

TRI HITA KARANA-BASED ENVIRONMENTAL SUSTAINABILITY AS A MEDIATOR OF THE EFFECTS OF DESTINATION FACILITIES AND PERCEIVED VALUE ON TOURIST SATISFACTION: THE MODERATING ROLE OF DESTINATION IMAGE IN SANUR

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Abstract: This study examines the mediating role of Tri Hita Karana-based environmental sustainability in the effects of destination facilities and perceived value on tourist satisfaction, with destination image as a moderator, in Sanur Village. An explanatory quantitative design was employed using a questionnaire survey of 210 tourists visiting Sanur. Respondents were selected through purposive sampling, and the data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) in SmartPLS 4.0. The results show that destination facilities have a positive and significant effect on tourist satisfaction, whereas perceived value has no significant direct effect. Tri Hita Karana-based environmental sustainability positively affects tourist satisfaction and significantly mediates the effects of both destination facilities and perceived value on tourist satisfaction. Destination image negatively moderates the effect of destination facilities on tourist satisfaction but positively moderates the effect of perceived value. The study contributes theoretically by integrating the local wisdom of Tri Hita Karana into a tourist-satisfaction model and offers practical implications for destination managers seeking to develop culturally grounded sustainable tourism.

Keywords: Destination Facilities, Perceived Value, Environmental Sustainability, Tri Hita Karana, Destination Image, Tourist Satisfaction

INTRODUCTION

In tourism marketing management, destination success is no longer assessed solely by visitor numbers, but also by the ability to create meaningful and sustainable experiences (Dwi et al., 2025). Contemporary marketing emphasizes holistic value creation, in which functional, emotional, and socio-environmental dimensions are integrated to establish long-term relationships with tourists (Trilokantara et al., 2025). Tourism marketing therefore constitutes a complex system that connects destination facilities, perceived value, tourist satisfaction, and destination image within an interrelated causal network.

Tourist satisfaction is a central construct in services marketing and refers to tourists' emotional or evaluative responses to their overall experience at a destination (Harahap, 2021). Theoretically, satisfaction is frequently explained through Expectancy-Confirmation Theory, which posits that satisfaction arises when actual performance or experience meets or exceeds tourists' prior expectations (Widhiarini, 2022). Satisfaction is not merely an end in itself; it is a critical foundation for revisit intention, loyalty, and positive word of mouth, and thus serves as an essential indicator of a destination's competitive health.

The determinants of tourist satisfaction are highly multidimensional. They may be classified into external factors, such as the availability and quality of destination facilities, and internal psychological factors, such as perceived value, which represents tourists' assessment of the benefits



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received relative to the sacrifices incurred (Saragih et al., 2022; Rumlus & Eviana, 2024). In this context, destination facilities encompass all infrastructure and supporting services that enable tourism activities, whereas perceived value is a multidimensional evaluation involving quality, emotional, social, and price-related value (Larasati, 2022).

Samuel and Ishak (2022) found that facilities positively affect tourist satisfaction. Similarly, Amalia et al. (2022) reported that better facilities are associated with higher tourist satisfaction. In contrast, Setiawan et al. (2024) found that facilities do not affect tourist satisfaction, a finding also reported by Widiyanti et al. (2022). Regarding perceived value, Oktavianti and Wulandari (2023) and Manoppo and Santosa (2023) demonstrated a positive effect on tourist satisfaction, whereas Fadli Setiawan and A. Malik (2022) found no significant effect.

The inconsistent findings concerning the effects of destination facilities and perceived value on tourist satisfaction indicate a research gap that may be addressed by introducing mediating and moderating variables. A review of prior studies provides several perspectives that support the development of the present research model. Saputra et al. (2025) highlighted the phenomenon of greenwashing in the tourism industry and emphasized the importance of environmental accountability through authentic sustainability practices rather than symbolic claims. This perspective is consistent with Laksmi and Pasupati (2025), who demonstrated that the Tri Hita Karana philosophy can serve as an operational framework for environmentally based tourism management that harmonizes tourism activities, environmental conservation, and the socio-cultural life of local communities in Buleleng.

