

Sustainable Marketing and the Determinants of Revisit Intention: A Conceptual Study of Heritage Tourism in Candi Muaro Jambi

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Abstract

Heritage tourism plays a crucial role in preserving cultural identity and fostering economic growth, particularly when guided by sustainable marketing practices. Despite the importance of heritage tourism, most existing studies have concentrated on service quality and tourist satisfaction, leaving limited attention to sustainability-oriented constructs in Southeast Asia. This paper aims to develop a conceptual framework that directly links six determinants—destination image, perceived tourism sustainability, spiritual value, tourist motivation, tourist satisfaction, and perceived value—to revisit intention in the context of Candi Muaro Jambi, the largest temple complex in Southeast Asia and a tentative UNESCO World Heritage site. Methodologically, the study employs a conceptual review by synthesizing peer-reviewed literature published between 2019 and 2025 to justify the proposed relationships among constructs. The framework emphasizes that revisit intention is shaped not only by classical determinants of tourist behavior but also by emerging constructs that reflect cultural preservation and sustainability values. Among these, spiritual value and perceived tourism sustainability are highlighted as distinctive antecedents that differentiate heritage destinations from conventional tourism. The paper contributes to theory by bridging classical constructs with the sustainable marketing paradigm, while offering practical implications for destination managers and policymakers to design strategies that enhance loyalty and encourage repeat visitation. The model further provides a foundation for future empirical validation using structural equation modeling (SEM-PLS).

Keywords

Sustainable marketing, Revisit intention, Spiritual value, Perceived tourism sustainability,
Heritage tourism

Introduction

Heritage tourism has become a cornerstone in promoting economic development and safeguarding cultural identity. Unlike mass tourism, which often prioritizes entertainment, heritage tourism provides visitors with meaningful experiences tied to history, tradition, and local identity

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(Destination Image)(Chuamuangphan et al., 2025),(Soni et al., 2025) These attributes make heritage destinations central to sustainable growth and cultural continuity.

Candi Muaro Jambi, located in Jambi Province, Indonesia, is a prominent example. As the largest temple complex in Southeast Asia and a tentative UNESCO World Heritage Site, the destination embodies both cultural heritage and untapped tourism potential. Its long-term success, however, depends not only on preservation but also on effective sustainable marketing strategies that align environmental stewardship, cultural preservation, and visitor engagement (Perceived Tourism Sustainability) (Rasoolimanesh et al., 2025).

Within heritage tourism studies, Revisit Intention is widely recognized as a key indicator of destination sustainability, reflecting loyalty and the likelihood of repeat visits (Siqueira et al., 2022). Unlike short-term outcomes such as Tourist Satisfaction, revisit intention signals enduring commitment from tourists, which directly contributes to financial viability, cultural preservation, and inclusive development for local communities. Although extensive research has examined drivers of Revisit Intention, much of the literature has concentrated on conventional constructs such as Service Quality, Tourist Satisfaction, and Perceived Value (Setiady et al., 2025), (Isniah & Qomariah, 2025). While these constructs remain important, they provide limited insights into how sustainability-oriented practices can shape long-term tourist loyalty.

Recent discussions highlight the importance of incorporating sustainability and cultural dimensions into tourism research. Yet, two constructs remain underexplored: Spiritual Value and Perceived Tourism Sustainability. Spiritual Value captures the sacred, cultural, and emotional meanings attached to heritage destinations, influencing visitors' attachment and loyalty (Doan et al., 2025), (Sheth et al., 1991). Perceived Tourism Sustainability reflects tourists' evaluation of ecological, socio-cultural, and economic practices in tourism management (Rasoolimanesh et al., 2025), (Rodineau, 1978). Both variables are critical in heritage tourism but have received limited scholarly attention, particularly in Southeast Asia. This underscores a research gap and the need for a framework that integrates traditional determinants (Destination Image, Tourist Motivation, Tourist Satisfaction, Perceived Value) with sustainability-driven constructs.

Objectives of the Study

The objective of this study is to develop a conceptual framework that directly links six determinants—Destination Image, Perceived Tourism Sustainability, Spiritual Value, Tourist Motivation, Tourist Satisfaction, and Perceived Value—to Revisit Intention in the context of heritage tourism at Candi Muaro Jambi. By employing sustainable marketing as the overarching paradigm, this framework seeks to explain how cultural, environmental, and social dimensions can reinforce revisit intention and ensure heritage tourism sustainability.

