

HARMONY WITHIN AND BEYOND: THE ROLE OF PERSONAL NORMS, SOCIAL IDENTITY, AND PSYCHOLOGICAL WELL-BEING IN SHAPING REVISIT INTENTION TO BALI'S WELLNESS DESTINATIONS

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Abstract

Bali has become a leading wellness tourism destination, attracting visitors seeking spiritual rejuvenation and holistic well-being. Previous studies have primarily emphasized service quality and tourist satisfaction while paying limited attention to the psychological mechanisms through which tourists develop revisit intention. This study examined the roles of personal norm and social identity in shaping revisit intention through the mediating role of psychological well-being. The proposed framework was grounded in Norm Activation Theory, Social Identity Theory, and Self-Determination Theory. A quantitative explanatory research design was employed, and data were collected from domestic and international tourists who had participated in wellness tourism activities in Bali within the previous two years. The proposed model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results revealed that personal norm and social identity significantly enhanced psychological well-being, with social identity exerting the strongest influence. Personal norm, social identity, and psychological well-being also had significant positive effects on revisit intention. Furthermore, psychological well-being partially mediated the relationships between personal norm, social identity, and revisit intention. These findings demonstrate that revisit intention in wellness tourism is driven not only by tourists' internal values and social connectedness but also by the psychological benefits derived from authentic wellness experiences. This study extends the wellness tourism literature by integrating Norm Activation Theory, Social Identity Theory, and Self-Determination Theory into a unified framework and offers practical insights for designing culturally authentic and psychologically meaningful wellness experiences that foster long-term destination loyalty.

Keywords: Wellness tourism; Personal norm; Social identity; Psychological well-being; Revisit intention

1. Introduction

Wellness tourism has emerged as one of the fastest-growing segments of the global tourism industry, driven by increasing global awareness of mental health, emotional balance, and holistic well-being (Carreno et al., 2021; Robledo et al., 2023). Rather than pursuing leisure and entertainment alone, contemporary travelers increasingly seek transformative experiences that foster inner harmony, self-reflection, and long-term psychological benefits (Hämeenoja, 2024; Hosseini, 2023). Within this context, Bali has established itself as a leading wellness tourism destination, offering a distinctive

combination of spiritual traditions, nature-based healing practices, and community-oriented rituals such as yoga, meditation, melukat, and holistic therapies (I Gusti Bagus Rai & Ni Putu Dyah, 2025).

Despite the rapid growth of wellness tourism, existing studies have predominantly focused on traditional predictors of behavioral intention, including service quality, satisfaction, perceived value, and destination image (Baker & Crompton, 2000; Yuan & Vui, 2023; Seow et al., 2024). While these constructs provide valuable insights, they largely frame loyalty as a transactional outcome and overlook the deeper psychological and value-based mechanisms that differentiate wellness tourism from other forms of travel (Singh et al., 2022; Kim, 2024a). In wellness tourism contexts, tourists are not merely service consumers but active participants seeking meaning, self-alignment, and emotional transformation (Buzinde, 2020).

Recent tourism literature has increasingly emphasized the need to incorporate internal motivations and social processes to better explain loyalty formation, particularly in transformative and spiritual tourism settings (Zhang et al., 2023; Orden-Mejía et al., 2025). Personal norm, defined as an individual's internalized moral obligation to act in accordance with deeply held values, represents an important internal driver of behavior (Schwartz, 1977; Setiawan et al., 2021). In wellness tourism, personal norms may motivate tourists to engage in activities that support balance, mindfulness, and self-care, even while traveling (Dillette et al., 2021; Valente-Mosqueda et al., 2025). At the same time, social identity—derived from a sense of belonging to a group that values mindfulness, spirituality, and holistic health—can strengthen emotional attachment to destinations that embody these shared values (Turner et al., 1979; Arora et al., 2023).

Although personal norm and social identity have been examined independently in tourism and consumer behavior research, their combined influence on revisit intention in wellness tourism remains insufficiently explored (Gan et al., 2023; Kajornatthapol et al., 2024). More importantly, the psychological process through which these moral and social motivations translate into loyalty has received limited empirical attention. Psychological well-being, a central objective of wellness tourism, has typically been treated as an outcome of travel experiences rather than as a mediating mechanism linking internal values, social belonging, and behavioral intentions (Ryff, 1989; Ryan & Deci, 2000; Al-okaily et al., 2023).

