

## The Influence of Environmental Concern and Service Innovation on Revisit Intention at Central Market PIK–Jakarta with Destination Image as a Mediating Variable

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### ABSTRACT

The purpose of this study is to identify factors influencing revisit intention. The proposed research model is based on the grand theory of Tourism Systems and S-O-R, adopting the concepts of SDGs and the Triple Bottom Line (TBL). This research is further developed by examining the influence of Environmental Concern and Service Innovation on Revisit Intention at Central Market PIK, Jakarta, with Destination Image as a mediator. A quantitative approach was used with PLS-SEM (SmartPLS 4.1.1.2), and data were collected through a field survey questionnaire administered to 240 respondents who had visited and planned to return to the Central Market PIK, an urban green space in Jakarta. This instrument met the criteria of reliability and validity, with evaluation of direct and indirect influences between constructs. The results show that Environmental Concern has a positive but insignificant effect on Revisit Intention ( $\beta = 0.009$ ;  $t = 0.145$ ;  $p = 0.885$ ), while Service Innovation has a positive and significant effect ( $\beta = 0.332$ ;  $t = 3.466$ ;  $p = 0.001$ ). Both constructs were proven to increase Destination Image (Environmental Concern:  $\beta = 0.373$ ;  $t = 6.366$ ;  $p = 0.000$ ; Service Innovation:  $\beta = 0.552$ ;  $t = 11.125$ ;  $p = 0.000$ ), which in turn had a positive and significant effect on Revisit Intention ( $\beta = 0.381$ ;  $t = 4.306$ ;  $p = 0.000$ ). The mediation test confirms that Destination Image fully mediates the influence of Environmental Concern ( $\beta = 0.142$ ;  $t = 3.614$ ;  $p = 0.000$ ) and partially mediates the relationship between Service Innovation and Revisit Intention ( $\beta = 0.211$ ;  $t = 3.988$ ;  $p = 0.000$ ). These findings confirm the role of destination image in mediating the relationship between sustainability practices and service innovation, either fully or partially, which ultimately drives revisit intentions.

**Keywords:** Environmental Concern, Service Innovation, Destination Image, Revisit Intention, Urban Green Space, Sustainable Destination, Green Innovation, Green Initiative.

### INTRODUCTION

Global tourism is shifting toward sustainability, with over 70% of international travelers considering sustainability when choosing destinations (UNWTO, 2023). Following COVID-19, Indonesia's tourism rebounded strongly: international arrivals reached 11.68 million in 2023, nearly double the prior year, with projections of 14 million in 2024 and 1.4 billion in 2025; domestic trips rose from 825.80 million in 2023 to 1.01 billion in 2024, targeting 17 million in 2025. These trends signal improving socio-economic conditions and sectoral recovery. In line with the Sustainable Development Goals, especially SDG 11 on sustainable cities and communities—national and city destinations such as Jakarta must embed sustainability to balance economic, social, and environmental outcomes; Jakarta recorded 39.8 million domestic visits in the first half of 2024, and the sector contributed IDR 4.5 trillion to PAD in 2022 with a 2023 target of IDR 5 trillion.

Pantai Indah Kapuk (PIK), a waterfront integrated township by Agung Sedayu Group on Jakarta's northern coastline, exemplifies this transition. Managed primarily by Amantara under the tagline "The Better Life," PIK features over 20 sustainable lifestyle projects, including commercial districts, public spaces, hotels, white-sand beaches, and green areas, positioning it as Indonesia's premier urban sustainable tourism hub. Central Market PIK operationalizes this vision through eco-friendly, community-based green spaces that blend retail and education (e.g., renewable energy, rainwater irrigation, plastic-free campaigns) and have received multiple accolades, including EDGE Advanced Certification (IFC, 2023) and Best Retail Architectural Design (PropertyGuru Asia Property Awards, 2021). However, annual visits remain below the 5-million target (4.3 million in 2023; 4.4 million in 2024), revealing a gap between sustainability innovation and visitor loyalty and underscoring the importance of destination image in driving revisit intention.

Amid increasing visitation and commercial activity, environmental challenges are growing, and the destination's sustainability depends on consumer perceptions of environmental commitment. Accordingly, examining the effect of environmental concern on revisit intention is necessary. Service innovations, such as an edible garden, a rooftop pet park, and a community amphitheater, aim to enrich experiences and strengthen loyalty; however, revisit intention remains variable, suggesting that affective and symbolic signals conveyed through the destination image may be underoptimized.

Prior research identifies multiple determinants of revisit intention, including destination image (Nazir et al., 2021), environmental concern (Dong et al., 2023), service innovation (Lyu et al., 2023a), attitude (Liao et al., 2021), subjective norms (Hasan et al., 2023), perceived behavioural control (Abbasi et al., 2021), digital marketing (Poluan et al., 2022), motivation (Pratminingsih, 2014), word of mouth (Uslu & Karabulut, 2018), and customer satisfaction (Pun, 2022). A preliminary survey of 50 Central Market PIK visitors identified destination image (88%), environmental concern (84%), and service innovation (82%) as the most salient predictors, yet only 68% explicitly intended to return, indicating a perceptual gap. Addressing this gap, the present study examines the effects of environmental concern and service innovation on revisit intention, with destination image serving as a mediating variable.