This study is aligned with the international agenda of sustainable development and inclusive growth. By integrating sustainable marketing principles into the analysis of heritage tourism, it addresses the United Nations Sustainable Development Goals (SDGs), particularly those concerning cultural preservation, responsible consumption, and economic inclusivity (Rodineau, 1978). Furthermore, emphasizing Spiritual Value and Perceived Tourism Sustainability contributes to a distinctive approach that enriches existing tourism literature and provides practical guidance for policymakers, destination managers, and marketers. In line with the conference theme, the proposed framework underscores that sustainable heritage tourism is not only about

preserving the past but also about co-creating value and ensuring long-term social, cultural, and economic benefits.

Sustainable marketing refers to the integration of environmental, social, and cultural sustainability principles into marketing strategies to create long-term value for both businesses and society. It goes beyond traditional marketing by emphasizing responsibility toward natural resources, local communities, and cultural preservation. Scholars highlight that sustainable marketing encompasses three interrelated pillars: ecological sustainability, social inclusivity, and cultural continuity (Rasoolimanesh et al., 2025),(Rodineau, 1978). Within heritage tourism, sustainable marketing ensures that promotional activities and visitor experiences not only generate economic returns but also protect cultural assets such as temples, traditions, and local livelihoods. For destinations like Candi Muaro Jambi, adopting sustainable marketing is essential to differentiate from mass tourism while reinforcing loyalty through authentic, responsible experiences.

Literature Review

Destination Image

Destination Image is one of the most widely studied constructs in tourism research. Destination image has been conceptualized as a composite of functional and psychological attributes, and later explained as being shaped by cognitive and affective components (Echtner, C. M., 1991). Empirical studies have consistently shown that a positive destination image influences tourists' behavioral intentions, including Revisit Intention (Chuamuangphan et al., 2025),(Soni et al., 2025),Echtner, C. M., 1991). In heritage tourism, image is tied not only to physical infrastructure and accessibility but also to cultural authenticity, historical value, and perceived uniqueness. A favorable image enhances tourists' attachment and motivates them to revisit or recommend the site, making it a key determinant in sustainable tourism strategies.

Perceived Tourism Sustainability

Perceived Tourism Sustainability reflects how tourists evaluate the ecological, socio-cultural, and economic sustainability of a destination (Rasoolimanesh et al., 2025),(Rodineau, 1978). It captures visitors' perceptions of whether tourism development respects the environment, supports local culture, and provides equitable economic benefits. Positive perceptions of sustainability strengthen trust and loyalty, which in turn enhance Revisit Intention. For heritage destinations, sustainability perception is crucial: if visitors believe that management prioritizes preservation and community well-being, they are more likely to develop long-term bonds with the site. This construct bridges sustainable marketing with consumer behavior by translating managerial practices into tourist perceptions and behavioral outcomes.

Spiritual Value

Spiritual Value is an emerging construct in heritage tourism research that refers to the sacred, emotional, and transcendental meanings visitors attach to cultural sites. Unlike functional or hedonic values, spiritual value reflects deeper experiences of connection, reflection, and cultural identity. Studies highlight that heritage sites often serve as spaces of spiritual encounter, where visitors experience authenticity beyond material benefits (Doan et al., 2025),(Asmoay, 2025),(Widana et al., 2025), (Sheth et al., 1991). The Burra Charter emphasizes the importance of

spiritual significance in heritage preservation, while the STES 2024 framework introduces updated dimensions for measuring spiritual experiences in sustainable tourism. By incorporating spiritual value, this study introduces a novel determinant of Revisit Intention, particularly relevant for destinations like Candi Muaro Jambi, which combine historical, cultural, and spiritual elements.

Tourist Motivation

Tourist Motivation explains the underlying reasons individuals engage in travel. Push factors, referring to internal drivers such as escape, relaxation, and exploration, are distinguished from pull factors, which involve external attractions such as cultural heritage and natural landscapes (Indies, 1977). In heritage tourism, motivations often blend educational, cultural, and spiritual interests (Tiong et al., 2025), (Josephine et al., 2023), (Prayoga et al., 2023), (Indies, 1977). Strong motivations increase engagement, satisfaction, and ultimately Revisit Intention. Understanding motivation helps managers design experiences that resonate with tourists' expectations, thereby aligning sustainable marketing strategies with visitors' psychological needs.

