

Beyond Branding: The Dominant Role of Tourist Attractions and Digital Promotion in Driving International Revisit Intentions to Nusa Dua, Bali

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Abstract

Nusa Dua, Bali, is an integrated tourism area in South Bali, known for its international standards, luxury resorts, and a 4 km stretch of white-sand beach. The destination is also recognized for its sustainable tourism, having been designated an environmentally friendly "Green Zone Destination." This study aims to analyze the effects of Branding Strategy, Tourist Attractions, and Digital Promotion on the Decision to Revisit Nusa Dua, Bali, among foreign tourists. The research was conducted on 385 foreign visitors who stayed in the Nusa Dua area between December 24, 2025, and January 2, 2026. The results indicate that Branding Strategy, Tourist Attractions, and Digital Promotion each have a positive and significant influence, both partially and simultaneously, on the Decision to revisit the Nusa Dua area. Of all the independent variables, Tourist Attractions is the most dominant factor influencing the decision to revisit, with the largest positive regression coefficient.

Keywords: Branding Strategy; Facility Quality; Digital Promotion; Revisited Decision

1. Introduction

Nusa Dua is an integrated tourism enclave in South Bali, renowned for its luxury resorts and international standards. Its history is a remarkable journey of transformation from an unproductive landscape into a premier global destination. The name "Nusa Dua" literally translates to "Two Islands," referring to the two small peninsulas that extend from the coastline: Peninsula Island to the south and Nusa Dharma Island to the north. Local folklore suggests these peninsulas were once fragments of a sacred stone belonging to the legendary giant Kebo Iwa, which fell during his journey to Majapahit. This spiritual connection remains a vital part of the area's identity today.

Prior to 1970, the area was largely unproductive dry land. The Indonesian government initiated a strategic transformation, developing a 350-hectare integrated tourism complex managed by the Indonesian Tourism Development Corporation (ITDC)—formerly known as the BTDC. The Nusa Dua Beach Hotel & Spa became the pioneer of the area; construction began in 1980,

and it officially opened its doors in 1983. Beyond luxury, Nusa Dua serves as a beacon of religious tolerance. Puja Mandala: Established in 1997, this unique complex houses places of worship for five religions standing side by side, symbolizing the enduring harmony of Bali's communities. Pura Nusa Dharma: Located on Nusa Dharma Island, this temple was built in 1948 by Tan Sie Yong, a Chinese citizen, standing as a unique and historic Hindu place of worship

The Nusa Dua Tourism Area is a 350-hectare luxury enclave managed by the Indonesian Tourism Development Corporation (ITDC) in South Kuta, Badung Regency. Functioning as a comprehensive "one-stop destination," the area has seen a significant post-pandemic resurgence, with Statistics Indonesia (BPS) recording a 2024 occupancy rate of 76.56%—the highest in the last six years. The area is specifically designed to host high-level international delegations and luxury travelers, featuring: Over 20 five-star resorts and international hotels, home to the Bali International Convention Center (BICC) and the Bali Nusa Dua Convention Center (BNDCC), which have hosted global milestones such as the G20 Summit and the IMF-World Bank Group Meetings, The Bali Collection shopping center, a professional 18-hole golf course, and the iconic Water Blow cliff formation on the Peninsula. Nusa Dua is defined by its exclusive, secure, and meticulously maintained environment. Its primary natural draw is a pristine 4 km stretch of white-sand beaches, offering a serene, private atmosphere compared to other Balinese coastal regions. This combination of security, infrastructure, and natural beauty solidens its reputation as a leading "Green Zone" for sustainable and premium tourism.

The Nusa Dua is geographically divided into two primary sections: the southern peninsula and the northern island (Nusa Dharma). Beyond its luxury infrastructure, the area is globally recognized as an environmentally friendly "Green Zone Destination." It operates under the principles of sustainable tourism, a travel concept that balances current and future economic, social, and environmental impacts. The core objective is to mitigate negative externalities while maximizing benefits for local communities and long-term environmental conservation.

A tourist attraction refers to natural, cultural, and artificial resources that possess uniqueness and appeal capable of attracting visitors to a destination ([Isdarmanto, 2017](#)). According to [Muslimin et al. \(2018\)](#), tourist attractions are the main driving force behind tourists' decisions to visit a particular destination. In addition, argue that tourism attractions represent valuable tourism resources that can enhance destination competitiveness and encourage tourist visitation.