Addressing this gap, the present study positions psychological well-being as a key mediating mechanism through which personal norm and social identity influence revisit intention. Drawing on Norm Activation Theory, Social Identity Theory, and Self-Determination Theory, this research conceptualizes revisit intention not merely as a response to satisfaction or service performance, but as the result of inner value alignment, social connectedness, and achieved psychological harmony (Schwartz, 1977; Turner et al., 1979; Ryan & Deci, 2000). By conceptualizing psychological well-being as an active psychological process rather than a passive outcome, this study offers a value-based explanation of loyalty formation in wellness tourism.

Empirically, this study focuses on domestic and international wellness tourists in Bali who have participated in wellness-related activities within the past two years. Using a quantitative approach and structural equation modeling, the study examines both direct and indirect relationships among personal norm, social identity, psychological well-being, and revisit intention. In doing so, the research contributes to the wellness tourism literature by advancing a psychologically grounded model of destination loyalty and provides practical insights for destination managers seeking to design authentic, value-driven wellness experiences.

The remainder of this paper is structured as follows. The next section reviews the theoretical foundations and develops the research hypotheses. This is followed by the research methodology section. The subsequent section presents the empirical results, which are then discussed in relation to prior studies. The final section concludes with theoretical and managerial implications, limitations, and directions for future research.

2. Theoretical Background

2.1 Norm Activation Theory and Personal Norm

Norm Activation Theory (NAT) explains how individuals' moral norms are activated and translated into value-driven behavior when individuals perceive responsibility for the consequences of their actions (Schwartz, 1977). Central to this theory is the concept of personal norm, defined as an internalized moral obligation that guides behavior independent of external rewards or sanctions. Although NAT has been widely applied in pro-environmental and ethical consumption studies (Harland et al., 1999; Setiawan et al., 2021), its application in wellness tourism remains limited.

In the context of wellness tourism, personal norm reflects a traveler's moral commitment to maintaining balance, mindfulness, and holistic well-being during travel. Tourists who strongly internalize wellness-related values are more likely to engage in activities that align with their sense of responsibility toward self-care and inner harmony (Dillette et al., 2021; Valente-Mosqueda et al., 2025). When travel experiences are congruent with these internal values, individuals are expected to experience enhanced psychological well-being due to reduced cognitive dissonance and stronger value alignment (Zhou et al., 2021).

Based on NAT, personal norms function as intrinsic motivational forces that shape emotional and psychological outcomes. Therefore, in wellness tourism settings, stronger personal norms are expected to positively influence tourists' psychological well-being.

H1: Personal norm positively influences psychological well-being among wellness tourists in Bali.

2.2 Social Identity Theory and Social Identity

Social Identity Theory (SIT) posits that individuals define themselves not only through personal attributes but also through their perceived membership in social groups (Turner et al., 1979). This group-based self-concept influences attitudes, emotions, and

behaviors, as individuals strive to maintain a positive social identity and reinforce their belongingness (He, 2023).

Within wellness tourism, social identity may emerge through identification with communities that value mindfulness, spirituality, sustainability, and holistic health (Arora et al., 2023; Zhang et al., 2023). Participation in wellness retreats and spiritual practices often fosters a shared sense of purpose and collective meaning, strengthening tourists' emotional attachment to both the community and the destination (Dini & Pencarelli, 2022). Such social identification is expected to enhance psychological well-being by fulfilling the human need for belonging and social connectedness (Ryan & Deci, 2000).

Accordingly, wellness tourists who strongly identify with a wellness-oriented social group are likely to experience higher levels of psychological well-being as their social identity is affirmed through shared values and collective experiences.

H2: Social identity positively influences psychological well-being among wellness tourists in Bali.

2.3 Personal Norm, Social Identity, and Revisit Intention

Revisit intention refers to a tourist's willingness or plan to return to a destination based on prior experiences (Baker & Crompton, 2000). While revisit intention has traditionally been linked to satisfaction and service quality, recent studies emphasize the role of deeper psychological and value-based drivers in shaping loyalty, particularly in transformative tourism contexts (Kajornatthapol et al., 2024; Bagheri et al., 2024).

From a NAT perspective, individuals are motivated to maintain consistency between their moral values and future behavior (Schwartz, 1977). Wellness tourists with strong personal norms may thus develop revisit intentions as a means of sustaining their commitment to wellness-oriented lifestyles (Balıkcıoğlu Dedeoğlu et al., 2022). Similarly, SIT suggests that individuals are inclined to repeat behaviors that reinforce their social identity and group membership (Turner et al., 1979). Repeated visitation to wellness destinations allows tourists to reaffirm their identity as members of a wellness-oriented community (Gan et al., 2023).