Although previous studies have acknowledged the importance of Tri Hita Karana as local wisdom in sustainable tourism management, no study has empirically examined the mediating role of Tri Hita Karana-based environmental sustainability in linking destination facilities and perceived value with tourist satisfaction. Paramita (2025), for example, confirmed that Tri Hita Karana is operationalized in Penglipuran Village through customary rituals, mutual cooperation, and environmental conservation. Widyagoca et al. (2024) showed that Tri Hita Karana can improve salt production while restoring coastal ecosystems, whereas Ananta et al. (2024) emphasized its contribution to social cohesion, environmental preservation, and community spirituality. This research gap is particularly relevant to coastal urban destinations such as Sanur, which are characterized by heterogeneous tourist profiles and substantial development pressure.

Accordingly, this study addresses the following research questions: (1) Do destination facilities affect tourist satisfaction? (2) Does perceived value affect tourist satisfaction? (3) Does Tri Hita Karana-based environmental sustainability affect tourist satisfaction? (4) Do destination facilities affect Tri Hita Karana-based environmental sustainability? (5) Does perceived value affect Tri Hita Karana-based environmental sustainability? (6) Does Tri Hita Karana-based environmental sustainability mediate the effect of destination facilities on tourist satisfaction? (7) Does Tri Hita Karana-based environmental sustainability mediate the effect of perceived value on tourist satisfaction? (8) Does destination image moderate the effect of destination facilities on tourist satisfaction? (9) Does destination image moderate the effect of perceived value on tourist satisfaction?

LITERATURE REVIEW

Expectancy-Confirmation Theory. Expectancy-Confirmation Theory (ECT) is the principal theoretical model used to explain how consumer satisfaction is formed. The theory argues that satisfaction is not an immediate outcome, but the result of a cognitive comparison process. The process begins when consumers develop initial expectations about a product or service before consumption. After experiencing the product or service, they evaluate perceived performance,



namely how they assess the actual performance of that experience. The next critical stage is confirmation or disconfirmation, in which consumers consciously or unconsciously compare perceived performance with their prior expectations. Satisfaction results from positive confirmation, or at least from the fulfillment of expectations, whereas dissatisfaction results from negative disconfirmation (Oliver, 1980). In tourism research, ECT provides a highly relevant framework for analyzing tourist satisfaction (Bhattacharjee, 2001).

Tourist Satisfaction. Tourist satisfaction is defined as a psychological state or affective evaluation formed by comparing pre-trip expectations with the actual experience at a destination (Rini et al., 2025). It is multidimensional, encompassing evaluations of destination attributes as well as more subjective and emotional dimensions of the experience. According to Nurmala and Sullaida (2022), indicators of tourist satisfaction include product quality, price, service quality, emotional factors, cost, and convenience.

Tourism Facilities. Tourism facilities comprise the physical amenities, infrastructure, and services deliberately developed at a destination to meet tourists' needs throughout their visit (Septiadi et al., 2023; Wulandari et al., 2022). Nurmala and Sullaida (2022) identify cleanliness, attractiveness, completeness, and safety as key facility indicators. Samuel and Ishak (2022) and Amalia et al. (2022) found that facilities positively affect tourist satisfaction.

Perceived Value. Perceived value is consumers' subjective assessment arising from a comparison between all benefits received and all sacrifices made to obtain a product or service (Saragih et al., 2022; Sinatrya et al., 2022). According to Fadli Setiawan and A. Malik (2022), perceived value comprises functional value related to quality, functional value for money, emotional value, and social value.