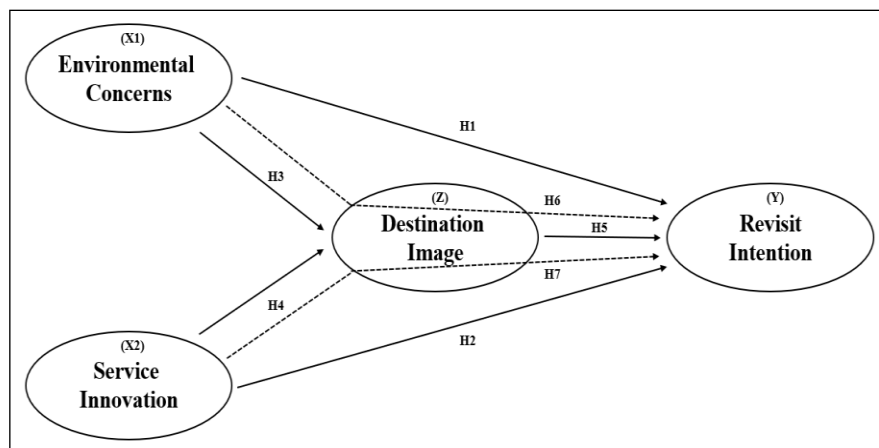
## **Literature Review**

This study draws on the Tourism System (Leiper, 1979) and the Stimulus–Organism–Response (S-O-R) framework (Mehrabian & Russell, 1974). The Tourism System views tourism as a set of linkages among origin, transit, and destination regions that jointly shape travel experiences. At the same time, S-O-R posits that external stimuli—environmental concern and service innovation—shape the internal organism (destination image) and produce a behavioral response (revisit intention). The analysis also references the Sustainable Development Goals (United Nations, 2015) and the Triple Bottom Line (Elkington, 1997).

Urban green space (UGS) denotes vegetated urban areas that support environmental quality and public well-being. UGS regulates climate, filters air, and benefits physical and mental health (Tian et al., 2020); it beautifies cities and supports public health (Baghirov et al., 2023), while fostering sustainable behavior and urban liveability (Chaturvedi et al., 2024). Environmental concern reflects attention to environmental impacts and guides choices toward eco-friendly destinations: tourists increasingly recognize that unmanaged tourism harms nature (Nor Azam et al., 2022); higher concern increases preference for green destinations (Dong et al., 2023) and can build loyalty to environmentally oriented places (Abidin et al., 2021). Within

S-O-R, environmental concern functions as a stimulus; within the Tourism System, it is an external factor shaping destination perceptions.

Service innovation enhances comfort and visitor experience, underpins a positive destination image (Lyu et al., 2023a), and through technology and sustainability-based improvements, raises satisfaction (Rattanaparinyanon et al., 2024), strengthens revisit intention (Punpairoj et al., 2023) and emphasizes that service quality significantly influences the intention to visit, encompassing aspects of service innovation (Hanafiah et al., 2020). In S-O-R, it is a stimulus that generates positive perceptions and emotions; in the Tourism System, it forms part of amenities and attractions. Destination image refers to the travellers’ overall perception, formed by experiences, services, and perceived value. A positive image strengthens revisit intention, particularly when supported by environmental and cultural elements (Nazir et al., 2021). Memorable experiences deepen and prolong perceptions (Zhou et al., 2023), and service quality with sustainability helps create an authentic image (Zulfiqar et al., 2024). In S-O-R, destination image reflects internal reactions to external stimuli; in the Tourism System, it results from integrated destination elements.



**Figure 1. Conceptual Framework, and dotted lines represent the mediating relationships**

The effect of environmental concern on revisit intention is fully transmitted through destination image (full mediation), whereas service innovation affects revisit intention both directly and via destination image (partial mediation). Strengthening environmental concern (EC) and service innovation (SI) fosters a positive destination image (DI), which in turn increases revisit intention (RI) and supports sustainable urban tourism. This offers practical guidance for Central Market PIK and contributes to research on lifestyle- and environment-oriented urban destinations.

## METHOD

This study employs a causal–descriptive, quantitative design to investigate the direct and indirect effects of environmental concern (X1) and service innovation (X2) on revisit intention (Y), with destination image (Z) serving as a mediator. Partial least squares structural equation modeling (PLS-SEM) is employed because it effectively handles complex models, small sample sizes, non-normal data, and prediction-focused aims (Hair et al., 2019; Hair et al., 2022). Primary data were gathered via a validated Likert-scale questionnaire to estimate latent relationships and predictive capability. The PLS-SEM workflow assesses the measurement

(outer) and structural (inner) models and explicitly tests mediation. Bootstrapping provides reliability, validity, and path statistics. Consistent with the quantitative paradigm, the approach is objective, deductive–logical, nomothetic, and replicable (Hardani, 2020; Priyono, 2008; Sugiyono, 2017). The four constructs—environmental concern (EC), service innovation (SI), destination image (DI), and revisit intention (RI) were operationalized into 22 indicators, translated into items, and verified for validity and reliability (Sekaran & Bougie, 2017).