Through a sophisticated branding strategy, the Nusa Dua area has solidified its position as a premier destination for international tourists. The effectiveness of this position relies on consistent Digital Branding, which leverages social media to foster positive perceptions by highlighting Nusa Dua's unique value and exclusivity. Also, brand awareness that defined a strategic digital content builds a level of recognition that directly influences the decision-making process for international event organizers (MICE), encouraging them to return to Nusa Dua's world-class facilities.

Building a resilient digital brand necessitates a sophisticated digital promotion strategy. In the context of international tourism, digital promotion serves as the primary conduit for conveying the value of a destination's attractions. Modern digital campaigns are increasingly driven by high-fidelity visual storytelling, where content that captures "first-sight" experiences specifically through video marketing, which serves as the most critical indicator of success.

To transition from passive viewing to active engagement, interactivity is essential. The

integration of virtual tours and real-time social media interactivity fosters a deeper connection with potential tourists. By selecting the right social media marketing channels, destinations can create a direct psychological link that influences a traveler's decision to return.

The implementation of a cohesive branding strategy, underpinned by digital promotion, significantly shapes international tourists' revisit intentions. This impact is most visible during the information search and evaluation phases of the consumer journey. When international tourists evaluate the positive experiences conveyed through digital channels, it validates their past experiences and sparks a renewed desire to return to The Nusa Dua, Bali.

This research makes a vital contribution to the fields of Sustainable Tourism Management and Digital Marketing by bridging the gap between historical legacies and future digital-first strategies. It offers a data-driven blueprint for the ITDC and stakeholders to optimize high-occupancy trends by identifying Tourist Attractions as the dominant variable in the regression model. By analyzing the interplay between Branding, Digital Promotion, and MICE (Meetings, Incentives, Conferences, and Exhibitions), this study provides new insights into how "Green Zone" destinations can maintain exclusivity while scaling their digital reach. Conducted during the peak travel window of December 2025 to January 2026, the findings capture real-time visitor sentiment in a post-pandemic landscape, offering essential foresight for the next six years of Balinese tourism development.

2. Literature Review

Tourist attractions serve as the fundamental catalysts that motivate tourists to visit a particular destination. According to [Isdarmanto \(2017\)](#), tourist attractions comprise natural, cultural, and artificial resources that possess uniqueness and attractiveness, capable of attracting visitors. This view is supported by [\(Muljadi, 2009\)](#), who states that tourist attractions are the primary element of tourism because they provide distinctive experiences and are the main reason tourists travel. Furthermore, [\(Schiffman & Kanuk, 2007\)](#) emphasize that tourism attractions are essential tourism resources that contribute to destination competitiveness and sustainable tourism development. Previous studies have also highlighted the importance of tourist attractions in influencing tourist behavior. [Nursifa et al. \(2024\)](#) found that cultural tourist attractions significantly influence tourists' decisions to visit tourism destinations. Therefore, attractive tourism resources are essential not only for attracting visitors but also for encouraging revisit intention.

Drawing on the framework established by [Kotler et al. \(2021\)](#), tourist attractions can be categorized into four primary dimensions, each playing a specific role in the visitor's decision-making process:

- 1) Natural Tourist Attractions: These encompass the inherent biological and geological diversity of a region. Key indicators include the uniqueness of local flora and fauna, the aesthetic appeal of landscapes (such as tropical forests, mountains, and coastal areas), and the ease of physical accessibility to these natural sites.
- 2) Cultural Tourist Attractions: This dimension focuses on the lived and historical identity of a community. It includes tangible assets like cultural heritage sites and intangible experiences such as traditional ceremonies, performing arts, and local rituals. Cultural festivals serve as a primary vehicle for displaying this heritage to international audiences.

- 3) Man-Made (Artificial) Tourist Attractions: These are purpose-built infrastructures designed specifically for leisure and education. This category includes integrated resorts (such as those found within the ITDC enclave), themed amusement parks, and museums.
- 4) Special Interest Tourist Attractions: These are highly specialized offerings tailored to specific hobbies or niche markets. Activities include high-engagement sports such as surfing, whitewater rafting, and mountain climbing, as well as wellness-focused tourism like spa and medical retreats.

2.1 Branding Strategy

A Branding Strategy is a structured and long-term effort designed to establish, develop, and maintain a distinctive identity that differentiates a destination from its competitors. According to Kotler et al. (2021), branding is an important marketing activity that aims to create a unique image, build consumer trust, and establish long-term loyalty. In the tourism industry, destination branding helps communicate a destination's uniqueness and value to potential visitors, thereby increasing awareness and competitiveness.