Tri Hita Karana-Based Environmental Sustainability. Tri Hita Karana-based environmental sustainability is a holistic, intrinsic, and culturally grounded sustainability model (Denny et al., 2022). It positions environmental preservation (palemahan) as inseparable from spiritual responsibility toward God (parahyangan) and social responsibility toward the community (pawongan) (Pramono & Dwi Barinta, 2021). Laksmi and Pasupati (2025) demonstrated that the Tri Hita Karana philosophy can provide operational guidance for environmentally based tourism management.

Destination Image. Destination image is a multidimensional, dynamic, and subjective mental representation that an individual forms of a tourism destination (Lestari et al., 2022; Anugrah et al., 2022). According to Lestari et al. (2022), destination image comprises cognitive destination image, affective destination image, and unique image.

METHODS

This study employed an explanatory quantitative approach using a questionnaire-based survey administered to domestic and international tourists visiting Sanur Village. Purposive sampling was applied, with respondents required to have stayed for at least one night or to have visited Sanur repeatedly. The sample consisted of 210 respondents, satisfying the minimum requirement of ten times the number of formative indicators ($21 \text{ indicators} \times 10 = 210$). The independent variables were destination facilities and perceived value; the dependent variable was tourist satisfaction; the mediating variable was Tri Hita Karana-based environmental sustainability; and the moderating variable was destination image. The instrument used a five-point Likert scale and had been tested for validity and reliability. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) in SmartPLS 4.0. The measurement model was evaluated using convergent validity, discriminant validity, and composite reliability, while hypotheses were tested using t-statistics and p-values at a 5% significance level.



RESULT AND DISCUSSION

Respondent Characteristics. The study involved 210 tourists who visited Sanur Village. By gender, 169 respondents (80.5%) were female and 41 (19.5%) were male. By age, respondents were predominantly 20-30 years old (89 respondents; 42.4%), followed by 31-40 years old (70; 33.3%), under 20 years old (23; 11.0%), 41-50 years old (17; 8.1%), and over 50 years old (11; 5.2%). Regarding educational attainment, 144 respondents (68.6%) had completed senior high school, 40 (19.0%) held a diploma or bachelor's degree, 18 (8.6%) held a master's or doctoral degree, and 8 (3.8%) had completed elementary or junior high school. By occupation, 98 respondents (46.7%) were private-sector employees, 65 (31.0%) were students, 35 (16.7%) were entrepreneurs, 11 (5.2%) were civil servants, and 1 (0.5%) reported another occupation. Most respondents had visited Sanur more than three times (168; 80.0%), followed by two to three visits (32; 15.2%) and one visit (10; 4.8%).

Descriptive Analysis of the Variables. The destination facilities variable had an overall mean of 3.66, indicating agreement. The highest-rated statement was “Public toilets in the Sanur tourism area are clean and well maintained” (3.79), whereas the lowest-rated statement was “Adequate accommodation (hotels, villas, or guesthouses) is available in Sanur” (3.45). Perceived value had an overall mean of 3.97, also indicating agreement. The highest score was recorded for “The atmosphere in Sanur makes me feel calm, relaxed, and comfortable” (4.12), while the lowest was recorded for “I am proud to visit a tourism destination such as Sanur” (3.83). Tri Hita Karana-based environmental sustainability had an overall mean of 3.92. Its highest-rated statement was “Flora and fauna characteristic of Bali can still be found in the Sanur area” (4.11), whereas its lowest-rated statement was “I experience a spiritual atmosphere that is harmonious with nature in Sanur” (3.79).

Destination image had an overall mean of 3.83, indicating agreement. The highest-rated statement was “Sanur conveys a warmer and friendlier impression than other destinations in Bali” (3.95), whereas the lowest-rated statement was “Sanur has complete and high-quality tourism facilities” (3.66).

Tourist satisfaction had an overall mean of 3.86, indicating agreement. The highest-rated statement was “The price paid is commensurate with the quality of the experience received” (3.97), whereas the lowest-rated statement was “Sanur's natural and cultural beauty met my expectations” (3.70).

