultural authenticity research has largely concentrated on heritage attractions rather than accommodation establishments incorporating local cultural identities. Similarly, previous pricing studies have generally emphasized conventional hotel rates without specifically examining bundled staycation packages. Inconsistent empirical findings concerning service quality and perceived value further demonstrate the need for context-specific investigation (Gorji et al., 2023; M. J. Kim et al., 2020). Consequently, examining these three accommodation attributes within Bandung's domestic tourism market provides an opportunity to develop a more integrated understanding of the functional, cultural, and economic considerations associated with tourists' intention to return.

Accordingly, this study seeks to test both the separate and the combined effects of service quality, culturally inspired accommodation concepts, and staycation package pricing on domestic tourists' intention to return to Bandung. The focus is on stated behavioral intentions, not actual repeat visits, and on the statistical relationships between accommodation attributes and future travel preferences. Theoretically, the study brings functional service performance, cultural experience differentiation, and economic value into one framework for explaining revisit intention. In practical terms, the results are expected to help hotel managers, accommodation providers, and other tourism stakeholders improve service quality, include meaningful Sundanese cultural elements, and design competitive staycation packages. Ultimately, the study aims to provide empirical evidence for visitor retention strategies and for the long-term competitiveness of Bandung's urban tourism sector.

B. LITERATURE REVIEW

1. Theoretical Foundations

The relationship between accommodation attributes and tourists' revisit intention can be explained through the Theory of Planned Behavior (TPB), experience economy, and perceived value theory. Ajzen (1991) proposed that attitudes, subjective norms, and perceived behavioral control shape behavioral intentions, while accommodation attributes act as external factors that influence tourists' evaluations. Pine and Gilmore (1998) emphasized that memorable experiences create economic value, supported by Kim et al. (2012), who identified local culture, novelty, and meaningfulness as important dimensions of tourism experiences. Meanwhile, Zeithaml (1988) explained that perceived value reflects consumers' assessment of benefits relative to costs. Accordingly, service quality, culturally inspired accommodation concepts, and staycation package pricing represent complementary factors associated with domestic tourists' intention to revisit Bandung.

2. Service Quality

Service quality refers to tourists' evaluations of accommodation service performance, encompassing five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). In the hospitality industry, these dimensions reflect facility conditions, service consistency, employee professionalism, responsiveness, and personalized attention (Aluma et al., 2025; Alwie, 2024; Yao et al., 2023). Baker and Crompton (2000) emphasized the role of service performance in shaping tourists' behavioral intentions, while Chen and Tsai (2007) demonstrated relationships among tourism quality, perceived value, satisfaction, and future behavioral intentions. In Bandung's competitive accommodation market, consistent service quality, comfortable facilities, and responsive guest assistance may strengthen tourists' positive experiences and willingness to return. Accordingly, service quality is conceptualized as tourists' perceptions of accommodation services across the five SERVQUAL dimensions.

3. Accommodation Concepts Inspired by Local Culture

Accommodation concepts inspired by local culture integrate regional cultural elements into hospitality designs, facilities, and services to create distinctive tourism experiences. In Bandung, these concepts incorporate Sundanese traditions through architecture, interior decorations, traditional cuisine, and cultural activities (Priyatikanto et al., 2019; Rosyidie et al., 2022a). Kolar and Zabkar (2010) demonstrated that cultural authenticity and motivations contribute to tourist loyalty, while Kim et al. (2012) identified local culture as an essential dimension of memorable tourism experiences. Similarly, Pine and Gilmore (1998) emphasized that distinctive and meaningful experiences create economic value and strengthen competitive differentiation. Culturally inspired accommodation may therefore enhance tourists' experiences and encourage revisit intention. Accordingly, this study conceptualizes locally inspired accommodation concepts through cultural design authenticity, integration of local cultural elements, cultural experience opportunities, and the distinctiveness of the accommodation atmosphere.