From a consumer behavior perspective, [Engel et al \(2018\)](#) explain that consumers tend to evaluate products and services based on the information and perceptions they receive. A strong brand can create positive associations that influence consumer preferences and decision-making processes. Similarly, [Schiffman & Kanuk \(2007\)](#) argue that branding reduces uncertainty by providing consumers with a recognizable identity and a set of expectations regarding the quality and value of a product or service. Therefore, a well-developed branding strategy can strengthen destination image and influence tourists' perceptions and behavioral intentions.

In tourism destinations, branding strategy serves not only as a promotional tool but also as a mechanism for creating emotional connections with visitors. A destination with a strong and consistent brand image is more likely to attract tourists and encourage repeat visitation. Therefore, branding strategy is considered an important factor in increasing destination competitiveness and strengthening tourist loyalty. Key indicators for evaluating a branding strategy include:

- 1) Visual and Verbal Identity: The cohesion of design elements and the "tone of voice" used in communication.
- 2) Brand Positioning and Differentiation: The unique value proposition that separates the destination from other global hubs.
- 3) Brand Communication and Digital Marketing: The effectiveness of multi-channel outreach.
- 4) Brand Image Strength: The depth of the brand's reputation among international travelers.
- 5) Consistency and Customer Experience: The alignment between marketing promises and the actual on-site experience.
- 6) Brand Values and Voice: The ethical and cultural foundations that resonate with modern travelers ([Elita, Mirawati, & Chaidir, 2024](#)).

2.2. Digital Promotion

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Digital Promotion represents a marketing approach that utilizes internet-based technologies and digital communication platforms to reach target audiences effectively. According to [Kotler, et al \(2021\)](#), digital marketing enables organizations to communicate directly with consumers through websites, social media, search engines, and online advertising platforms. Compared with conventional promotional methods, digital promotion offers broader market reach, greater flexibility, and more measurable outcomes. As a result, digital promotion has become an essential strategy for organizations seeking to enhance brand awareness and consumer engagement.

From a consumer behavior perspective, ([Engel et al. 2018](#)) explain that consumers actively seek information from various sources before making purchasing or travel decisions. Digital media provides consumers with easy access to information, allowing them to compare alternatives and evaluate available options. Similarly, [Schiffman & Kanuk, \(2007\)](#) argue that information obtained through digital channels significantly influences consumer attitudes, perceptions, and behavioral intentions. Therefore, the availability of relevant and attractive digital content can affect tourists' decisions regarding destination selection and revisit intention.

Previous studies have also highlighted the importance of digital promotion in the tourism sector. ([Elita et al. 2024](#)) found that digital promotion significantly influences tourist visits, particularly when supported by attractive tourism products and cultural attractions. Likewise, ([Sipahutar, Yusron, & Sipahutar, 2025](#)) reported that tourism-related information distributed through promotional channels contributes significantly to tourists' travel decisions. These findings indicate that digital promotion not only increases destination visibility but also strengthens tourists' interest in visiting and revisiting tourism destinations.

Based on the digital marketing framework proposed by [Kotler et al. \(2021\)](#), the effectiveness of digital promotion can be assessed through the following indicators:

Digital Promotion represents a modern marketing paradigm that leverages electronic media and the internet to reach target audiences with precision, interactivity, and measurability. By leveraging social media, search engines, dedicated websites, and email marketing, digital promotion builds brand awareness more efficiently than conventional methods.

The effectiveness of digital promotion is measured through several critical indicators:

- 1) Consumer Engagement: The level of interaction (likes, shares, comments) generated by digital content.
- 2) Brand Reach and Awareness: The total volume of unique impressions and audience exposure.
- 3) Conversion Rate: The percentage of digital interactions that lead to a tangible action, such as a booking.
- 4) Website Traffic: The volume and quality of visitors to the destination's official digital platforms.
- 5) Cost Efficiency (ROI/ROAS): The financial viability and measurable return on marketing spend.
- 6) Content Quality and Accessibility: The visual appeal and ease of use across various devices (mobile vs. desktop).

- 7) Customer Retention: The ability to use digital tools to maintain a relationship with past visitors ([Muslimin et al. 2018](#))

2.3 Revisit Intention

Revisit Intention is defined as a tourist's psychological drive or commitment to return to a previously visited destination. This behavioral intention is predicated on high levels of satisfaction, a positive re-evaluation of the destination's unique appeal, and the accumulation of memorable experiences. Furthermore, it encompasses a proactive desire to act as a brand advocate. The primary indicators used to measure revisit intention in this study include:

- 1) Revisiting Intention: The explicit plan or desire to return to the destination in the future.
- 2) Recommendation Intention: The likelihood of a tourist sharing their positive experiences with others.
- 3) Suggestion/Invitation: Actively encouraging or inviting friends, family, or colleagues to visit the locale.
- 4) Preferential Interest: The tendency to prioritize the destination as a primary choice over competing global alternatives.