Measurement Model Evaluation (Outer Model). The factor-loading analysis showed that all indicators had loading values greater than 0.70, indicating satisfactory indicator validity. The Average Variance Extracted (AVE) values for all constructs also exceeded 0.50: destination image, 0.734; Tri Hita Karana-based environmental sustainability, 0.697; destination facilities, 0.722; tourist satisfaction, 0.684; and perceived value, 0.731. These results demonstrate adequate convergent validity for all constructs.

Discriminant validity was assessed using the Fornell-Larcker criterion. The square root of the AVE for each construct exceeded its correlations with the other constructs, indicating that the constructs were empirically distinct. Composite reliability and Cronbach's alpha values were also above 0.70 for all constructs, confirming satisfactory internal consistency reliability.

Table 1. Construct Validity and Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
Destination Image (Z)	0.931	0.943	0.734
Tri Hita Karana-Based Environmental Sustainability (M)	0.952	0.958	0.697

Variable	Cronbach's Alpha	Composite Reliability	AVE
Destination Facilities (X1)	0.945	0.954	0.722
Tourist Satisfaction (Y)	0.934	0.945	0.684
Perceived Value (X2)	0.947	0.956	0.731

Source: Primary data processed, 2026

Structural Model Evaluation (Inner Model). The R-squared value for Tri Hita Karana-based environmental sustainability was 0.947, which indicates substantial explanatory power. Destination facilities, perceived value, and destination image jointly explained 94.7% of the variance in Tri Hita Karana-based environmental sustainability. The R-squared value for tourist satisfaction was 0.838, also indicating substantial explanatory power; destination facilities, perceived value, Tri Hita Karana-based environmental sustainability, and destination image jointly explained 83.8% of the variance in tourist satisfaction.

The Q-squared value was 0.991, which is greater than zero and close to one. The model therefore demonstrates strong predictive relevance.

Hypothesis Testing

Table 2. Direct Effect Test Results

Relationship Between Variables	Original Sample	t-Statistic	p-Value	Result
Destination Image (Z) -> Tourist Satisfaction (Y)	0.029	13.146	0.006	Significant
Tri Hita Karana-Based Environmental Sustainability (M) -> Tourist Satisfaction (Y)	0.641	6.820	0.021	Significant
Destination Facilities (X1) -> Tri Hita Karana-Based Environmental Sustainability (M)	0.257	6.022	0.026	Significant
Destination Facilities (X1) -> Tourist Satisfaction (Y)	0.304	9.424	0.011	Significant
Perceived Value (X2) -> Tri Hita Karana-Based Environmental Sustainability (M)	0.760	13.950	0.005	Significant
Perceived Value (X2) -> Tourist Satisfaction (Y)	-0.003	0.043	0.969	Not Significant

Source: Primary data processed, 2026

Table 3. Indirect Effect (Mediation) Test Results

Relationship Between Variables	Original Sample	t-Statistic	p-Value	Result
Destination Facilities (X1) -> Tri Hita Karana-Based Environmental Sustainability (M) -> Tourist Satisfaction (Y)	0.165	17.664	0.003	Significant



Relationship Between Variables	Original Sample	t-Statistic	p-Value	Result
Perceived Value (X2) -> Tri Hita Karana-Based Environmental Sustainability (M) -> Tourist Satisfaction (Y)	0.487	5.364	0.033	Significant

Source: Primary data processed, 2026

Table 4. Moderating Effect Test Results

Moderating Effect	Original Sample	p-Value	Result
Destination Image moderates the effect of Destination Facilities on Tourist Satisfaction	-0.073	<0.001	Weakens (Significant)
Destination Image moderates the effect of Perceived Value on Tourist Satisfaction	0.037	0.041	Strengthens (Significant)

Source: Primary data processed, 2026

Discussion of Findings

Effect of Destination Facilities on Tourist Satisfaction. Destination facilities had a positive and significant effect on tourist satisfaction ($p = 0.011 < 0.05$; $t = 9.424 > 1.96$). Thus, improvements in destination facilities increase tourist satisfaction. This result is consistent with Nurmala and Sullaida (2022) and Septiandari et al. (2021), who reported positive and significant effects of facilities on tourist satisfaction across several coastal destination contexts. Samuel and Ishak (2022) and Amalia et al. (2022) likewise found that facilities positively influence tourist satisfaction.