**Table 1. Constructs’ Items and Sources**

Construct & Sources	Items
Environmental Concern (Dong et al., 2023)	EC1: The balance of nature is very delicate and can be easily disturbed.
	EC2: Human beings are severely abusing the environment.
	EC3: Human beings must maintain the balance with nature to survive.
	EC4: Human interference with nature often produces disastrous consequences
Service Innovation (Lyu et al., 2023a)	SI1: The environmental management in the Central Market PIK is innovative
	SI2: The holistic management in the Central Market PIK is innovative
	SI3: The facility management in the Central Market PIK is innovative
	SI4: The tourism market for the Central Market PIK is innovative
	SI5: The promotion of the Central Market PIK is innovative
Destination Image (Nazir et al., 2021)	DI1: Central Market PIK has a quality tourism infrastructure
	DI2: Central Market PIK is safe and stable
	DI3: Central Market PIK offers a good quality of life
	DI4: Central Market PIK has a variety of unique attractions
	DI5: Central Market PIK is a good place for shopping
	DI6: Central Market PIK’s staff are engaging and friendly
	DI7: Central Market PIK is a pleasant place to visit
	DI8: Central Market PIK has natural elements, including plants & water pools.
Revisit Intention (Abbasi et al., 2021)	RI1: I would like to revisit Central Market PIK in the near future
	RI2: If I had to decide again, I would choose Central Market PIK again
	RI3: I would come back to Central Market PIK in the future
	RI4: I would more frequently visit Central Market PIK
	RI5: Central Market PIK would be my first choice over other destinations

The population comprises visitors to Central Market PIK residing in the Jabodetabek area. Purposive sampling ensured adequacy for PLS-SEM, given model complexity (Hair et al., 2022). Screening confirmed eligibility: (1) prior visit to Central Market PIK, (2) Jabodetabek residency, (3) age 20–59, and (4) environmental concern. The target sample was 250, with a minimum of 119 from G\*Power for 22 indicators. Data were collected via an online questionnaire distributed through WhatsApp Groups and QR codes shown on LED screens at Central Market PIK. The display ran from June 30 to July 18, 2025. The active collection occurred from July 1 to July 13, 2025, and was supported by the Amantara internal team.

The instrument used closed-ended statements on a 7-point Likert scale (“Strongly Disagree” to “Strongly Agree”), with precise wording to reduce ambiguity. It was digitized using Google Forms and shared with visitors and community groups via printed QR codes for efficient and wide-reaching collection. A pilot test (first 30 respondents) and face validity (10 of them) ensured clarity and preliminary reliability. Data processing included scoring, coding, and tabulation, followed by descriptive and inferential analyses to test independent effects, mediation, and draw valid conclusions.

The measurement model required indicator loadings > 0.70; reliability via Cronbach’s alpha and composite reliability > 0.70; convergent validity AVE > 0.50; and discriminant

validity HTMT < 0.90 (Hair et al., 2022). The structural model evaluated multicollinearity (VIF < 5) and fit (SRMR < 0.08), with additional guidelines NFI ≥ 0.90 and RMS Theta < 0.102, plus R<sup>2</sup> for explanatory power, Q<sup>2</sup> (blindfolding) for predictive relevance, and f<sup>2</sup> for effect sizes, including indirect effects for mediation (Hair et al., 2022). Out-of-sample prediction used PLS Predict, favoring PLS-SEM when RMSE < linear model and Q<sup>2</sup> Predict > 0 (Shmueli et al., 2019). Significance of paths was tested by two-tailed bootstrapping; relationships were significant at p-value < 0.05 and t-statistic > 1.96 (Ghozali, 2021).

## RESULTS AND DISCUSSION

Central Market PIK is a flagship retail and community hub in Pantai Indah Kapuk (North Jakarta), serving as an open urban green space that exemplifies a sustainable urban lifestyle within PIK’s premium tourism ecosystem. Its curated landscape, public realms, and community areas are intended to foster circular economy practices and pro-environmental behavior, aligning with the SDGs (notably SDG 11 on sustainable cities and communities). As part of an integrated residential–recreational–commercial district, the site reflects Tourism System principles (attractions, accessibility, amenities, and ancillary services) and functions as a stimulus within the S–O–R framework that shapes visitor perceptions and emotions (organism) into revisit intention (response). This context makes it appropriate for testing the four core variables: environmental concern, service innovation, destination image, and revisit intention.

A pilot test with the first 30 respondents (analyzed in SPSS) assessed clarity, completion ease, and the feasibility of the 1–7 Likert instrument. Four screening criteria were applied: having visited Central Market PIK, residing in Jabodetabek, being between 20 and 59 years of age, and having a concern about environmental issues, which all had to be met before proceeding. The initial profile was predominantly female (66.7%), of productive age (96.7%), and mainly visiting with family/partners/friends (90%), with visit frequencies clustering at 1–2 and ≥7 times (70%). Most held a bachelor’s degree (80%), reported middle-to-upper income/expenditure ranges, and resided across PIK, DKI Jakarta, Tangerang–Banten, and Bekasi. Reliability was strong across constructs (Cronbach’s Alpha > 0.7), item validity thresholds were satisfied (r-calculated > r-table = 0.361), and face validity with 10 respondents prompted brief explanatory notes that were incorporated prior to the primary survey.

Descriptive statistics were then used to map response distributions: mean, standard deviation, minimum–maximum, range, kurtosis, and skewness across the four main variables: environmental concern (X1), service innovation (X2), destination image (Z), and revisit intention (Y), all measured on a 1–7 Likert scale. Analyses were conducted using SPSS version 29 and SmartPLS version 4.1.1.2, involving 240 visitors to Central Market PIK from diverse demographic backgrounds in Jabodetabek and its surrounding areas. Of the 250 targets, 288 individuals participated. However, only 240 met all screening criteria and returned complete data (response rate 96%), thereby providing a strong and representative basis for subsequent inferential analyses.