International Tourists, often referred to in the Indonesian context as *wisman*, are defined as foreign nationals who travel to a country outside their usual place of residence for leisure, business, or other personal motives. According to international tourism standards, these individuals maintain a stay of less than one year and do not intend to engage in income-generating activities within the host country. Legally, international tourists are characterized by their use of official travel documentation, such as passports and visas, to facilitate their entry and temporary stay. In the context of this study, this group represents the primary demographic of the 385 respondents surveyed in the Nusa Dua area during the peak season of late 2025 to early 2026.

Based on the conceptual framework outlined above, the following research model was developed:

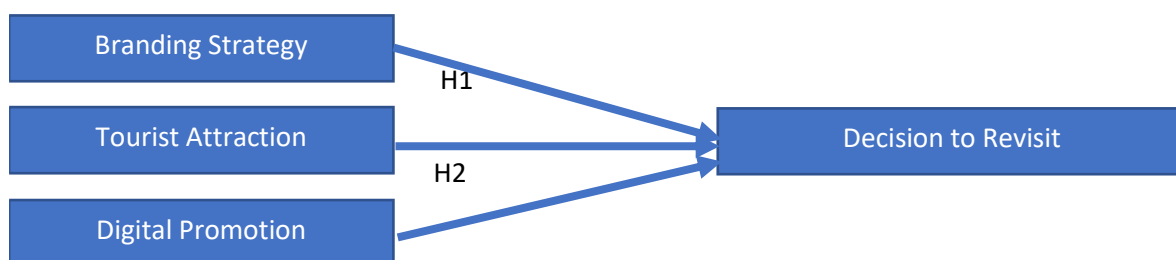


Fig.1: Research Model

Source: processed by the authors

Based on the research model above, the study tests the following primary relationships:

H1: Branding Strategy has a positive and significant influence on the Revisit Intention of international tourists in Nusa Dua, Bali.

H2: Tourist Attractions have a positive and significant influence on the Revisit Intention of international tourists in Nusa Dua, Bali.

H3: Digital Promotion has a positive and significant influence on the Revisit Intention of international tourists in Nusa Dua, Bali.

3. Research Method

This study adopts a quantitative research design, utilizing a deductive approach to examine the relationships between independent variables—Branding Strategy (X_1), Tourist Attractions (X_2), and Digital Promotion (X_3) and the dependent variable, Revisit Intention (Y). By quantifying these relationships, the study aims to draw generalized conclusions regarding the factors driving international tourism in the Nusa Dua area.

Primary data was gathered through the distribution of a structured Google Form questionnaire to a targeted sample of international visitors. The survey was conducted during the peak travel window of December 24, 2025, to January 2, 2026, capturing the sentiments of tourists staying within the Nusa Dua enclave. Given that the total population of international tourists visiting Nusa Dua is considered "infinite" or unknown for the specific study period, the sample size was determined using the Lemeshow Formula ([Siregar, 2013](#)). This ensures the statistical power and reliability of the findings. Based on this calculation, a minimum sample of 385 international visitors was established to ensure the study's results are statistically significant and representative of the broader tourist population. The formula for an unknown population is expressed as follows:

$$n = \frac{z^2 pq}{d^2}$$

The research instrument utilized a Likert Scale to quantify the qualitative perceptions of international tourists. According to [Sugiyono \(2014\)](#), the Likert scale is the standard metric for measuring individuals' or groups' attitudes and opinions regarding social phenomena. For this study, a 5-point Likert scale was implemented, ranging from "Strongly Disagree" to "Strongly Agree." This allowed respondents to express the intensity of their feelings toward the Branding Strategy, Tourist Attractions, and Digital Promotion of the Nusa Dua area. Respondents' opinions in the questionnaire were categorized as follows:

- a. Strongly agree (SS) responses were given a score of 5.
- b. Agree (S) responses were given a score of 4.
- c. Somewhat agree (CS) responses were given a score of 3.
- d. Disagree (TS) responses were given a score of 2.
- e. Strongly disagree (STS) responses were given a score of 1.