Destination facilities are a fundamental determinant of the quality of tourists' experiences and contribute substantially to satisfaction during a visit. From the perspective of Expectancy-Confirmation Theory, satisfaction emerges through an evaluation process in which pre-visit expectations are compared with the actual performance experienced after tourists use destination services and facilities. When facilities meet prior expectations, confirmation occurs and produces satisfaction; when facility quality exceeds expectations, positive confirmation generates even higher satisfaction.

Improving the quality of facilities at a destination can therefore substantially enhance tourist satisfaction. This relationship is also reflected in the respondent profile, which was dominated by tourists of productive age, particularly those aged 20-30 years (89 respondents; 42.4%). This group generally has high mobility, strong expectations of comfort, and a greater tendency to critically evaluate destination facilities, including environmental cleanliness, internet access, transportation convenience, and the completeness of supporting amenities.

Effect of Perceived Value on Tourist Satisfaction. Perceived value did not significantly affect tourist satisfaction ($p = 0.969 > 0.05$; $t = 0.043 < 1.96$). Changes in perceived value therefore did not produce a statistically significant change in tourist satisfaction. This finding differs from Saragih et al. (2022), Oktavianti and Wulandari (2023), and Manoppo and Santosa (2023), who identified perceived value as a strong and significant antecedent of tourist satisfaction.

Tourists may form satisfaction primarily from the actual experiences encountered during a visit rather than solely from an assessment of the benefits received relative to the costs incurred. In tourism, satisfaction is often influenced by emotional and experiential dimensions, including comfort, enjoyment, interaction quality, destination beauty, and memorable experiences. When the

experience meets tourists' expectations, satisfaction may remain high even when they do not explicitly perceive the benefits as substantially exceeding the sacrifices made.

The non-significant effect of perceived value indicates that an increase in value perceptions does not directly increase tourist satisfaction. This finding may be associated with the dominance of repeat visitors: 168 respondents (80.0%) had visited Sanur more than three times. Frequent visitors tend to possess established experience and relatively stable expectations of the destination. Their satisfaction is therefore less dependent on newly perceived value and more strongly shaped by cumulative experience from previous visits.

Effect of Tri Hita Karana-Based Environmental Sustainability on Tourist Satisfaction. Tri Hita Karana-based environmental sustainability had a positive and significant effect on tourist satisfaction ($p = 0.021 < 0.05$; $t = 6.820 > 1.96$). Thus, stronger implementation of Tri Hita Karana-based environmental sustainability increases tourist satisfaction. This result is consistent with Ananta et al. (2024), who stated that Tri Hita Karana reinforces social, environmental, and spiritual cohesion. Saputra et al. (2025) highlighted greenwashing in the tourism industry and emphasized environmental accountability through authentic sustainability practices rather than claims alone. Laksmi and Pasupati (2025) similarly demonstrated that the Tri Hita Karana philosophy can guide tourism management that harmonizes tourism activities, environmental conservation, and the socio-cultural life of communities in Buleleng.

Tri Hita Karana-based environmental sustainability offers a more comprehensive perspective than conventional sustainability approaches, which generally focus on ecological, economic, and social dimensions. Tri Hita Karana conceptualizes sustainability as balance and harmony among three principal relationships: the relationship between humans and God (parahyangan), among human beings (pawongan), and between humans and the natural environment (palemahan). Tourism destinations operationalize these principles through clean and sustainable environmental management, local community participation in tourism activities, the preservation of local traditions and culture, and the maintenance of spiritual values that define destination identity.