Based on these arguments, both personal norm and social identity are expected to exert direct positive influences on revisit intention.

H3: Personal norm positively influences revisit intention among wellness tourists in Bali.

H4: Social identity positively influences revisit intention among wellness tourists in Bali.

2.4 Self-Determination Theory and Psychological Well-Being

Self-Determination Theory (SDT) posits that psychological well-being is achieved when individuals' intrinsic needs for autonomy, competence, and relatedness are fulfilled (Ryan & Deci, 2000). Wellness tourism experiences are particularly suited to satisfying these needs by offering opportunities for self-directed engagement (autonomy), personal growth (competence), and meaningful social interaction (relatedness) (Buckley, 2023).

Psychological well-being in tourism contexts encompasses feelings of inner peace, emotional balance, purpose in life, and self-connection (Ryff, 1989; Al-okaily et al., 2023). Empirical studies consistently demonstrate that higher psychological well-being enhances tourists' loyalty and behavioral intentions, as emotionally meaningful experiences are more likely to be remembered and repeated (Singh et al., 2022; Kim, 2024a).

Thus, psychological well-being is expected to positively influence revisit intention in wellness tourism.

H5: Psychological well-being positively influences revisit intention among wellness tourists in Bali.

2.5 Mediating Role of Psychological Well-Being

Integrating NAT, SIT, and SDT, this study proposes psychological well-being as a mediating mechanism linking personal norm and social identity to revisit intention. Personal norms and social identities shape the extent to which wellness experiences resonate with tourists' internal values and social belonging, which in turn enhances psychological well-being. This heightened psychological well-being then translates into stronger revisit intention as tourists seek to re-experience emotional harmony and personal fulfillment (Buzinde, 2020; Kim, 2024b).

Rather than treating psychological well-being solely as an outcome, this study conceptualizes it as an explanatory psychological process through which moral and social motivations are transformed into destination loyalty. Such mediation-based reasoning remains underexplored in wellness tourism research.

H6: Psychological well-being mediates the relationship between personal norm and revisit intention.

H7: Psychological well-being mediates the relationship between social identity and revisit intention.

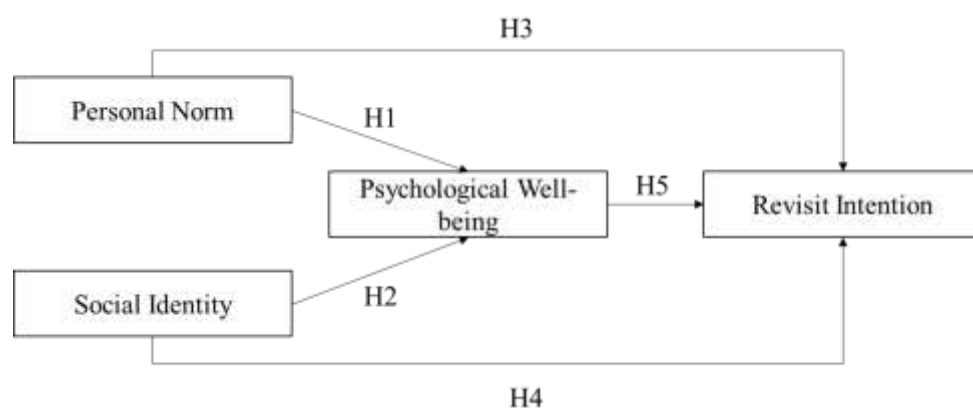


Figure 1. Conceptual Model

Figure 1 illustrates the proposed conceptual model examining revisit intention in the context of wellness tourism. The model integrates Norm Activation Theory, Social Identity Theory, and Self-Determination Theory to explain how internal moral values and social belonging shape tourists' behavioral intentions through psychological well-being.

Personal norm and social identity are conceptualized as antecedent variables reflecting moral-driven and social-driven motivations, respectively. Based on Norm Activation Theory, personal norm is expected to directly influence psychological well-being (H1) and revisit intention (H3). Drawing on Social Identity Theory, social identity is hypothesized to positively influence psychological well-being (H2) and revisit intention (H4).

Psychological well-being functions as a central mediating construct grounded in Self-Determination Theory. It captures tourists' emotional balance, inner harmony, and sense of meaning derived from wellness experiences, and is expected to positively influence revisit intention (H5).

Furthermore, psychological well-being is proposed to mediate the relationships between personal norm and revisit intention (H6), as well as between social identity and revisit intention (H7). Through this mediation mechanism, moral commitment and social belonging are transformed into destination loyalty via achieved psychological harmony.