**Table 2. Respondent Demographic Profile**

Category	Criteria	Freq	%	Category	Criteria	Freq	%
Gender	Male	130	54.2	Residence	PIK Area	40	16.7
	Female	110	45.8		North Jakarta	48	20
Age	20 – 27	59	24.6		West Jakarta	60	25

Category	Criteria	Freq	%	Category	Criteria	Freq	%	
	28 – 35	66	27.5		Central Jakarta	5	2.1	
	36 – 43	53	22.1		South Jakarta	23	9.6	
	44 – 51	53	22.1		East Jakarta	11	4.6	
	52 – 59	9	3.8		Bogor-Depok	6	2.5	
Visitor Type	Family-Relatives	82	34.2		Tangerang-Banten	32	13.3	
	Community	21	8.8		Bekasi	15	6.3	
	Couple	35	14.6		Highest Education	Basic Education	27	11.3
	Friends-Colleagues	102	42.5			Diploma	23	9.6
Number of Visits	1 – 2x	84	35			Bachelor’s degree	162	67.5
	3 – 4x	47	19.6			Master’s degree	27	11.3
	5 – 6x	44	18.3	Doctoral degree	1	4		
	7x or more	65	27.1	Monthly Income (in Rupiah)	< 10 million	69	28.7	
Monthly Shopping Expenses (in Rupiah)	< 5 million	116	48.3		10 – 20 million	68	28.3	
	5 – 10 million	80	33.3		21 – 30 million	43	17.9	
	11 – 15 million	22	9.2		31 – 40 million	28	11.7	
	16 – 20 million	6	2.5		41 – 50 million	11	4.6	
	> 21 million	16	6.7		> 50 million	21	8.8	

Based on the demographic statistics of the 240 participants, the gender composition was predominantly male (54.2%). The majority visited with friends and colleagues (42.5%) or with family and relatives (34.2%), with the most frequent visits in the past six months being 1–2 times (35%) and 7 times or more (27.1%). A total of 74.2% were aged 20–43 years, with the most extensive educational background at bachelor’s and master’s degrees (78.8%). Most (75%) resided in nearby areas, including PIK, West Jakarta, North Jakarta, and Tangerang, with monthly incomes ranging from 5 to 30 million rupiah and an average monthly spending of 5 to 10 million rupiah (81.6%). This pattern indicates that Central Market PIK attracts a productive-age segment with relatively potent but selective purchasing power, higher educational attainment, and intense awareness of sustainability.

**Measurement and Structural Model**

The (outer) measurement model verified that indicators validly and reliably captured their latent constructs for Environmental Concern (X1), Service Innovation (X2), Destination Image (Z), and Revisit Intention (Y), following SmartPLS 4.1.1.2 procedures and recommended criteria (Hair et al., 2022). Convergent validity was supported by outer loadings  $\geq 0.70$  and AVE  $> 0.50$ ; reliability was confirmed with Cronbach’s alpha and composite reliability both  $> 0.70$ . Discriminant validity met the Fornell–Larcker criterion (square roots of AVE exceeding inter-construct correlations) and HTMT  $< 0.90$ . Each indicator loaded highest on its intended construct; no items were removed, and the measurement model was adequate, permitting progression to the (inner) structural model (Hair et al., 2022).

**Table 3. Measurement Model (Outer Model)**

Construct	Items	Factor Loading $> 0.7$	Cronbach’s Alpha ( $\alpha$ ) $> 0.7$	Composite Reliability (CR) $> 0.7$	Average Variance Extracted (AVE) $> 0.5$
Environmental Concern (EC)	EC 1	0.838	0.815	0.878	0.644
	EC 2	0.806			
	EC 3	0.853			

Construct	Items	Factor Loading > 0.7	Cronbach's Alpha ( $\alpha$ ) > 0.7	Composite Reliability (CR) > 0.7	Average Variance Extracted (AVE) > 0.5
Service Innovation (SI)	EC 4	0.706	0.933	0.949	0.789
	SI 1	0.891			
	SI 2	0.892			
	SI 3	0.903			
	SI 4	0.899			
Destination Image (DI)	SI 5	0.855	0.947	0.956	0.729
	DI 1	0.840			
	DI 2	0.857			
	DI 3	0.853			
	DI 4	0.836			
	DI 5	0.875			
	DI 6	0.847			
	DI 7	0.874			
Revisit Intention (RI)	DI 8	0.849	0.960	0.969	0.863
	RI 1	0.927			
	RI 2	0.944			
	RI 3	0.906			
	RI 4	0.951			
	RI 5	0.915			

**Table 4. Discriminant Validity – HTMT (Heterotrait–Monotrait Ratio)**

Variable	DI (Z)	EC (X1)	RI (Y)	SI (X2)
DI				
EC	0.795			
RI	0.674	0.534		
SI	0.823	0.682	0.668	

**Table 5. Discriminant Validity Fornell–Lacker Criterion**

Variable	DI (Z)	EC (X1)	RI (Y)	SI (X2)
DI	<b>0.854</b>			
EC	0.704	<b>0.803</b>		
RI	0.645	0.477	<b>0.929</b>	
SI	0.776	0.600	0.633	<b>0.888</b>

The (inner) structural model then examined multicollinearity and overall fit. All VIF values were < 5, and even < 3.3, suggesting no problematic collinearity among predictors. Model fit met the SRMR threshold (< 0.08), indicating an acceptable representation of the data. Explanatory power was moderate to strong, with  $R^2 = 0.691$  for Destination Image and  $R^2 = 0.460$  for Revisit Intention; in PLS-SEM, values around 0.25, 0.50, and 0.75 are typically interpreted as weak, moderate, and substantial, respectively (Hair et al., 2022).