The positive and significant effect indicates that tourist satisfaction increases as environmental sustainability practices become more closely aligned with Tri Hita Karana values. This result is relevant to the respondent profile, which was dominated by tourists aged 20-30 years (89 respondents; 42.4%) and 31-40 years (70 respondents; 33.3%). Tourists in these age groups are generally more attentive to sustainability and environmental issues and tend to seek authentic and meaningful tourism experiences.

Effect of Destination Facilities on Tri Hita Karana-Based Environmental Sustainability. Destination facilities had a positive and significant effect on Tri Hita Karana-based environmental sustainability ($p = 0.026 < 0.05$; $t = 6.022 > 1.96$). Better destination facilities therefore strengthen Tri Hita Karana-based environmental sustainability. This result is consistent with Septiadi et al. (2023), who indicated that facilities supporting cleanliness, health, and safety are integral to environmental sustainability. Rumlus and Eviana (2024) and Trilokantara et al. (2025) also argued that high-quality facilities support the sustainable management of natural and environmental resources.

Destination facilities not only support tourism activities but also function as physical media that represent and communicate a destination's commitment to sustainability principles. From the perspective of infrastructure theory in sustainable tourism, responsibly designed, constructed, and managed infrastructure and facilities are essential prerequisites for sustainable tourism development. In the Tri Hita Karana framework, particularly the palemahan dimension emphasizing harmony between humans and nature, destination facilities constitute a tangible implementation of environmental sustainability values.

The better the quality of available facilities, the stronger the support for implementing sustainability principles at the destination. This interpretation is supported by the survey results: the highest-rated facility indicator was "Public toilets in the Sanur tourism area are clean and well maintained." The high score indicates that basic facilities and service-related aspects have been managed effectively, particularly in creating a clean, comfortable environment that is responsive to tourists' needs.

Effect of Perceived Value on Tri Hita Karana-Based Environmental Sustainability. Perceived value had a positive and significant effect on Tri Hita Karana-based environmental sustainability ($p = 0.005 < 0.05$; $t = 13.950 > 1.96$). Higher perceived value therefore strengthens Tri Hita Karana-based environmental sustainability. This finding is consistent with Sari et al. (2022), who showed that perceived value can influence broader constructs, including perceptions of services and the environment. Fadli Setiawan and A. Malik (2022) and Saragih et al. (2022) also suggested that perceived value can contribute positively to sustainable tourism.

Tourists derive greater enjoyment when a trip provides pleasurable experiences, opportunities to learn about local culture, new insights, and meanings that extend beyond recreation. In Tri Hita Karana-based tourism, tourists who perceive these benefits are more likely to appreciate destination efforts to protect the environment, preserve local culture, and maintain the spiritual values of the local community.

The greater the experiential value perceived by tourists, the stronger their support for environmental sustainability at the destination. This result is supported by the highest-rated perceived-value indicator: "The atmosphere in Sanur makes me feel calm, relaxed, and comfortable." The statement indicates that emotional experiences of tranquility, comfort, and relaxation constitute the principal value tourists perceive while visiting Sanur.

Mediating Role of Tri Hita Karana-Based Environmental Sustainability in the Effect of Destination Facilities on Tourist Satisfaction. Tri Hita Karana-based environmental sustainability significantly mediated the effect of destination facilities on tourist satisfaction ($p = 0.003 < 0.05$; $t = 17.664 > 1.96$). Destination facilities therefore affect tourist satisfaction both directly and indirectly through Tri Hita Karana-based environmental sustainability. This result is consistent with Sari et al. (2022) and Anugrah et al. (2022), who demonstrated mediating mechanisms involving satisfaction in different research models. Wisobroto et al. (2025) likewise showed how mediators such as innovative behavior, organizational agility, and innovation capability can transmit the effects of leadership and work autonomy to sustainable performance.