3. Methodology

3.1 Research Design and Sample

This study employed a quantitative explanatory research design to examine the relationships among personal norm, social identity, psychological well-being, and revisit intention in the context of wellness tourism. Data were collected from domestic and international tourists who had participated in wellness-related activities in Bali, including yoga retreats, meditation programs, holistic healing therapies, and spiritual practices, within the previous two years.

A purposive sampling technique was employed because the target population comprised individuals with direct wellness tourism experience, enabling them to meaningfully evaluate the psychological and value-based constructs examined in this study. Purposive sampling is widely recommended in tourism and consumer behavior research when respondents must possess specific experiential characteristics (Hair et al., 2022).

A total of 120 valid questionnaires were obtained for analysis. The sample size satisfies the minimum requirement for Partial Least Squares Structural Equation Modeling (PLS-SEM), following the recommendations of Hair et al. (2022), which suggest that PLS-SEM is appropriate for studies with relatively small to moderate sample sizes and prediction-oriented research models.

3.2 Measurement Instruments

Data were collected using a structured self-administered questionnaire. All constructs were measured using reflective multi-item scales adapted from established studies, with wording modifications to fit the wellness tourism context in Bali. Responses were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

- Personal Norm (PN) was measured using four reflective indicators adapted from Schwartz (1977) and Harland et al. (1999), capturing tourists' internalized moral obligation to engage in wellness-oriented behaviors.
- Social Identity (SI) was measured using four reflective indicators adapted from Turner et al. (1979) and Ashforth (2011), reflecting respondents' identification with the wellness tourism community.
- Psychological Well-Being (PWB) was measured using four reflective indicators adapted from Ryff (1989), representing emotional balance, inner peace, self-acceptance, and perceived life meaning derived from wellness experiences.
- Revisit Intention (RI) was measured using four reflective indicators adapted from Baker and Crompton (2000) and Sthapit et al. (2023), assessing respondents' intention to revisit Bali for future wellness experiences and recommend the destination to others.

3.3 Data Collection Procedure

Data collection was conducted using both online and offline approaches. Offline questionnaires were distributed at wellness centers, yoga studios, retreat venues, and wellness-oriented accommodations in Bali. Online questionnaires were disseminated through wellness community networks and social media platforms related to yoga, meditation, mindfulness, and holistic health.

Participation was voluntary, and respondents were informed that their responses would remain anonymous and be used exclusively for academic research purposes.

3.4 Data Analysis Technique

The proposed research model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. PLS-SEM was selected because it is suitable for prediction-oriented research, accommodates relatively small sample sizes, and does not require strict multivariate normality assumptions (Hair et al., 2022).

The analysis followed a two-stage approach consisting of measurement model evaluation and structural model evaluation. The measurement model (outer model) was evaluated by assessing indicator reliability through outer loadings, internal consistency reliability using Cronbach's alpha and Composite Reliability (CR), convergent validity using Average Variance Extracted (AVE), and discriminant validity using the Fornell–Larcker criterion. Collinearity among predictor constructs was assessed using the Variance Inflation Factor (VIF).

The structural model (inner model) was evaluated by examining path coefficients, coefficients of determination (R^2), predictive relevance (Q^2), and effect sizes (f^2). The significance of the hypothesized relationships and indirect effects was assessed using the bootstrapping procedure. Mediation effects were evaluated by examining the significance of indirect effects and their corresponding confidence intervals. Statistical significance was determined at the 5% significance level.

4. Results and Discussion

4.1 Measurement Model Assessment

Before evaluating the structural relationships among the latent constructs, the measurement model was assessed to establish the reliability and validity of the reflective measurement scales. The assessment included indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The results are summarized in Table 1.

As shown in Table 1, all indicator outer loadings exceeded the recommended threshold of 0.70, ranging from 0.720 to 0.933. These findings indicate that each measurement item demonstrated a strong correlation with its respective latent construct, confirming satisfactory indicator reliability. Consequently, all indicators were retained for subsequent analysis.

Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). The results showed that Cronbach's Alpha values ranged from 0.829 to 0.902, while Composite Reliability values ranged from 0.887 to 0.932. Since all values exceeded the recommended threshold of 0.70, the measurement scales exhibited satisfactory internal consistency reliability.

Convergent validity was assessed using the Average Variance Extracted (AVE). The AVE values ranged from 0.663 to 0.775, all exceeding the recommended minimum value of 0.50. This indicates that each construct explained more than 50% of the variance of its indicators, confirming adequate convergent validity.