4. Staycation Package Pricing

Staycation package pricing refers to tourists' perceptions of accommodation package costs that combine lodging with additional benefits, such as meals, recreational facilities, and wellness services. Pricing evaluations encompass affordability, fairness, transparency, and the suitability of prices relative to the benefits received (Alia et al., 2024; Rosyidie et al., 2022). Zeithaml (1988) described perceived value as a comparison of benefits against monetary sacrifice, meaning that a package's appeal rests on overall value and not on price alone. Similarly, Chen and Tsai (2007) demonstrated that perceived value contributes to tourists' evaluations and future behavioral intentions. In Bandung's accommodation market, competitive and transparent staycation package pricing may enhance perceived value and encourage repeat visits. Accordingly, this study operationalizes staycation package pricing through perceived affordability, price fairness, pricing transparency, and price–benefit suitability.

5. Tourists' Intention to Return

Tourists' intention to return, or revisit intention, refers to individuals' willingness and plans to revisit a destination based on previous experiences and future expectations. Ajzen (1991) identified behavioral intention as a predictor of actual behavior, although expressed intentions do not necessarily result in repeat visits. Baker and Crompton (2000) demonstrated that service quality and satisfaction influence tourists' behavioral intentions, while Chen and Tsai (2007) emphasized the importance of destination image and perceived value in shaping future tourism decisions (Syafrida & Sari, 2023; Yuan & Vui, 2024). In this study, revisit intention specifically refers to domestic tourists' willingness to return to Bandung rather than rebook the same accommodation. Accordingly, revisit intention is measured through willingness to revisit, future visit plans, and the likelihood of returning.

6. Hypothesis Development

Service quality and locally inspired accommodation concepts are expected to influence tourists' revisit intention through functional and experiential benefits. Parasuraman et al. (1988) emphasized reliability, responsiveness, assurance, and empathy as essential dimensions of service quality, while Baker and Crompton (2000) and Chen and Tsai (2007) demonstrated the importance of service performance, perceived value, and tourism experiences in shaping behavioral intentions. Furthermore, Pine and Gilmore (1998) highlighted the economic value of memorable experiences, supported by Kolar and Zabkar (2010) and Kim et al. (2012), who identified cultural authenticity and local culture as important factors in tourist loyalty and memorable experiences. In Bandung, consistent hospitality services and accommodation concepts incorporating Sundanese cultural elements may strengthen tourists' willingness to return (Alia et al., 2024b; Priyatikanto et al., 2019; Rosyidie et al., 2022a).

Staycation package pricing also contributes to revisit intention through tourists' evaluations of affordability, fairness, and perceived benefits. Zeithaml (1988) emphasized that perceived value reflects the relationship between benefits and sacrifices, while Chen and Tsai (2007) demonstrated its relevance to tourism behavioral intentions. Collectively, service quality, culturally inspired accommodation concepts, and package pricing represent functional, experiential, and economic dimensions that may influence revisit intention. Baker and Crompton (2000) highlighted the role of service performance, Kim et al. (2012) emphasized memorable tourism experiences, and Zeithaml (1988) established the importance of perceived value. These perspectives support examining the individual and simultaneous effects of the three accommodation attributes on domestic tourists' intention to return to Bandung.

H1: Service quality positively and significantly affects domestic tourists' intention to return to Bandung.

H2: Locally culture-inspired accommodation concepts positively and significantly affect domestic tourists' intention to return to Bandung.

H3: Positive perceptions of staycation package pricing positively and significantly affect domestic tourists' intention to return to Bandung.

H4: Service quality, locally culture-inspired accommodation concepts, and staycation package pricing together significantly affect domestic tourists' intention to return to Bandung.

C. RESEARCH METHOD

This research is designed as an explanatory quantitative study using a cross-sectional survey method to examine the influence of service quality, locally inspired accommodation concepts, and staycation package pricing on domestic tourists' revisit intention in Bandung. Quantitative research enables systematic hypothesis testing and statistical analysis of relationships among variables (Creswell & Creswell, 2018). The study involved 250 domestic tourists selected through purposive sampling, with eligibility criteria including Indonesian citizenship, a minimum age of 18 years, previous leisure visits to Bandung, and experience staying in commercial accommodation. Primary data were collected using structured questionnaires distributed online and directly to eligible respondents. The questionnaire covered demographic characteristics, travel experiences, and research variables, with participation based on informed consent and confidentiality. Responses were screened for eligibility, completeness, duplication, and consistency before analysis.