The data collected from the 385 international respondents was processed using two primary analytical approaches: Descriptive Analysis and Verificative (Inferential) Analysis. This method was employed to provide a comprehensive overview of the demographic profiles of the respondents (e.g., nationality, age, and length of stay) and their general perceptions of the research variables. By calculating mean scores and frequency distributions, the study establishes a baseline understanding of how foreign tourists view The Nusa Dua's branding, attractions, and digital presence. Verificative analysis was utilized to test the research hypotheses and determine the relationships between the variables. To ensure the robustness of

the linear regression model, classical assumption tests were conducted to confirm model adequacy and unbiased estimation. The general form of the regression model used in this analysis is expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

Y: Decision to Revisit (Dependent Variable)

α : Constant (Intercept)

$\beta_1, \beta_2, \beta_3$: Regression coefficients for each independent variable

X_1, X_2, X_3 : Branding Strategy, Tourist Attractions, and Digital Promotion, respectively

ε : Error term (Residuals)

4. Findings and Discussions

By using a questionnaire in the form of a Google form, the following respondent data was obtained:

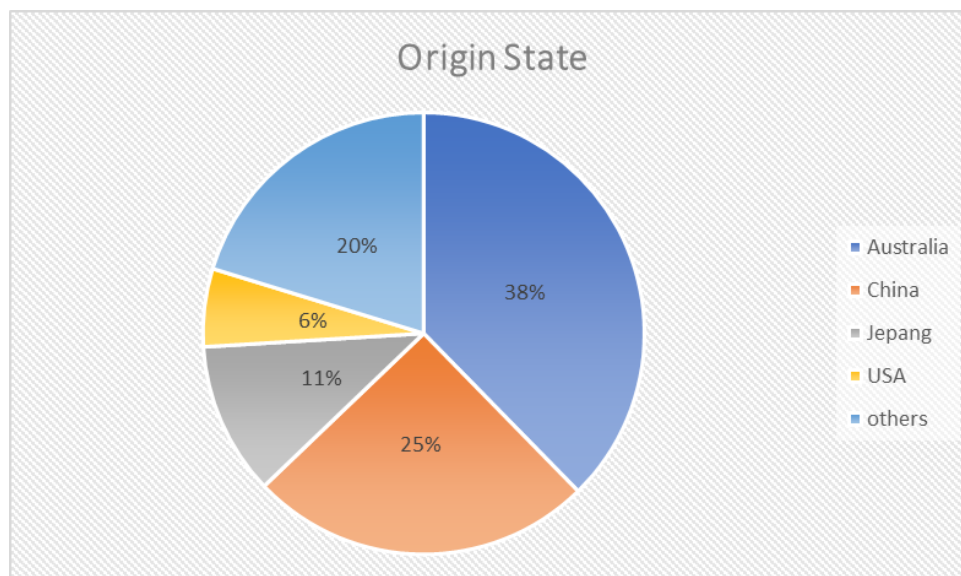


Fig.2: Respondent Data

Source: processed by the authors

Prior to the primary analysis, the research instrument underwent rigorous testing to ensure data integrity. The validity and reliability tests confirmed that all questionnaire items were both accurate and consistent in measuring their respective constructs. Subsequently, Classical Assumption Tests were performed to validate the adequacy of the regression model. Initial diagnostic results indicated that the residuals followed a normal distribution, satisfying the parametric analysis requirement. The results showed no discernible patterns in the residual plots, confirming the absence of heteroscedasticity within the model. Last, the analysis yielded a tolerance value >0.1 and a Variance Inflation Factor (VIF) <10 for all independent variables. These results confirm that the regression model is free from multicollinearity, ensuring that the independent variables are not highly correlated with one another.

4.1. Coefficient of Determination

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According to [Ghozali \(2018\)](#), the coefficient of determination (R^2) is a critical metric for evaluating the explanatory power of a regression model, specifically, its ability to account for the variation within the dependent variable. Based on the statistical analysis, the model yielded an Adjusted R^2 value of 0.407, or 40.7%. This indicates that the combination of the independent variables include Branding Strategy (X_1), Tourist Attractions (X_2), and Digital Promotion (X_3) explains 40.7% of the variance in the Decision to Revisit (Y) among international tourists in Nusa Dua. Conversely, the remaining 59.3% of the variance is attributed to other variables or external factors not included in this specific research model. While a value of 40.7% demonstrates a substantial and significant contribution, it also suggests that the decision-making process for international tourists is multifaceted, potentially involving variables such as perceived price, service quality, or exogenous global economic conditions that provide opportunities for future research.