Discriminant validity was evaluated using the Fornell–Larcker criterion. The results indicated that each construct demonstrated adequate discriminant validity, suggesting that the latent constructs were empirically distinguishable from one another. Overall, these findings confirm that the measurement model satisfied the recommended reliability and validity criteria, supporting the appropriateness of proceeding with the structural model assessment.

Table 1. Measurement Model Assessment (Outer Model)

Construct	Indicator Loading	Cronbach's Alpha	Composite Reliability (ρ_c)	AVE	Assessment
Personal Norm (PN)	0.824–0.910	0.894	0.926	0.759	Reliable and valid
Social Identity (SI)	0.720–0.856	0.829	0.887	0.663	Reliable and valid
Psychological Well-Being (PWB)	0.803–0.927	0.902	0.932	0.775	Reliable and valid

Revisit Intention (RI)	0.796–0.933	0.888	0.923	0.751	Reliable and valid
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4.2 Structural Model Assessment (Inner Model)

After confirming the adequacy of the measurement model, the structural model was evaluated to examine the proposed relationships among the latent constructs. The significance of the structural paths was assessed using the bootstrapping procedure. The results of the hypothesis testing are presented in Table 3.

The results indicate that Personal Norm (PN) has a positive and significant effect on Psychological Well-Being (PWB) ($\beta = 0.442$, $t = 5.001$, $p < 0.001$), supporting H1. This finding suggests that tourists with stronger personal moral obligations toward wellness-oriented behaviors tend to experience higher levels of psychological well-being during their wellness tourism experiences.

Similarly, Social Identity (SI) exerts a positive and significant influence on Psychological Well-Being ($\beta = 0.496$, $t = 5.629$, $p < 0.001$), supporting H2. This result indicates that a stronger sense of belonging to the wellness tourism community enhances tourists' psychological well-being.

Regarding revisit intention, Personal Norm has a significant positive effect on Revisit Intention (RI) ($\beta = 0.363$, $t = 3.243$, $p = 0.001$), supporting H3. Likewise, Social Identity significantly influences Revisit Intention ($\beta = 0.264$, $t = 2.557$, $p = 0.011$), supporting H4. These findings imply that both personal moral values and identification with the wellness community encourage tourists to revisit Bali for future wellness experiences.

Furthermore, Psychological Well-Being has a significant positive effect on Revisit Intention ($\beta = 0.326$, $t = 3.092$, $p = 0.002$), supporting H5. This finding demonstrates that tourists who experience greater psychological well-being during their wellness tourism activities are more likely to revisit the destination.

The mediation analysis further revealed that Psychological Well-Being significantly mediates the relationship between Personal Norm and Revisit Intention ($\beta = 0.144$, $t = 2.445$, $p = 0.015$), supporting H6. Likewise, Psychological Well-Being significantly mediates the relationship between Social Identity and Revisit Intention ($\beta = 0.162$, $t = 2.738$, $p = 0.006$), supporting H7. Since both direct and indirect effects remain statistically significant, the mediation can be classified as partial mediation. These findings indicate that psychological well-being serves as an important psychological mechanism through which both personal norm and social identity strengthen tourists' intention to revisit Bali while simultaneously exerting direct influences on revisit intention.

Table 2. Results of Structural Model Assessment and Hypothesis Testing

Hypothesis	Structural Path	β	t-value	p-value	Decision
H1	PN $\rightarrow$ PWB	0.442	5.001	<0.001	Supported

H2	SI → PWB	0.496	5.629	<0.001	Supported
H3	PN → RI	0.363	3.243	0.001	Supported
H4	SI → RI	0.264	2.557	0.011	Supported
H5	PWB → RI	0.326	3.092	0.002	Supported
H6	PN → PWB → RI	0.144	2.445	0.015	Supported (Partial Mediation)
H7	SI → PWB → RI	0.162	2.738	0.006	Supported (Partial Mediation)