The study examined three independent variables: service quality (X1), locally inspired accommodation concepts (X2), and staycation package pricing (X3), with revisit intention (Y) as the dependent variable. Service quality was measured through tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Locally inspired accommodation concepts included cultural design authenticity, local cultural integration, cultural experiences, and accommodation distinctiveness (Kim et al., 2012; Pine & Gilmore, 1998). Staycation package pricing was assessed through affordability, fairness, transparency, and price–benefit suitability (Zeithaml, 1988). Revisit intention was measured through willingness to revisit, future visit plans, and likelihood of returning (Ajzen, 1991; Chen & Tsai, 2007). The operational definitions and measurement indicators are presented in Table 1.

Table 1. Operational Definitions and Measurement Indicators

Variable	Operational Definition	Measurement Indicators	Reference
Service Quality (X1)	Tourists' perceptions of the overall performance and quality of accommodation services.	Tangibles; reliability; responsiveness; assurance; empathy.	(Parasuraman et al., 1988)
Accommodation Concepts Inspired by Local Culture (X2)	Tourists' evaluations of accommodation characteristics incorporating local cultural identity and experiences.	Cultural design authenticity; integration of local cultural elements; cultural experience opportunities; distinctive accommodation atmosphere.	Pine and Gilmore (1998) ; Kim et al. (2012)
Staycation Package Pricing (X3)	Tourists' perceptions of the affordability, fairness, and attractiveness of accommodation package prices relative to the benefits provided.	Price affordability; price fairness; pricing transparency; price–benefit suitability.	(Zeithaml, 1988)
Intention to Return (Y)	Tourists' expressed willingness and plans to revisit Bandung for future tourism or leisure activities.	Willingness to revisit; future visit plans; likelihood of returning.	Ajzen (1991) ; Chen and Tsai (2007)

Every indicator was rated on a five-point Likert scale from 1 to 5, and composite scores were computed from items that satisfied the validity and reliability criteria. IBM SPSS version 25 was used for descriptive statistics, validity and reliability tests, classical assumption tests, and multiple linear regression. Validity was judged by corrected item-total correlations of at least 0.30, and reliability by Cronbach's alpha of at least 0.70 (Nunnally & Bernstein, 1994). The regression assumptions were checked through residual normality, multicollinearity (tolerance > 0.10; VIF < 10), and heteroscedasticity tests. In the regression model, Y denotes revisit intention, X1 service quality, X2 locally inspired accommodation concepts, and X3 staycation package pricing. Hypotheses were evaluated with partial t-tests and a simultaneous F-test at the 5% significance level, and R^2 and adjusted R^2 indicated the model's explanatory power. Because the design is cross-sectional, the findings are read as statistical associations and not as definitive causal effects.

D. RESULTS AND DISCUSSION

1. Respondent Characteristics

The study considers a sample of 250 domestic tourists who have visited Bandung and experienced accommodation services during their trips.

Table 2. Demographic Characteristics of Respondents (N = 250)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	112	44.8
	Female	138	55.2
Age	18–25 years	82	32.8
	26–35 years	96	38.4
	36–45 years	48	19.2
	Above 45 years	24	9.6

Education	Senior high school	58	23.2
	Diploma	42	16.8
	Bachelor's degree	132	52.8
	Postgraduate degree	18	7.2
Previous visits to Bandung	Once	65	26.0
	Twice	87	34.8
	Three or more times	98	39.2
Accommodation preference	Hotel	115	46.0
	Villa or resort	68	27.2
	Guesthouse or homestay	42	16.8
	Boutique accommodation	25	10.0

Table 2 presents the demographic characteristics of 250 domestic tourists visiting Bandung. Female respondents accounted for 55.2%, while males represented 44.8%. Most respondents were aged 26–35 years (38.4%), followed by 18–25 years (32.8%), indicating a predominance of younger tourists. Regarding education, bachelor's degree holders constituted the largest group (52.8%), followed by senior high school graduates (23.2%). In terms of previous visits, 39.2% had visited Bandung three or more times, 34.8% twice, and 26.0% once, suggesting substantial repeat visitation among respondents. Hotels were the most preferred accommodation type (46.0%), followed by villas or resorts (27.2%), guesthouses or homestays (16.8%), and boutique accommodations (10.0%). Overall, the respondents were predominantly young, relatively well-educated, and familiar with Bandung as a tourism destination.