4.2. F Test

The Simultaneous Test (F-test) was conducted to determine if the collective set of independent variables: Branding Strategy (X_1), Tourist Attractions (X_2), and Digital Promotion (X_3) exerts a significant joint influence on the dependent variable, Revisit Intention (Y) ([Ghozali, 2018](#)). The results of the analysis yielded a significance value of 0.000, which is substantially lower than the required alpha threshold of 0.05 (Sig.<0.05). Consequently, the null hypothesis is rejected, leading to the conclusion that Branding Strategy, Tourist Attractions, and Digital Promotion simultaneously and significantly influence international tourists' decision to revisit the Nusa Dua area. This finding confirms the overall validity of the research model and underscores the importance of an integrated approach to destination management

4.3. t Test (Partial Test)

The t-statistical test is employed to determine the individual significance of each independent variable in explaining the variation within the dependent variable ([Ghozali, 2018](#)). This analysis allows for a granular understanding of which specific factors, such as Branding Strategy (X_1), Tourist Attractions (X_2), or Digital Promotion (X_3), exert the most substantial influence on Revisit Intention (Y).

The statistical hypotheses formulated for this partial analysis are as follows:

$H_0: \beta_i = 0$ The independent variable (X_i) has no significant effect on the dependent variable (Y).

$H_a: \beta_i \neq 0$ The independent variable (X_i) has a significant effect on the dependent variable (Y).

The decision-making criteria for these hypotheses are based on a significance level of $\alpha = 0.05$. If the resulting p-value is less than 0.05, the null hypothesis is rejected in favor of the alternative, confirming the variable's significant contribution to the model.

Table 1. Partial Test Results (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,461	2,324		1,489	,140
X1	,050	,093	,045	,539	,591
X2	,324	,072	,435	4,524	,000
X3	,263	,086	,282	3,053	,003

a. Dependent Variable: Y

Source: processed by the authors

The results of the t-test for each individual independent variable are summarized as follows:

1. The Influence of Branding Strategy (X_1) on Revisit Intention (Y)

The statistical analysis yielded a p-value of 0.591, which is significantly higher than the alpha threshold ($\alpha=0.05$). Consequently, the null hypothesis (H_1) is accepted, indicating that Branding Strategy does not exert a statistically significant individual influence on international tourists' decision to return to Nusa Dua. This suggests that while branding is important for initial awareness, it is not the primary driver for repeat visitation in this specific context.

2. The Influence of Tourist Attractions (X_2) on Revisit Intention (Y)

The t-test produced a p-value of 0.000 ($p<0.05$), leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis (H_2). These results confirm that Tourist Attractions have a robust, positive, and significant influence on Revisit Intention. Notably, this variable is the most dominant factor in the model, suggesting that Nusa Dua's unique natural and cultural assets are the strongest motivators for international tourists to plan a return visit.

3. The Influence of Digital Promotion (X_3) on Revisit Intention (Y)

The analysis resulted in a p-value of 0.03, which remains below the significance threshold of 0.05. Therefore, the alternative hypothesis (H_3) is accepted. This demonstrates that Digital Promotion significantly and positively impacts the decision to revisit. While its influence is significant, the effect is secondary compared to the intrinsic value of the physical attractions.

4.4. Multiple Linear Regression Analysis

The primary objective of this study was to evaluate the structural influence of Branding Strategy (X_1), Tourist Attractions (X_2), and Digital Promotion (X_3) on the Decision to Revisit (Y) within the Nusa Dua area of Bali. The regression analysis allows for a precise quantification of how each independent variable contributes to the variance in the dependent variable. The resulting regression equation provides a predictive framework for understanding international tourists' behavioral intentions during the 2025–2026 peak season.

Table 2: Comparison of t-table with t-count

Variabel	T-hitung	T-tabel	Sig	Keterangan
Branding Strategy	0,543	1,66	0,002	$t_{\text{tabel}} < t_{\text{hitung}}$
Tourist Attraction	4,5424	1,66	0,005	$t_{\text{tabel}} < t_{\text{hitung}}$
Digital Promotion	3,053	1,66	0,005	$t_{\text{tabel}} < t_{\text{hitung}}$

Source: processed by the authors

The results of the multiple linear regression analysis are presented in Table 3. Based on the coefficients obtained, the regression equation for this study is formulated as follows:

$$Y = 3.461 + 0.050 X_1 + 0.324 X_2 + 0.263 X_3$$

Interpretation of the Regression Model is as follows:

The constant ($\alpha=3.461$) indicates that, even in the absence of changes in the current levels of branding, attractions, and digital promotion, international tourists' intention to return to Nusa

Dua remains inherently positive.

The Branding Strategy ($\beta_1 = 0.050$) indicates that a one-unit increase in the effectiveness of the branding strategy is associated with a marginal increase in revisit intention. However, as noted in the t-test, this relationship is not statistically significant.