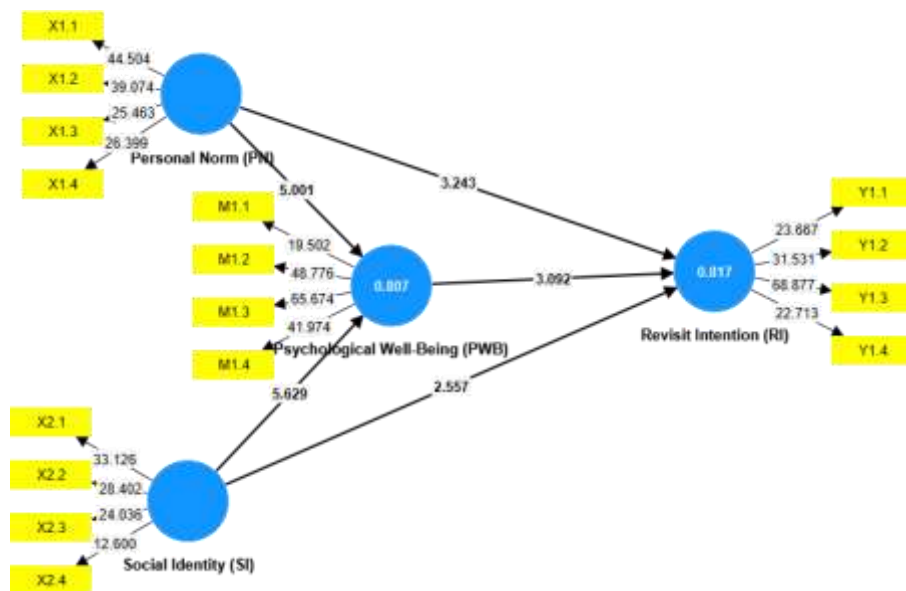


Figure 2. Results of the PLS-SEM Structural Model

4.3 Discussion

4.3.1 Effect of Personal Norm on Psychological Well-Being (PN → PWB)

The findings indicate that personal norm has a significant positive effect on psychological well-being ($\beta = 0.442$, $t = 5.001$, $p < 0.001$), suggesting that tourists with stronger internalized wellness values experience greater psychological benefits during their wellness tourism activities in Bali. This finding is consistent with Norm Activation Theory, which argues that individuals' moral obligations influence behaviors that are congruent with their personal values (Schwartz, 1977; Han et al., 2021).

The indicators used to measure personal norm further explain this relationship. Respondents agreed that they felt personally responsible for maintaining a balanced and healthy lifestyle while travelling, considered participation in wellness activities as a moral

obligation, experienced guilt when neglecting their wellness values, and preferred wellness activities that reflected their personal beliefs. These findings suggest that wellness tourism is perceived not merely as a leisure activity but as an expression of deeply held personal values.

This phenomenon is particularly evident in Bali, where wellness tourism is closely associated with spiritual practices, mindfulness, traditional healing, yoga retreats, and the local philosophy of Tri Hita Karana, which emphasizes harmony between human beings, nature, and spirituality. Tourists who already possess strong personal wellness values are therefore more likely to perceive Balinese wellness experiences as authentic opportunities to live according to their beliefs. This congruence between personal values and destination experiences enhances feelings of inner peace, emotional restoration, and self-connection, which are reflected in the indicators of psychological well-being, namely feeling calmer, emotionally refreshed, more connected to oneself, and finding greater meaning in life after the wellness experience (Zhang, 2023).

4.3.2 Effect of Social Identity on Psychological Well-Being (SI → PWB)

Social identity was found to have the strongest positive influence on psychological well-being ($\beta = 0.496$, $t = 5.629$, $p < 0.001$). This finding supports Social Identity Theory, which suggests that individuals derive emotional security and psychological benefits from membership in valued social groups (Turner et al., 1979).

The measurement indicators reveal that respondents felt they belonged to a global wellness community, were proud to be part of a group promoting mindfulness, identified themselves with people pursuing spiritual growth, and enjoyed sharing wellness experiences with like-minded individuals. These indicators demonstrate that wellness tourism extends beyond individual self-care and increasingly represents participation in a broader lifestyle community.

Within Bali's wellness tourism ecosystem, this sense of belonging is strengthened through communal yoga classes, meditation retreats, healing workshops, spiritual ceremonies, and wellness festivals that encourage interaction among participants from diverse countries. These shared experiences foster emotional attachment and reinforce tourists' identities as members of the global wellness movement. Consequently, tourists experience greater psychological well-being because they not only receive physical and emotional benefits but also satisfy their fundamental need for social connectedness and self-identity. This explains why social identity exhibits the strongest effect on psychological well-being among the antecedent variables examined in this study (Dini & Pencarelli, 2022).

4.3.3 Effect of Personal Norm on Revisit Intention (PN → RI)

Personal norm significantly influenced revisit intention ($\beta = 0.363$, $t = 3.243$, $p = 0.001$). This finding indicates that tourists whose wellness behaviors are guided by strong personal values are more likely to revisit Bali for future wellness experiences. Previous

studies have similarly suggested that value congruence strengthens destination loyalty by creating meaningful tourism experiences (Rao et al., 2022).