Tourist Satisfaction

Tourist Satisfaction is commonly understood through Oliver's (1980) Expectation Confirmation Theory, which posits that satisfaction arises when experiences meet or exceed prior expectations. In tourism, satisfaction captures the degree to which visitors feel fulfilled by their experience in terms of services, authenticity, and cultural enrichment (Setiady et al., 2025), (Sulistia et al., 2025), (Asrin et al., n.d.), (Wilopo & Nuralam, 2025), (Oliver, 1980). Numerous studies confirm that satisfaction strongly predicts loyalty behaviors, including Revisit Intention. For heritage destinations, satisfaction extends beyond service quality to include cultural immersion and perceived authenticity, aligning closely with the goals of sustainable marketing.

Perceived Value

Perceived Value represents the overall assessment of what tourists receive relative to what they sacrifice, often conceptualized as a combination of emotional, functional, and social benefits (Isniah & Qomariah, 2025), (Sathsarani & Herath, 2025), (Sheth et al., 1991). A high perceived value encourages positive word-of-mouth, loyalty, and repeat visits. In heritage tourism, perceived value includes not only tangible aspects such as facilities but also intangible benefits like cultural enrichment and social recognition. By connecting perceived value with Revisit Intention, this study acknowledges that sustainable marketing must deliver experiences that balance enjoyment, education, and cultural significance.

Revisit Intention

Revisit Intention is a core outcome variable in tourism research, widely conceptualized through Ajzen's (1991) Theory of Planned Behavior. It reflects tourists' future-oriented behavioral intention, commonly measured through indicators such as intention, willingness, plan, and likelihood to revisit (Putu et al., 2025), (Siqueira et al., 2022). Revisit intention is considered a proxy for destination loyalty, offering long-term sustainability for tourism enterprises and communities. For heritage destinations, achieving revisit intention indicates that visitors perceive cultural and spiritual value, trust management practices, and feel motivated to re-engage with the site. This construct is the ultimate outcome of integrating all determinants within a sustainable marketing framework.

Methodology

This study adopts a conceptual research design, with the primary aim of developing a theoretical framework that links sustainable marketing principles to revisit intention in heritage tourism. Instead of collecting empirical data, the methodology focuses on synthesizing findings from recent literature and theoretical models to construct propositions for future validation.

The process began with a systematic review of journal articles published between 2019 and 2025, complemented by seminal works in consumer behavior and tourism studies. In total, 33 articles were consulted, covering constructs relevant to heritage tourism such as destination image, perceived tourism sustainability, spiritual value, tourist motivation, tourist satisfaction, and perceived value. These constructs were selected for their theoretical significance, practical relevance, and potential to capture both classical and novel dimensions of sustainable tourism.

Based on this synthesis, a conceptual framework was developed in which the six determinants are hypothesized to have direct influences on revisit intention. This design follows the academic guidance to focus exclusively on direct effects, avoiding mediation or moderation for conceptual clarity. The propositions (P1–P6) articulate the hypothesized relationships, positioning sustainable marketing as the overarching paradigm that integrates cultural preservation, ecological responsibility, and value co-creation.

Although this paper is conceptual in nature, it lays the groundwork for future empirical testing. The proposed framework can be validated through Structural Equation Modeling (SEM-PLS) using data from domestic and international tourists at Candi Muaro Jambi. This approach ensures both theoretical rigor and practical applicability in advancing sustainable heritage tourism research.

Conceptual Framework and Propositions

The conceptual framework of this study positions sustainable marketing as the overarching paradigm that explains revisit intention in heritage tourism. Six determinants are identified as direct antecedents of revisit intention: destination image, perceived tourism sustainability, spiritual value, tourist motivation, tourist satisfaction, and perceived value. The model emphasizes that loyalty in heritage tourism is not only shaped by classical determinants of tourist behavior but also by emerging constructs that capture cultural and sustainability-oriented values.

Destination image provides cognitive and affective impressions that influence tourists' likelihood of returning. Perceived tourism sustainability reflects tourists' evaluation of ecological, socio-cultural, and economic practices in destination management. Spiritual value captures the deeper sacred and cultural meanings associated with heritage sites. Tourist motivation represents the internal and external drivers of visiting heritage destinations. Tourist satisfaction reflects the fulfillment of expectations and cultural experiences. Perceived value synthesizes emotional, functional, and social benefits derived from the visit. By integrating these determinants, the framework highlights that sustainable marketing strategies in heritage destinations must balance cultural preservation, community involvement, and visitor engagement to secure long-term revisit loyalty.