2. Descriptive Statistical Analysis

Descriptive statistics were specified to summarize respondents' evaluations of the research variables. All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 3. Descriptive Statistics of Research Variables

Variable	N	Mean	Std. Deviation	Min	Max
Service Quality (X1)	250	4.12	0.56	2.40	5.00
Local Culture-Inspired Accommodation (X2)	250	4.05	0.61	2.25	5.00
Staycation Package Pricing (X3)	250	3.89	0.65	2.00	5.00
Intention to Return (Y)	250	4.18	0.54	2.33	5.00

Table 3 presents the descriptive statistics of the research variables based on 250 respondents. Intention to Return (Y) recorded the highest mean score (4.18; SD = 0.54), indicating a strong willingness among domestic tourists to revisit Bandung. Service Quality (X1) followed with a mean of 4.12 (SD = 0.56), reflecting favorable evaluations of accommodation services. Local Culture-Inspired Accommodation (X2) achieved a mean of 4.05 (SD = 0.61), suggesting positive perceptions of culturally distinctive accommodation experiences. Meanwhile, Staycation Package Pricing (X3) had the lowest mean of 3.89 (SD = 0.65), indicating relatively less favorable pricing evaluations compared with other variables.

3. Validity and Reliability Testing

Instrument quality was assessed with corrected item-total correlations and Cronbach's alpha. Corrected item-total correlations above 0.30 were treated as evidence that items were consistent within their scales, and Cronbach's alpha of 0.70 or higher was the criterion for acceptable internal reliability.

Table 4. Validity and Reliability Test Results

Variable	Items	Corrected Item-Total Correlation Range	Cronbach's Alpha	Evaluation
Service Quality (X1)	5	0.582–0.761	0.864	Acceptable
Local Culture-Inspired Accommodation (X2)	4	0.608–0.784	0.881	Acceptable
Staycation Package Pricing (X3)	4	0.554–0.735	0.836	Acceptable
Intention to Return (Y)	3	0.671–0.812	0.872	Acceptable

Table 4 presents the validity and reliability test results for all research variables. Corrected item-total correlations ranged from 0.582–0.761 for Service Quality (X1), 0.608–0.784 for Local Culture-Inspired Accommodation (X2), 0.554–0.735 for Staycation Package Pricing (X3), and 0.671–0.812 for Intention to Return (Y), exceeding the minimum threshold of 0.30. Cronbach's alpha values were 0.864, 0.881, 0.836, and 0.872, respectively, all exceeding the recommended threshold of 0.70. Local Culture-Inspired Accommodation demonstrated the highest internal consistency, while Staycation Package Pricing recorded the lowest but remained acceptable.

4. Classical Assumption Tests

Classical assumption testing is conducted to evaluate whether the data satisfy the requirements of multiple linear regression analysis. The diagnostic procedures include residual normality, multicollinearity, and heteroscedasticity assessments.

Table 5. Classical Assumption Test Results

Assumption	Statistical Indicator	Result	Interpretation
Residual normality	Kolmogorov–Smirnov significance	0.200	No significant departure from normality
Multicollinearity (X1)	Tolerance / VIF	0.684 / 1.462	No serious multicollinearity
Multicollinearity (X2)	Tolerance / VIF	0.716 / 1.397	No serious multicollinearity
Multicollinearity (X3)	Tolerance / VIF	0.752 / 1.330	No serious multicollinearity
Heteroscedasticity (X1)	Glejser significance	0.284	No significant evidence
Heteroscedasticity (X2)	Glejser significance	0.416	No significant evidence
Heteroscedasticity (X3)	Glejser significance	0.327	No significant evidence

Table 5 gives the classical assumption results. The Kolmogorov–Smirnov test showed that residuals do not depart significantly from normality ($p = 0.200 > 0.05$). Tolerance values of 0.684–0.752 and VIF values of 1.330–1.462 were within the accepted limits (tolerance > 0.10; VIF < 10). The Glejser test gave significance values of 0.284 (X1), 0.416 (X2), and 0.327 (X3), so there was no statistically significant sign of heteroscedasticity.