The revisit intention indicators show that respondents intended to revisit Bali, recommend Bali as a wellness destination, explore additional wellness retreats, and prioritize Bali for future wellness travel. These behavioral intentions can be explained by the compatibility between tourists' internal wellness values and the holistic experiences available in Bali. Rather than simply revisiting a destination, tourists seek to continue a lifestyle consistent with their personal commitment to health, mindfulness, and spiritual development. Bali therefore functions not only as a tourism destination but also as a place where tourists can repeatedly express and reinforce their personal wellness values (Uludag & Andrli, 2025).

4.3.4 Effect of Social Identity on Revisit Intention (SI → RI)

Social identity also positively influenced revisit intention ($\beta = 0.264$, $t = 2.557$, $p = 0.011$). The indicators demonstrate that respondents strongly identified themselves as members of the wellness community and enjoyed interacting with individuals who shared similar wellness values. Such identification creates emotional attachment not only toward the community but also toward destinations that facilitate these interactions.

Bali has developed an international reputation as one of the world's leading wellness tourism destinations, attracting visitors seeking yoga, meditation, holistic healing, and spiritual retreats. The opportunity to reconnect with fellow wellness enthusiasts through recurring retreats, community events, and shared spiritual experiences encourages tourists to revisit Bali. Thus, destination loyalty is reinforced not only by destination attributes but also by the desire to maintain membership in a meaningful social community (Reis et al., 2025).

4.3.5 Effect of Psychological Well-Being on Revisit Intention (PWB → RI)

Psychological well-being significantly influenced revisit intention ($\beta = 0.326$, $t = 3.092$, $p = 0.002$). Respondents reported feeling more peaceful, emotionally refreshed, more connected to themselves, and that their lives became more meaningful following their wellness experiences in Bali. These outcomes represent the core psychological benefits sought by wellness tourists.

Unlike conventional tourism, where satisfaction often stems from entertainment or service quality, wellness tourism emphasizes personal transformation and holistic well-being. When tourists perceive that Bali successfully provides emotional recovery, inner peace, and self-discovery, they are more likely to revisit and recommend the destination. The findings therefore support previous studies indicating that psychological well-being represents an important mechanism linking tourism experiences with long-term destination loyalty (Abri et al., 2023; Kim, 2024b).

4.3.6 Mediation Effects

The mediation analysis showed that psychological well-being significantly mediated the relationships between personal norm and revisit intention ($\beta = 0.144$, $p = 0.015$) and between social identity and revisit intention ($\beta = 0.162$, $p = 0.006$). The indicators of psychological well-being suggest that feelings of peace, emotional renewal, self-connection, and meaningful life experiences serve as the psychological pathway through which both personal values and social identity are translated into destination loyalty.

This finding implies that tourists do not revisit Bali solely because they value wellness or identify with the wellness community. Instead, these antecedent factors increase revisit intention because they first generate meaningful psychological outcomes during the wellness experience. Consequently, Bali's authentic combination of spirituality, local wisdom, nature-based healing, and community-oriented wellness experiences creates an environment in which tourists' personal values and social identities are transformed into enduring psychological well-being, ultimately fostering stronger intentions to revisit the destination.

5. Conclusion

This study investigated the psychological mechanisms underlying revisit intention in Bali's wellness tourism by integrating Personal Norm, Social Identity, and Psychological Well-Being within a unified conceptual framework grounded in Norm Activation Theory, Social Identity Theory, and Self-Determination Theory. The findings demonstrate that both personal norm and social identity significantly enhance psychological well-being, which subsequently increases tourists' intention to revisit Bali. In addition, personal norm and social identity also exert significant direct effects on revisit intention, while psychological well-being partially mediates both relationships.

These findings suggest that revisit intention in wellness tourism extends beyond conventional determinants such as service quality or destination satisfaction. Instead, tourists are more likely to revisit when wellness experiences resonate with their personal values, strengthen their sense of belonging to the wellness community, and ultimately foster inner peace, emotional restoration, self-connection, and a greater sense of meaning. Within the context of Bali, where wellness tourism is deeply embedded in local spirituality, holistic healing traditions, and the philosophy of *Tri Hita Karana*, psychological well-being emerges as the central mechanism linking authentic wellness experiences with long-term destination loyalty.