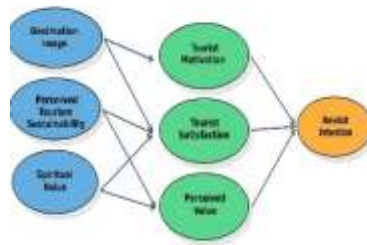


Figure 1. Conceptual Framework

As illustrated in Figure 1, all six determinants are hypothesized to have direct influences on revisit intention.

Propositions (Conceptual Hypotheses)

- P1: Destination image positively influences revisit intention.
- P2: Perceived tourism sustainability positively influences revisit intention.
- P3: Spiritual value positively influences revisit intention.
- P4: Tourist motivation positively influences revisit intention.
- P5: Tourist satisfaction positively influences revisit intention.
- P6: Perceived value positively influences revisit intention.

Together, these six propositions establish the foundation for advancing sustainable marketing outcomes in heritage tourism. They provide theoretical clarity by focusing exclusively on direct relationships between constructs and revisit loyalty, while also offering a pathway for future empirical validation using Structural Equation Modeling (SEM-PLS).

Results and Discussion

The main result of this conceptual study is the formulation of a framework that positions sustainable marketing as the overarching paradigm and identifies six determinants—destination image, perceived tourism sustainability, spiritual value, tourist motivation, tourist satisfaction, and perceived value—as direct antecedents of revisit intention. As illustrated in Figure 1, six propositions (P1–P6) were developed to represent these hypothesized relationships, providing the conceptual foundation for the study.

The six propositions developed in this study are supported by existing tourism and consumer behavior literature. Proposition 1 suggests that Destination Image positively influences Revisit Intention, consistent with studies showing that favorable perceptions of heritage destinations strengthen tourist loyalty and revisit behavior (Chuamuangphan et al., 2025; Soni et al., 2025). Proposition 2 proposes that Perceived Tourism Sustainability enhances Revisit Intention because tourists increasingly value destinations that demonstrate environmental responsibility and cultural preservation (Rasoolimanesh et al., 2025). Proposition 3 highlights the role of Spiritual Value in fostering deeper emotional attachment and loyalty toward heritage destinations (Doan et al., 2025). Proposition 4 suggests that Tourist Motivation serves as an important driver of revisit behavior, particularly when tourists seek cultural, educational, and spiritual experiences (Tiong et al., 2025). Proposition 5 emphasizes Tourist Satisfaction as a fundamental determinant of loyalty, consistent with expectation-confirmation theory (Oliver, 1980). Finally, Proposition 6 indicates

that Perceived Value positively contributes to Revisit Intention because tourists are more likely to return when they perceive meaningful benefits from their experiences (Sheth et al., 1991).

This conceptual study makes several theoretical contributions to the literature on heritage tourism and sustainable marketing. First, it extends the body of research on revisit intention by incorporating spiritual value and perceived tourism sustainability as novel determinants. While previous studies have primarily focused on constructs such as service quality, satisfaction, and perceived value (Setiady et al., 2025),(Isniah & Qomariah, 2025),(Sheth et al., 1991), this framework highlights that spiritual and sustainability-driven dimensions are equally critical in shaping tourist loyalty. The integration of spiritual value responds to calls in recent scholarship (Doan et al., 2025),(Sheth et al., 1991) to recognize heritage sites not only as cultural products but also as spaces of transcendence, identity, and meaning.

Second, the study contributes to theory by bridging classical constructs of tourism behavior with the emerging paradigm of sustainable marketing. Established variables such as destination image, tourist motivation, and tourist satisfaction have long been shown to influence revisit intention (Chuamuangphan et al., 2025),(Tiong et al., 2025),(Oliver, 1980). However, by embedding these variables within a sustainability-oriented framework, this study demonstrates how traditional drivers of loyalty can be reconceptualized to align with global sustainability agendas. This theoretical integration enriches tourism literature by linking micro-level tourist psychology with macro-level sustainable development objectives.

Third, the framework advances conceptual clarity in positioning perceived tourism sustainability as distinct from general satisfaction or value perceptions. Whereas satisfaction reflects a transactional outcome and perceived value captures a balance of costs and benefits, perceived tourism sustainability emphasizes tourists' evaluations of ecological, socio-cultural, and economic stewardship. This distinction provides a more comprehensive understanding of the antecedents of revisit loyalty in heritage contexts, offering scholars a pathway to develop new measurement scales and cross-cultural validations.