Within the Stimulus-Organism-Response (S-O-R) framework, destination facilities represent stimuli received by tourists. Tourists subsequently evaluate and interpret those facilities according to the extent to which they support environmental conservation, preserve local culture, and reflect the values of harmony embodied in Tri Hita Karana. This appraisal then shapes the response of tourist satisfaction. In other words, high-quality facilities provide not only comfort and convenience, but also greater satisfaction when they demonstrate the destination's commitment to environmental sustainability and cultural preservation.

The mediating effect indicates that facilities influence satisfaction not only directly, but also by strengthening tourists' perceptions of environmental sustainability aligned with Tri Hita Karana values. This interpretation is supported by the highest-rated facility indicator, "Public toilets in the Sanur tourism area are clean and well maintained," which reflects effective management of basic facilities and service delivery.

Mediating Role of Tri Hita Karana-Based Environmental Sustainability in the Effect of Perceived Value on Tourist Satisfaction. Tri Hita Karana-based environmental sustainability

significantly mediated the effect of perceived value on tourist satisfaction ($p = 0.033 < 0.05$; $t = 5.364 > 1.96$). Perceived value can therefore influence tourist satisfaction indirectly through Tri Hita Karana-based environmental sustainability. This finding extends Saragih et al. (2022), who reported a strong relationship between perceived value and satisfaction, by identifying Tri Hita Karana-based environmental sustainability as the mechanism underlying that relationship. Putra et al. (2025) and Laksmi and Pasupati (2025) similarly stated that the Tri Hita Karana philosophy can guide tourism management that harmonizes tourism activities, environmental conservation, and community socio-cultural life.

Theoretically, tourists' perceived value is complex and multidimensional, encompassing emotional, functional, social, and economic dimensions that may not initially possess a clear interpretive direction. A construct is therefore required to deepen and enrich the meaning of perceived value so that it can contribute more effectively to tourist satisfaction. In this context, Tri Hita Karana-based environmental sustainability serves as a mediator that provides a richer context and deeper meaning for tourists' experiences.

The mediating effect indicates that perceived value contributes to tourist satisfaction by first strengthening tourists' perceptions of environmental sustainability, which subsequently enhances satisfaction. This interpretation is supported by the highest-rated perceived-value indicator, "The atmosphere in Sanur makes me feel calm, relaxed, and comfortable."

Moderating Role of Destination Image in the Effect of Destination Facilities on Tourist Satisfaction. Destination image significantly moderated the effect of destination facilities on tourist satisfaction ($p < 0.001$; $t = 81.727 > 1.96$). The negative interaction coefficient indicates that a stronger destination image does not necessarily strengthen the relationship between facilities and satisfaction; instead, it may weaken that relationship. This finding extends the work of Lestari et al. (2022) and Septiandari et al. (2021), who treated destination image as a direct predictor, by demonstrating its conditional role. Anugrah et al. (2022) also emphasized that a favorable destination image creates additional value in tourists' evaluations, although the direction of its moderating effect may depend on the alignment between image and actual facilities.

Moderation theory allows destination image to strengthen or weaken the relationship between facilities and satisfaction. In this study, the effect was negative: the more positive the destination image, the weaker the contribution of facilities to satisfaction. Tourists who hold a highly favorable image may establish higher standards for the facilities they encounter. Consequently, even objectively adequate facilities may be perceived as insufficient relative to heightened expectations. The resulting expectation-performance gap reduces the contribution of facilities to tourist satisfaction.

The negative moderating effect is also reflected in the descriptive findings. Although respondents generally held a favorable image of Sanur, the lowest-rated destination-image indicator was "Sanur has complete and high-quality tourism facilities," suggesting that the facility component of the destination image remained comparatively moderate. By contrast, the highest-rated statement, "Sanur conveys a warmer and friendlier impression than other destinations in Bali," indicates that Sanur's image is shaped more strongly by emotional qualities such as hospitality and warmth.