5.1 Theoretical Implications

This study contributes to the wellness tourism literature in several important ways. First, it extends previous research by demonstrating that psychological well-being should not merely be viewed as an outcome of wellness tourism but as an active psychological mechanism through which tourists' internal values and social identities are translated into revisit intention. By positioning psychological well-being as a mediator, this study offers a

more comprehensive explanation of destination loyalty within transformative tourism experiences.

Second, the findings broaden the application of Norm Activation Theory beyond its traditional focus on pro-environmental and ethical consumption behavior. The study demonstrates that personal norms associated with self-care, mindfulness, and holistic living significantly influence both psychological well-being and revisit intention. This finding suggests that internal moral obligations are equally relevant in explaining wellness tourism behavior, particularly when tourists perceive wellness activities as expressions of their personal values.

Third, the study extends Social Identity Theory by confirming that identification with wellness-oriented communities contributes not only to social belonging but also to tourists' psychological flourishing and subsequent destination loyalty. In Bali's wellness tourism context, where visitors frequently participate in yoga retreats, meditation programs, healing workshops, and other community-based wellness activities, shared identity becomes an important psychological resource that strengthens both emotional attachment and revisit intention.

Finally, integrating Norm Activation Theory, Social Identity Theory, and Self-Determination Theory provides a more holistic framework for explaining revisit intention in wellness tourism. The findings indicate that tourists revisit Bali not solely because of destination attributes but because the destination satisfies fundamental psychological needs through experiences that align with personal values, foster meaningful social relationships, and facilitate self-development.

5.2 Managerial Implications

The findings provide several practical implications for wellness tourism stakeholders in Bali. First, wellness tourism providers should shift their focus from delivering wellness services alone to facilitating transformative experiences that strengthen tourists' psychological well-being. Wellness programs should integrate mindfulness practices, yoga, meditation, Balinese healing traditions, *melukat* purification rituals, and nature-based activities that encourage self-reflection, emotional restoration, and personal growth rather than emphasizing luxury or relaxation alone.

Second, destination managers and retreat operators should cultivate stronger wellness communities by encouraging interaction among participants before, during, and after wellness programs. Group meditation, community yoga sessions, healing circles, wellness festivals, and digital alumni communities can strengthen tourists' social identity and foster long-term emotional attachment to Bali. Such initiatives may increase revisit intention by reinforcing tourists' sense of belonging to the global wellness community.

Third, destination marketing organizations should reposition Bali's wellness tourism branding from a product-oriented approach toward a value-oriented approach. Marketing communications should emphasize authentic cultural experiences, holistic healing, spirituality, and personal transformation rooted in Balinese local wisdom and the philosophy of *Tri Hita Karana*. Storytelling that highlights tourists' emotional journeys, self-

discovery, and meaningful transformation is likely to resonate more strongly with wellness travelers than messages focusing solely on facilities or destination attractiveness.

Finally, policymakers should recognize psychological well-being as an important indicator of wellness tourism success. Sustainable wellness tourism development should therefore prioritize preserving Bali's cultural authenticity, traditional healing knowledge, natural environments, and community participation to ensure that tourism growth continues to generate meaningful experiences while maintaining the destination's unique competitive advantage.

5.3 Limitations and Future Research Directions

Despite its contributions, this study has several limitations. First, the study employed a relatively modest sample of wellness tourists in Bali using a cross-sectional research design, which limits the generalizability of the findings and precludes strong causal inferences. Future studies are encouraged to employ larger samples and longitudinal designs to examine how tourists' psychological well-being and revisit intentions evolve over time.

Second, this study focused exclusively on Bali as a wellness tourism destination. Future research could compare Bali with other internationally recognized wellness destinations to determine whether the proposed relationships remain consistent across different cultural and tourism contexts.

Third, the proposed model examined only personal norm, social identity, and psychological well-being as antecedents of revisit intention. Future studies may incorporate additional constructs such as destination attachment, authenticity, self-transcendence, place identity, perceived restorative experiences, environmental values, or memorable wellness tourism experiences to provide a more comprehensive understanding of destination loyalty.

Finally, future research could adopt mixed-method or qualitative approaches to explore how tourists interpret spiritual experiences, Balinese cultural values, and holistic healing practices during wellness tourism. Such approaches would provide richer insights into the psychological transformation that underlies repeat visitation and long-term destination loyalty.

Conflict of Interest Statement

The authors declare that there are no conflicts of interest regarding the publication of this study. The research was conducted independently without any commercial or financial relationships that could be interpreted as potential conflicts of interest.

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