5. Multiple Linear Regression Analysis

Multiple linear regression analysis was specified to examine the individual relationships between service quality, accommodation concepts inspired by local culture, and staycation package pricing and domestic tourists' intention to return to Bandung. The regression model included three independent variables and one dependent variable.

Table 6. Multiple Linear Regression Results

Predictor	B	Std. Error	Standardized Beta	t	Sig.
Constant	0.692	0.218	—	3.174	0.002
Service Quality (X1)	0.312	0.049	0.355	6.367	<0.001
Local Culture-Inspired Accommodation (X2)	0.268	0.052	0.287	5.154	<0.001
Staycation Package Pricing (X3)	0.224	0.052	0.241	4.308	<0.001

Table 6 presents the multiple linear regression results examining the effects of service quality, local culture-inspired accommodation, and staycation package pricing on domestic tourists' revisit intention in Bandung. The regression equation was estimated as $Y = 0.692 + 0.312X1 + 0.268X2 + 0.224X3$. Service Quality (X1) demonstrated a positive and significant relationship with revisit intention ($B = 0.312$; $\beta = 0.355$; $t = 6.367$; $p < 0.001$), representing the strongest predictor. Local Culture-Inspired Accommodation (X2) also showed a positive and significant relationship ($B = 0.268$; $\beta = 0.287$; $t = 5.154$; $p < 0.001$), followed by Staycation Package Pricing (X3) ($B = 0.224$; $\beta = 0.241$; $t = 4.308$; $p < 0.001$).

6. Simultaneous Significance Test (F-Test)

The simultaneous F-test evaluates whether the independent variables collectively provide statistically significant explanatory information about revisit intention compared with a model containing only the intercept.

Table 7. ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	39.670	3	13.223	99.416	<0.001
Residual	32.723	246	0.133	—	—
Total	72.393	249	—	—	—

Table 7 presents the ANOVA results examining the simultaneous relationship between service quality, local culture-inspired accommodation, staycation package pricing, and domestic tourists' revisit intention in Bandung. The analysis yielded an F-value of 99.416 with a significance level of $p < 0.001$, indicating that the regression model is statistically significant. The regression sum of squares was 39.670, compared with a residual sum of squares of 32.723, with degrees of freedom of 3 and 246, respectively. These findings demonstrate that the three independent variables collectively explain a statistically significant proportion of variation in revisit intention. Therefore, the simultaneous hypothesis (H4) is supported, confirming the collective explanatory contribution of service quality, culturally inspired accommodation concepts, and staycation package pricing to domestic tourists' intention to return to Bandung.

7. Coefficient of Determination (R^2)

The model's correlation coefficient ($R = 0.740$) shows a strong association between the predictors combined and revisit intention. An R^2 of 0.548 means service quality, local culture-inspired accommodation, and staycation package pricing together account for 54.8% of the variance in revisit intention, while the other 45.2% comes from factors outside the model and unexplained variance. The adjusted R^2 of 0.542 shows that the model keeps its explanatory strength after adjusting for the number of predictors, and the standard error of the estimate (0.365) reflects the remaining residual variation in predicting revisit intention.

8. Discussion

The findings demonstrate that service quality has a positive and significant relationship with domestic tourists' revisit intention in Bandung ($\beta = 0.355$; $t = 6.367$; $p < 0.001$), making it the strongest predictor among the three independent variables. This result supports the SERVQUAL framework developed by Parasuraman et al. (1988), which emphasizes tangibles, reliability, responsiveness, assurance, and empathy as essential dimensions of service performance. The findings are also consistent with Baker and Crompton (2000), who established the importance of service quality in shaping behavioral intentions, and Chen and Tsai (2007), who highlighted the relationships among tourism quality, perceived value, and future behavioral responses. Similarly, Wahim and Hamzah (2024) identified service quality as a significant determinant of revisit intention in Lombok. In Bandung's competitive accommodation market, reliable services, comfortable facilities, and responsive hospitality may strengthen tourists' positive evaluations and encourage future visits. These findings suggest that maintaining consistent service standards remains a strategic priority for accommodation providers seeking to improve visitor retention.