Tourist Attractions ($\beta_2 = 0.324$) is the strongest predictor in the model. A one-unit improvement in the quality or perceived value of tourist attractions leads to a 0.324 increase in revisit intention, holding all other factors constant.

Digital Promotion ($\beta_3 = 0.263$) shows that digital outreach also exerts a substantial positive influence. For every one-unit increase in digital promotion efficiency, revisit intention increases by 0.263.

The findings of this study indicate that Branding Strategy does not have a significant influence on international tourists' revisit intention to Nusa Dua. This result is evidenced by the significance value of 0.591, which exceeds the accepted threshold of 0.05. The finding suggests that although branding activities contribute to creating destination awareness and recognition, they are not sufficient to encourage repeat visits among international tourists. This result differs from the perspective of [Kotler et al. \(2021\)](#), who emphasize that a strong brand image can positively influence consumer decision-making and behavioral intentions. In the tourism context, however, tourists tend to rely more on their actual travel experiences, satisfaction levels, and perceived value during their visits than on promotional branding messages alone. Therefore, destination managers should not only focus on strengthening destination branding but also ensure that tourists experience high-quality services and attractions that create memorable impressions.

The results further reveal that Tourist Attractions have a positive and significant effect on revisit intention, as indicated by a significance value of 0.000 and a regression coefficient of 0.324. This finding demonstrates that the attractiveness of tourism resources remains one of the most important factors influencing tourists' decisions to return to a destination. The result is consistent with the study conducted by [Nursifa et al. \(2024\)](#) which found that tourist attractions significantly influence tourists' visiting decisions. Their study highlighted that unique attractions, cultural authenticity, and enjoyable tourism experiences contribute substantially to tourists' satisfaction and behavioral intentions. In the case of Nusa Dua, the availability of beautiful beaches, well-maintained tourism facilities, and cultural attractions provides memorable experiences that encourage international tourists to return to the destination. Consequently, maintaining and enhancing the quality of tourism attractions should remain a priority for destination stakeholders.

Furthermore, Digital Promotion was found to have a positive and significant influence on revisit intention, with a significance value of 0.003 and a regression coefficient of 0.263. This result suggests that digital communication channels play an important role in strengthening tourists' interest in revisiting a destination. The finding supports the marketing theory proposed by [Kotler et al. \(2021\)](#), which states that digital marketing has become an essential tool for influencing consumer behavior in the modern era. Through social media platforms, official tourism websites, online travel agencies, and digital advertising campaigns, destination managers can continuously engage with tourists even after their visits have ended. Such promotional activities help maintain positive destination awareness, remind tourists of their previous experiences, and stimulate their desire to revisit. Therefore, effective digital promotion

should be considered a strategic component in destination marketing management.

Overall, the findings of this study are also supported by the research conducted by [Sipahutar et al. \(2025\)](#), who concluded that destination-related attributes significantly influence tourists' travel decisions. Their study emphasized that tourists are more likely to visit and revisit destinations that offer attractive tourism resources, quality experiences, and effective promotional strategies. Similarly, the present study demonstrates that Tourist Attractions and Digital Promotion significantly increase revisit intention among international tourists visiting Nusa Dua. These findings imply that tourism managers should prioritize the development of destination attractions while simultaneously strengthening digital promotional efforts to maintain competitiveness in the tourism industry. By integrating attraction development and digital marketing strategies, destinations can enhance tourist satisfaction and encourage sustainable revisit behavior.

The finding that Branding Strategy does not significantly influence revisit intention presents an interesting contrast to previous studies. [Janianton & Weber \(2022\)](#) argue that branding plays an important role in shaping consumer perceptions and influencing behavioral intentions. In many tourism destinations, a strong destination brand is considered capable of increasing tourist loyalty and encouraging repeat visits. However, the present study found that branding strategy was not a significant determinant of revisit intention among international tourists visiting Nusa Dua. This difference may be attributed to the characteristics of international tourists, who tend to rely more on their actual travel experiences, service quality, and destination satisfaction than on branding messages alone. Therefore, while branding remains important for destination awareness and positioning, it appears to have a relatively limited role in influencing revisit intention in the context of Nusa Dua.

The significant positive effect of Tourist Attractions on revisit intention is consistent with the findings of [Nursifa et al. \(2024\)](#), who reported that tourism attractions significantly influence tourists' decisions to visit a destination. Both studies emphasize that attractive tourism resources, destination uniqueness, and memorable experiences are key factors shaping tourist behavior. The present study further confirms that tourist attractions remain the strongest predictor of revisit intention among international tourists in Nusa Dua. This finding indicates that visitors are highly motivated by the quality of attractions they experience during their stay. Compared with previous research, the current study extends the discussion from initial visiting decisions to revisit intention, suggesting that attractive tourism resources not only attract visitors but also encourage them to return in the future.