**Table 6. Multicollinearity Test Results**

Variable	VIF < 5	Result
DI (Z) → RI (Y)	3.233	There is no multi-collinearity between constructs
EC (X1) → DI (Z)	1.562	
EC (X1) → RI (Y)	2.011	
SI (X2) → DI (Z)	1.562	
SI (X2) → RI (Y)	2.546	

**Table 7. Effect Size (f-square) Test Results**

Variable	f <sup>2</sup>	Result
DI (Z) → RI (Y)	0.083	weak
EC (X1) → DI (Z)	0.288	moderate
EC (X1) → RI (Y)	0.000	–
SI (X2) → DI (Z)	0.631	strong
SI (X2) → RI (Y)	0.080	weak

Predictive relevance was also confirmed ( $Q^2 = 0.681$  for Destination Image;  $Q^2 = 0.402$  for Revisit Intention; > 0). According to Hair et al. (2022), the  $f^2$  values are 0.02 (weak), 0.15 (moderate), and 0.35 (strong). Effect-size analysis ( $f^2$ ) showed the most substantial impact from Service Innovation on Destination Image ( $f^2 = 0.631$ ). Finally, PLS Predict was used to gauge out-of-sample performance: the model is deemed superior when PLS-SEM yields lower RMSE

than a linear benchmark and  $Q^2 \text{ Predict} > 0$ , demonstrating that the results are not only statistically sound but practically predictive for new cases (Shmueli et al., 2019).

Given these characteristics and results, Central Market PIK is a pertinent and strategic case for examining sustainability-oriented urban destination development. The study clarifies how perceptions of environmental concern and service innovation shape destination image and, in turn, revisit intention. Accordingly, this setting is well-suited to analyze interactions among environmental concern, service innovation, destination image, and revisit intention within sustainable urban tourism.

### Hypothesis Testing

Hypothesis testing was conducted to evaluate the causal relationships among constructs in the specified structural model using bootstrapping in SmartPLS 4.1.1.2. Significance was assessed via path coefficients, t-statistics, and p-values; effects were deemed significant at  $\alpha = 0.05$  when t-statistics  $> 1.96$  and p-value  $< 0.05$  (Hair et al., 2022). Tests proceeded only after the measurement (outer) model met reliability and validity criteria, enabling evaluation of the structural (inner) model. Bootstrapping is a nonparametric resampling procedure that generates empirical sampling distributions from which t-statistics and p-values are derived to gauge effect size and significance. Seven hypotheses (H1–H7) were examined, covering both direct effects and indirect (mediated) paths. As an additional decision aid, a t-table value of 1.6526 was used ( $df = n - k = 139 - 5$ ); relationships with t-statistics  $> 1.6526$  or p-value  $< 0.05$  were accepted, otherwise rejected. Results are presented in Figure 2 and Table 8.

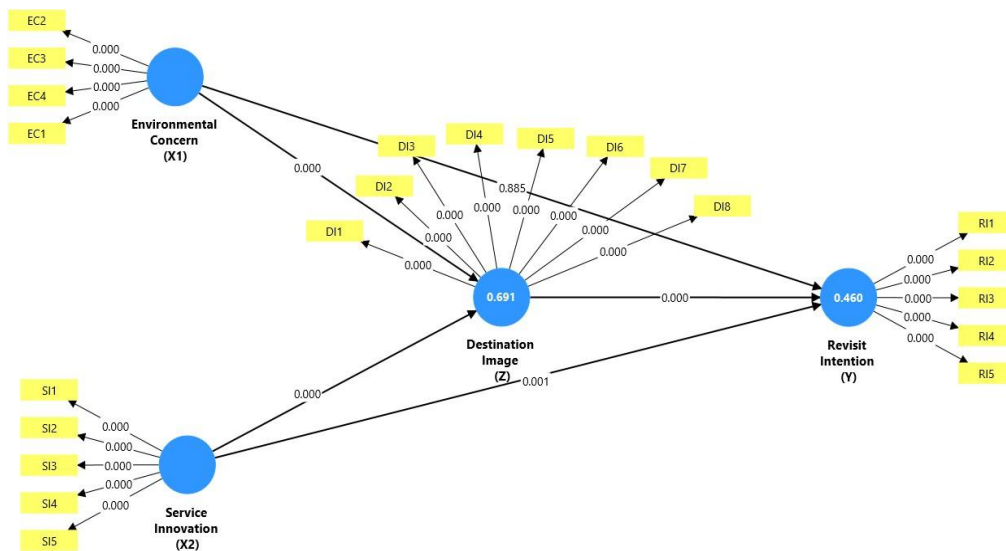


Figure 2. Path Coefficient & P-value with Two-Tailed

Source: SmartPLS.4.1.1.2

Table 8. Hypothesis Test Results

Variable	Coefficients	T-Statistics > 1.645	P-Value < 0.05	Result
<i>Direct Effect</i>				
Environmental Concern → Revisit Intention	0.009	0.145	0.885	Positive and insignificant effects Hypothesis 1 is rejected
Service Innovation → Revisit Intention	0.332	3.466	0.001	Positive and significant effect Hypothesis 2 is accepted