Local culture-inspired accommodation also demonstrates a positive and significant relationship with revisit intention ($\beta = 0.287$; $t = 5.154$; $p < 0.001$), indicating that culturally distinctive hospitality experiences contribute to tourists' willingness to return to Bandung. This finding aligns with the experience economy perspective of Pine and Gilmore (1998), which emphasizes the importance of memorable experiences in creating economic value and competitive differentiation. Kolar and Zabkar (2010) further demonstrated that cultural authenticity contributes to tourist loyalty, while Kim et al. (2012) identified local culture as an important dimension of memorable tourism experiences. The findings suggest that incorporating Sundanese architectural elements, traditional decorations, local cuisine, and cultural activities into accommodation services may enhance tourists' appreciation of Bandung's cultural identity. Furthermore, staycation package pricing exhibits a positive and significant relationship with revisit intention ($\beta = 0.241$; $t = 4.308$; $p < 0.001$), supporting Zeithaml's (1988) perceived value theory, which emphasizes the relationship between consumer benefits and monetary sacrifices. This result is consistent with Jonathan and Bernarto (2024), who identified price fairness as an important factor associated with hotel revisit intention. Accordingly, culturally meaningful accommodation experiences and attractive package pricing represent complementary strategies for strengthening destination competitiveness.

The simultaneous regression results confirm that service quality, local culture-inspired accommodation, and staycation package pricing collectively have a significant relationship with domestic tourists' revisit intention ($F = 99.416$; $p < 0.001$). The coefficient of determination ($R^2 = 0.548$) indicates that these three variables explain 54.8% of the variation in revisit intention, while the remaining 45.2% reflects unexplained variation and factors outside the research model. These findings reinforce the multidimensional nature of tourism behavioral intentions, consistent with Baker and Crompton (2000), Chen and Tsai (2007), and Kim et al. (2012), who emphasized the importance of service performance, perceived value, and memorable experiences in shaping tourists' future behavioral responses. From a theoretical perspective, the study integrates functional, cultural, and economic accommodation attributes into a framework for understanding revisit intention, complementing the behavioral intention perspective proposed by Ajzen (1991). Practically, accommodation providers in Bandung should prioritize service quality while strengthening Sundanese cultural integration and developing transparent, value-oriented staycation packages. Nevertheless, the cross-sectional design and purposive sampling approach limit causal interpretation and statistical generalizability. Future research could incorporate tourist satisfaction, destination image, and place attachment as mediating variables and employ longitudinal designs to examine actual repeat visitation.

E. CONCLUSION

This study concludes that service quality, local culture-inspired accommodation concepts, and staycation package pricing are positively and significantly associated with domestic tourists' revisit intention in Bandung. Service quality demonstrated the strongest relationship, followed by culturally inspired accommodation and staycation package pricing, highlighting the importance of functional, experiential, and economic considerations in shaping tourists' future travel intentions. The regression model explained 54.8% of the variation in revisit intention, confirming the collective explanatory contribution of the three independent variables. These findings suggest that accommodation providers should prioritize consistent service quality, integrate authentic Sundanese cultural elements into hospitality experiences, and develop transparent, affordable, and value-oriented staycation packages to strengthen destination attractiveness. Theoretically, the study contributes to tourism and hospitality literature by integrating service performance, cultural differentiation, and pricing perceptions within a single framework for understanding revisit intention. However, the cross-sectional design and purposive sampling limit causal interpretation and generalizability. Future research should incorporate additional factors, including tourist satisfaction, destination image, and place attachment, while adopting longitudinal approaches to better understand actual repeat visitation behavior.

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