The results also reveal that Digital Promotion has a significant positive influence on revisit intention. This finding supports the marketing perspective proposed by [Kotler et al. \(2021\)](#), which highlights the increasing importance of digital communication in influencing consumer behavior. Furthermore, the result is in line with the study conducted by [Sipahutar et al. \(2025\)](#), which found that tourism-related information and destination attributes significantly affect tourists' travel decisions. While previous studies mainly focused on visit decisions, the present study demonstrates that digital promotion also plays an important role in strengthening revisit intention among international tourists. Through social media, destination websites, and digital advertising campaigns, tourism managers can continuously engage with tourists and maintain positive perceptions of the destination even after their visit has ended.

Overall, the findings of this study both support and extend previous tourism research. Consistent with earlier studies, Tourist Attractions and Digital Promotion were found to

significantly influence tourist behavior. However, unlike some previous studies that emphasized the importance of branding, the present research found that Branding Strategy does not significantly affect revisit intention. This difference suggests that revisit intention is influenced more strongly by tourists' direct experiences and the value they receive from the destination than by branding activities alone. Therefore, destination managers should prioritize maintaining high-quality attractions and strengthening digital promotional strategies while using branding as a complementary tool to support destination competitiveness.

The empirical evidence from this study highlights a critical hierarchy in the factors driving international tourism in Nusa Dua. While all variables contribute to the model, Tourist Attractions (X_2) emerge as the dominant determinant of revisit intention.

The findings suggest that for international tourists, the "on-the-ground" experience, specifically the unique natural beauty of the 4 km white sandy beaches and cultural landmarks like Puja Mandala far outweighs the influence of symbolic branding. This explains why the Branding Strategy (X_1) coefficient is the lowest and statistically insignificant, which means that international travelers prioritize the tangible value of the destination's assets over its conceptual image when deciding whether to return.

The significance of Digital Promotion (X_3) indicates that visual-heavy campaigns, such as video marketing and virtual tours, are effective in reinforcing the desire to return. By showcasing the attractions digitally, the ITDC can effectively trigger the "re-evaluation" phase of tourists' decision-making.

5. Conclusion

Based on the empirical analysis of 385 international tourists during the 2025–2026 peak season, this study draws the following conclusions:

The current branding of The Nusa Dua as a premier, integrated luxury enclave is well-established. While it provides the necessary foundation for destination identity, it acts more as a prerequisite than a primary driver for repeat visitation among foreign tourists.

Tourist attractions are the most significant and dominant factor influencing the decision to return. The combination of pristine natural assets, such as the 4 km white sandy beach, and high-value man-made facilities (Bali Collection, Golf Course, Water Blow) creates a unique value proposition that outweighs other marketing efforts.

Digital outreach is a highly effective and significant tool for reinforcing revisit intentions. Interactive and visual-heavy promotion successfully bridges the gap between a tourist's past experience and their future travel planning.

In summary, while branding and digital promotion are appropriate and supportive, the intrinsic quality of the physical attractions remains the engine behind the area's record 76.56% occupancy rate.

To sustain and increase the revisit rate of international tourists to the Nusa Dua area, the following strategic recommendations are proposed:

1. Strengthening the "Green Zone" Identity

The ITDC should further amplify its branding as a "Green Zone Destination." Beyond luxury, the modern international traveler prioritizes environmentally friendly and sustainable tourism. Marketing efforts should move beyond symbolic branding to highlight tangible sustainability

certifications and eco-friendly practices within the resorts to deepen brand loyalty.

2. Diversifying and Preserving the Attraction Portfolio

As the dominant variable, the physical attractions require constant investment:

Natural Preservation: Strict environmental management of the 4 km beachfront is essential to maintain its status as a "unique feature."

Cultural Integration: While natural and man-made attractions are strong, there is a strategic opportunity to incorporate more authentic Balinese cultural experiences (e.g., traditional performances or heritage workshops) into the "one-stop destination" model to create more "memorable tourism experiences."

3. Advancing Digital Interactivity

Digital promotion should evolve from passive information sharing to immersive engagement.

Virtual Integration: Utilizing VR (Virtual Reality) tours of the Peninsula and interactive social media campaigns can effectively "remind" past visitors of the unique beauty of the site.

Targeted Retargeting: Use digital data to target past visitors during their "information search" phase with content that highlights new or seasonal attractions, directly stimulating the decision to revisit.

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