Beyond theoretical contributions, this study offers important practical implications for heritage tourism stakeholders. For destination managers, the findings suggest that sustainable marketing strategies should emphasize not only service delivery but also the preservation of cultural authenticity and spiritual significance. Marketing campaigns for Candi Muaro Jambi, for instance, can highlight its sacred atmosphere, community narratives, and UNESCO candidacy to differentiate it from conventional destinations. By integrating spiritual storytelling and sustainability credentials into promotional materials, managers can foster deeper emotional connections and encourage repeat visitation.

For government authorities, the framework underscores the need to strengthen policies that support sustainable heritage tourism. This includes developing regulatory frameworks that balance tourism development with conservation, incentivizing eco-friendly practices, and ensuring that local communities benefit equitably from tourism revenue. In the context of Jambi Province, positioning Candi Muaro Jambi as a model of sustainable heritage tourism can enhance Indonesia's cultural diplomacy while contributing to regional economic growth.

For tourists, the framework implies that sustainable marketing creates opportunities for more meaningful and transformative experiences. Visitors who perceive spiritual depth, ecological responsibility, and cultural authenticity are more likely to develop loyalty and revisit intentions. This aligns with the global trend of experience-driven tourism, where travelers seek not only leisure but also personal growth, reflection, and cultural enrichment. Encouraging such

experiences ensures that heritage tourism provides long-term value to both visitors and host communities.

In summary, the discussion highlights that the inclusion of spiritual value and perceived tourism sustainability enriches both the academic and practical understanding of revisit loyalty in heritage tourism. By bridging classical constructs with sustainable marketing, the framework positions Candi Muaro Jambi as a case that illustrates how heritage destinations can achieve long-term competitiveness, cultural preservation, and inclusive development simultaneously.

Conclusion

This conceptual study emphasizes the critical role of sustainable marketing in strengthening the determinants of Revisit Intention within the heritage tourism sector. By integrating six determinants—Destination Image, Perceived Tourism Sustainability, Spiritual Value, Tourist Motivation, Tourist Satisfaction, and Perceived Value—the framework provides a comprehensive model that aligns tourist behavior with broader sustainability goals.

Among these determinants, Spiritual Value and Perceived Tourism Sustainability emerge as particularly important dimensions because they extend traditional models of tourist loyalty beyond functional and economic considerations. Their inclusion responds to recent calls for more culturally and environmentally grounded approaches to tourism research, offering new insights into how heritage destinations can foster deeper emotional connections and long-term revisit intentions. This theoretical contribution is especially relevant for destinations such as Candi Muaro Jambi, where cultural authenticity, historical significance, and spiritual meaning coexist as integral components of the visitor experience.

Overall, the study contributes to both theory and practice by demonstrating that revisit intention is shaped not only by tourists' evaluations of destination quality, satisfaction, and value, but also by their perceptions of sustainability and meaningful cultural experiences. The framework therefore provides practical guidance for policymakers, destination managers, and marketers seeking to design strategies that harmonize cultural preservation, environmental responsibility, and tourist engagement.

Future Research Directions

While this study is conceptual in nature, it offers several avenues for future empirical validation and extension:

1. **Empirical Testing:** Future research should employ quantitative approaches, particularly Structural Equation Modeling (SEM-PLS), to empirically examine the hypothesized relationships. Such testing can be conducted on both domestic and international tourists to assess the generalizability of the framework.
2. **Comparative Studies:** Cross-destination comparisons, especially among heritage tourism sites in Southeast Asia, would provide valuable insights into cultural differences and contextual factors that influence *Revisit Intention*. Comparative analyses can highlight whether constructs like *Spiritual Value* hold similar significance across diverse cultural and religious contexts.

3. **Measurement Development:** Further research should refine and validate measurement instruments for *Spiritual Value* and *Perceived Tourism Sustainability*. Building robust scales will enhance the reliability of future empirical studies and strengthen the theoretical foundation of sustainable heritage tourism research.

In conclusion, this conceptual framework underscores that sustainable marketing is not merely a managerial tool but a strategic paradigm capable of integrating cultural, environmental, and social dimensions into heritage tourism. By focusing on determinants that drive Revisit Intention, heritage destinations can secure their role in promoting cultural continuity, economic inclusivity, and intergenerational sustainability.

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