Moderating Role of Destination Image in the Effect of Perceived Value on Tourist Satisfaction. Destination image significantly moderated the effect of perceived value on tourist satisfaction ($p = 0.041 < 0.05$; $t = 4.792 > 1.96$). A stronger destination image therefore strengthens the relationship between perceived value and satisfaction. This finding is consistent with Lestari et al. (2022) and Septiandari et al. (2021), who showed that destination image contributes positively to

tourist satisfaction. Thipsingh et al. (2022) likewise found that destination image plays an important role in shaping tourists' evaluations of the value received during a visit and can therefore strengthen the relationship between perceived value and tourist satisfaction.

Information Processing Theory explains that individuals do not evaluate an experience entirely objectively; rather, they filter and interpret new information through pre-existing schemas, beliefs, and experiences. In tourism, destination image functions as a cognitive schema that shapes how tourists understand and evaluate their experiences. When tourists already hold a positive image of a destination, they tend to interpret each experience, including perceived value, more favorably.

The positive moderating effect indicates that a stronger destination image enhances the relationship between perceived value and tourist satisfaction. This interpretation is reinforced by the highest-rated destination-image indicator, "Sanur conveys a warmer and friendlier impression than other destinations in Bali," which confirms that the destination image is dominated by positive emotional and social impressions. This warm and welcoming image enhances the meaning tourists assign to the value experienced during their visit, making perceived value more salient and more likely to generate high satisfaction.

CONCLUSION AND RECOMMENDATIONS

Conclusion. The findings lead to the following conclusions: (1) Destination facilities have a positive and significant effect on tourist satisfaction. (2) Perceived value does not significantly affect tourist satisfaction. (3) Tri Hita Karana-based environmental sustainability has a positive and significant effect on tourist satisfaction. (4) Destination facilities have a positive and significant effect on Tri Hita Karana-based environmental sustainability. (5) Perceived value has a positive and significant effect on Tri Hita Karana-based environmental sustainability. (6) Tri Hita Karana-based environmental sustainability significantly mediates the effect of destination facilities on tourist satisfaction. (7) Tri Hita Karana-based environmental sustainability significantly mediates the effect of perceived value on tourist satisfaction. (8) Destination image significantly and negatively moderates the effect of destination facilities on tourist satisfaction. (9) Destination image significantly and positively moderates the effect of perceived value on tourist satisfaction.

Recommendations. Based on these conclusions, the following recommendations are proposed:

1. For tourism destination managers in Sanur, the findings may be used to optimize tourist satisfaction through the following measures:
 - a. Integrate Tri Hita Karana principles into every aspect of destination management. Facilities should be designed and operated using environmentally responsible approaches, including effective waste management, efficient energy use, and spatial planning that protects the natural environment and local culture. Managers should also create tourism experiences that are not only functionally comfortable but also emotionally and educationally valuable, thereby enhancing tourists' perceived value.
 - b. Develop a realistic destination image that corresponds with actual conditions. Destination promotion should avoid exaggeration that creates excessively high expectations and subsequently reduces satisfaction. At the same time, a positive image should be maintained because it can strengthen tourists' evaluations of the value they receive.
 - c. Involve local communities in tourism development to create more authentic experiences and support socio-cultural sustainability. By combining high-quality facilities, stronger experiential value, the implementation of Tri Hita Karana, and appropriate image management, Sanur can enhance tourist satisfaction on a sustainable basis.

2. Future studies should expand the research model by incorporating other variables that may influence tourist satisfaction, such as service quality, tourism experience, tourist engagement, and tourist loyalty, to provide a more comprehensive explanation. Future research should also examine different types of destinations-natural, cultural, and artificial-as well as different geographical settings to determine whether the relationships among the variables remain consistent across contexts.

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