Variable	Coefficients	T-Statistics > 1.645	P-Value < 0.05	Result
<b>Direct Effect</b>				
Environmental Concern → Destination Image	0.373	6.366	0.000	Positive and significant effect Hypothesis 3 is accepted
Service Innovation → Destination Image	0.552	11.125	0.000	Positive and significant effect Hypothesis 4 is accepted
Destination Image → Revisit Intention	0.381	4.306	0.000	Positive and significant effect Hypothesis 5 is accepted
Variable	Coefficients	T-Statistics > 1.96	P-Value < 0.05	Result
<b>Indirect Effect (Mediation)</b>				
Environmental Concern → Destination Image → Revisit Intention	0.142	3.614	0.000	Mediating and significant Hypothesis 6 is accepted
Service Innovation → Destination Image → Revisit Intention	0.211	3.988	0.000	Mediating and significant Hypothesis 7 is accepted

Source: SmartPLS.4.1.1.2

Following the quantitative analysis, each hypothesis is examined in depth to clarify the relationships among the latent variables in the model. The discussion reports path coefficients, significance levels (p-values), and t-statistics, and interprets these findings within the study’s theoretical frameworks and the specific research context. The analytic approach is interpretive and reflective, seeking the meaning behind the statistics and evaluating whether the results align with or diverge from initial theoretical expectations while considering external factors and respondent or site characteristics that may influence outcomes. When non-significant or contrary results arise, logical, theory-based explanations are provided to maintain analytic objectivity and integrity. With this systematic and balanced structure, the discussion aims to advance theoretical understanding and provide practical insights for policymakers and industry practitioners. The subsequent sections present the test results for each hypothesis sequentially.

### The Effect of Environmental Concern on Revisit Intention

Hypothesis H1 tests the relationship between Environmental Concern and Revisit Intention. The results show a positive but non-significant association between X1 and Y, indicating that higher environmental concern does not necessarily increase revisit intention; therefore, H1 is rejected (“Environmental Concern has a positive and non-significant effect on Revisit Intention”). Although most respondents at Central Market PIK express concern for environmental issues, this concern does not directly translate into stronger intentions to return, suggesting that, in the Jabodetabek context, environmental concern may not yet be a primary driver of repeat visits to an urban green-space destination.

These findings diverge from several prior studies reporting a positive effect of Environmental Concern on Revisit Intention, for instance, when mediated by Environmental Awareness (Abidin et al., 2021), and from evidence that eco-guilt can have indirect positive effects on revisit intention through environmentally friendly tourism behavior despite possible direct adverse effects (Bahja & Hancer, 2021). They also contrast with results showing that tourists with higher environmental awareness tend to be more loyal to eco-friendly destinations, including stronger revisit intentions when destination experiences align with sustainability values (Dong et al., 2023).

A value–action gap appears to be present: visitors may care about environmental issues, yet this value is not fully reflected in repeat-visit behavior. Thus, Environmental Concern likely needs reinforcement through perceived behavioral control and concrete, on-site experiences to have a more substantial effect on revisit intention. Interpreted through the Stimulus–Organism–Response (S–O–R) framework, Environmental Concern functions as a stimulus that, by itself, is insufficient to shape the organism (affective and cognitive states) into the response of revisiting; it must be bolstered by positive perceptions of environmental benefits or pleasant affective experiences (Nguyen et al., 2024). Accordingly, within the Central Market PIK setting, Environmental Concern should be complemented with perceived green value, on-site education, or environmental experiential marketing to more effectively and significantly encourage revisit intention.

### **The Effect of Service Innovation on Revisit Intention**

Hypothesis H2 examines the relationship between Service Innovation and Revisit Intention. The tests indicate a positive but non-significant association between X2 and Y, implying that higher perceived service innovation corresponds with greater revisit intention; accordingly, H2 is accepted, stating that “Service Innovation has a positive and significant effect on Revisit Intention.” This finding is consistent with prior research, which has shown that service interactivity, multi-channel digital touchpoints, and technology-based solutions enhance purchase and revisit intentions (Lyu et al., 2023). Emotionally resonant innovations, such as comfort and warmth, promote loyalty in urban tourism (Rattanaparinyanon et al., 2024); that perceived innovativeness fosters perceptions of competence and warmth that trigger revisit intention (Punpaiboj et al., 2023); and that digital self-service, payment efficiency, and personalization correlate strongly with guests’ return intentions in hotels. Interpreted through the Stimulus–Organism–Response lens, Service Innovation functions as an external stimulus that elicits affective and cognitive responses, such as satisfaction, comfort, and perceived ease, which culminate in the behavioral response of revisiting. In line with this perspective, a study by Hanafiah also emphasizes that service quality significantly influences the intention to visit, encompassing aspects of service innovation (Hanafiah et al., 2020).

In the Central Market PIK context, visitors perceive innovation both functionally (e.g., digital payment systems, interactive tenant maps) and experientially (e.g., integrated art, interactive green spaces, and family- and community-friendly features), indicating engagement at a psychological level. Overall, these results reinforce that relevant, emotionally impactful service innovation is a primary strategy for sustaining loyalty and extending the visitation cycle in urban destinations such as Central Market PIK.

### **The Effect of Environmental Concern on Destination Image**

Hypothesis H3 tests the effect of Environmental Concern (X1) on Destination Image (Z) and reveals a positive, significant relationship between X1 and Z; accordingly, H3 is accepted (“Environmental Concern has a positive and significant effect on Destination Image”). Higher levels of visitor concern for environmental issues correspond to more favorable perceptions of destinations that emphasize sustainability, resource efficiency, and green lifestyles. In the context of Central Market PIK, an urban green space integrated within a premium tourism ecosystem, this indicates that visitors value management efforts to implement eco-friendly concepts and create sustainable public spaces, which in turn strengthen the destination’s image.

These results align with prior evidence showing that environmental concern

significantly shapes perceptions of a green destination image (Dong et al., 2023). That environmentally conscious behavior reinforces image when supported by consistent, tangible sustainability communication (Pham & Khanh, 2021). They are also consistent with findings that visitors high in environmental awareness evaluate stewardship, such as green architectural design, urban green spaces, and eco-friendly waste management, more positively (Abidin et al., 2021), and that green practices mediate the effect of environmental concern on perceived image in sustainable tourism settings (Bahja & Hancer, 2021).

The Tourism System perspective further explains this relationship: a destination image emerges from interacting components, including attractions, accessibility, amenities, and supporting facilities, all of which are integrated with sustainability values (Cooper, 2016). Within this system, environmental concern functions as a key stimulus shaping visitor evaluations; when sustainability is tangibly embedded in attractions and amenities, positive experiences are generated that reinforce destination image. Overall, these findings highlight the importance of cultivating environmental awareness through educational campaigns, green space design, and eco-friendly operations as a long-term strategy to enhance a destination's sustainability-oriented image in urban tourism, such as Central Market PIK.

### **The Effect of Service Innovation on Destination Image**

Hypothesis H4 tests the effect of Service Innovation on Destination Image at Central Market PIK as an urban premium tourism hub. SEM-PLS results show a positive and significant effect; therefore, H4 is accepted. In practical terms, stronger perceptions of service innovation correspond with a stronger destination image. At Central Market PIK, initiatives such as smart parking, digital QR codes for culinary tenants, integrated green open-space concepts, and thematic retail experiences reinforce perceptions of a modern, healthy, and environmentally oriented urban community space.

These findings are consistent with prior research demonstrating that service innovation across products, technologies, processes, and customer interactions shapes tourists' impressions and perceptions (Rattanaparinyanon et al., 2024), that digital payment systems and personalized experiences enhance perceived destination quality and positioning (Punpairoj et al., 2023), and that integrating innovation with sustainability improves destination image among environmentally conscious urban segments (Lyu et al., 2023a). Complementarily, innovative tourism ecosystems grounded in technological innovation and user experience add value to positive destination perceptions. Theoretically, the results align with the Tourism System framework, in which service and information interact dynamically with destination, transport, and market elements (Cooper, 2016). Thus, at Central Market PIK, service innovation functions not merely as an operational enhancement but as a strategic lever for shaping perceptions, strengthening loyalty, and differentiating the destination within the urban premium tourism market.

### **The Effect of Destination Image on Revisit Intention**

Hypothesis testing indicates that Destination Image has a positive and significant effect on Revisit Intention, thereby supporting H5. The stronger the image formed in visitors' minds, the higher their intention to revisit Central Market PIK. Statistically, this suggests that destination image operates as a cognitive-affective stimulus shaping the behavioral response of revisiting, as articulated by the Stimulus-Organism-Response (S-O-R) framework. Within S-O-R, destination image functions as the stimulus (S) received by the organism (O), the visitor, then processed through perceptions, emotions, and experiences to produce the response

(R) of revisit intention. This image comprises visual cues, spatial experiences, emotional attachment, and positive associations with sustainability, safety, and comfort (Mehrabian & Russell, 1974).

These results align with prior studies showing that destination image directly and significantly influences revisit intention in urban and sustainability-oriented contexts (Nazir et al., 2021); that images grounded in sustainability and authenticity strengthen revisit intention and recommendation through authentic narratives (Fandos-Herrera et al., 2025); that image can mediate the link between tourist experience and revisit intention in educational tourism (Violla Atmari & Wiratno Putri, 2021); and that emotional, cognitive, and affective image dimensions shape tourist behavior, with pleasantness, cleanliness, safety, and environmental fit increasing revisit appeal (Hamdy et al., 2023). Applied to Central Market PIK, environmentally friendly spatial design, pedestrian comfort, culinary and community experiences, and perceptions of sustainability and urban aesthetics generate a premium, modern, yet inclusive impression that accords with contemporary urban visitor preferences, positioning the destination for high revisit loyalty.

### **The Mediating Role of Destination Image in the Relationship between Environmental Concern and Revisit Intention**

Hypothesis H6 is supported: Destination Image fully mediates the relationship between Environmental Concern and Revisit Intention. Although Environmental Concern does not exert a significant direct effect on Revisit Intention, the effect becomes significant when transmitted through Destination Image; thus, concern for environmental issues fosters repeat visitation only when the destination projects a strong image of sustainability and environmental responsibility.

This finding aligns with prior evidence that Destination Image bridges Environmental Concern and tourist behavior, including loyalty and revisit intentions (Dong et al., 2023), and that images reflecting ecological values and sustainable aesthetics strengthen perceptions and increase revisit intention even when baseline concern is not dominant (Nazir et al., 2021). Moreover, emotional factors such as eco-guilt and environmental identity influence revisit intention only when visitors perceive that the destination's image aligns with their personal values (Bahja & Hancer, 2021). The impact of Environmental Concern depends on how visual cues and destination communications are interpreted (Pham & Khanh, 2021).

Theoretically, the result reinforces the Stimulus–Organism–Response framework: the external stimulus of Environmental Concern shapes the organism's state—Destination Image—which then drives the behavioral response of Revisit Intention (Mehrabian & Russell, 1974; Şahin & Kılıçlar, 2023). For Central Market PIK, an eco-urban destination, consistent visual management, clear narrative communication, and tangible green practices are therefore essential to build a positive image and strengthen visitor perceptions. Even as public environmental awareness grows, Destination Image remains a central determinant of tourist loyalty and revisit intention.

### **The Mediating Role of Destination Image in the Relationship between Service Innovation and Revisit Intention**

Hypothesis H7 is accepted: Destination Image mediates the relationship between Service Innovation and Revisit Intention. At Central Market PIK, service innovation not only influences visitors' intentions to return directly but also shapes a strong destination image, which in turn reinforces their intention to revisit. Innovation strategies centered on the service

experience, such as digital payments, eco-friendly programs, and curated local and creative tenants, foster positive perceptions of the destination as a whole.

These results are consistent with prior studies showing that consistent service innovation builds a modern, experience-oriented image that strengthens loyalty and revisit intention (Rattanaparinyanon et al., 2024). Moreover, adapting to market preferences through innovation enhances perceived quality, differentiation, and the intention to revisit in urban tourism (Lyu et al., 2023). Service innovation also cultivates visitors' emotional attachment, indirectly reinforcing the destination image and influencing repeat decisions (Punpairoj et al., 2023). Meanwhile, perceptions of authenticity and service sustainability contribute to an authentic image that supports intentions to return (Fandos-Herrera et al., 2025). Interpreted through the S–O–R framework, service innovation operates as the stimulus that shapes the organism's state Destination Image, which then drives the behavioral response of Revisit Intention (Mehrabian & Russell, 1974; Şahin & Kılıçlar, 2023).

Practically, these findings underscore the need for Central Market PIK to continue advancing service innovation through technological advancements, community programs, and sustainability initiatives, thereby delivering an efficient and enjoyable customer journey while shaping a modern, green, and competitive destination image that supports long-term loyalty.

## CONCLUSION

When an independent variable (X) is positively and significantly related to a dependent variable (Y), increases in X raise Y. If the link is positive but non-significant, the effect is weak. A mediator (Z) can transmit and strengthen the X to Y effect. Using survey data from 240 visitors to Central Market PIK–Jakarta, this study tested Environmental Concern and Service Innovation as predictors of Revisit Intention with Destination Image as mediator. Environmental Concern showed a positive but non-significant association with Revisit Intention, indicating that concern alone does not heighten return intentions and that the organism state in S–O–R (cognitive/affective processing) remains essential.

Service Innovation had a positive and significant effect on Revisit Intention, consistent with enhancements such as digital payments, functional green spaces, and community activation. Both predictors had positive and significant effects on Destination Image, which in turn positively and significantly influenced Revisit Intention. Destination Image fully mediated the effect of Environmental Concern on Revisit Intention and partially mediated the effect of Service Innovation on Revisit Intention. Overall, Destination Image is the central mechanism that converts sustainability and innovation into revisit loyalty in sustainable urban destinations, such as Central Market PIK.

Mediation explains the pathways, mechanisms, and processes through which an independent variable influences a dependent variable, whereas moderation changes the strength of an existing relationship without altering its direction. In this study, Destination Image (Z) fully mediates Environmental Concern (X1) to Revisit Intention (Y) and partially mediates Service Innovation (X2) to Revisit Intention (Y). Z is necessary for X1 to Y, and it amplifies but is not required for X2 to Y.

## Managerial Implications

The results provide clear guidance for Central Market PIK and Amantara in designing a sustainable, loyalty-oriented urban destination strategy. Communication about sustainability should be prioritized so visitors both know and feel the destination's environmental

commitment through digital channels and on-site visuals. Service innovation should be integrated with sustainability, encompassing cashless systems, efficient waste management, functional green spaces, and eco-technologies, so that the destination represents a responsible urban lifestyle. The premium image should remain inclusive to broaden the market and support long-term loyalty. Given the mediating role of Destination Image, managers should treat it as a primary lever in planning and evaluation; without strengthening Destination Image (Z), the influence of Environmental Concern (X1) will not convert into Revisit Intention (Y).

### Limitations and Directions for Future Research

This study focused on a single site, Central Market PIK, so generalization to other urban destinations requires caution. The sample included only individual visitors and relied on a quantitative survey, which limits insight into deeper emotions and experiences. Future research should compare multiple nearby destinations (e.g., Batavia PIK, Pantjoran PIK, By The Sea, Land's End, Orange Groves, and Indonesia Design District), employ mixed-methods or qualitative designs to probe experience, motivation, image formation, and loyalty, and enrich the model with additional constructs such as Perceived Value, Satisfaction, or Cultural Experience as intervening or moderating variables to provide a more comprehensive understanding of tourist behavior in sustainable urban destinations.

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