

The Mediating Role of Visit Intention in the Relationship Between Attitude Toward Behavior and Perceived Behavioral Control on Actual Visit Behavior

Luthfie Nurmanda Putra^{1*}, Anik Lestari Andjarwati²
Universitas Negeri Surabaya

Corresponding Author: Luthfie Nurmanda Putra

luthfie.21082@mhs.unesa.ac.id

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ABSTRACT

This study investigates the mediating role of visit intention in the relationship between attitude toward behavior and perceived behavioral control on actual visit behavior, using the Theory of Planned Behavior (TPB). The research was conducted from February to June 2025, with data collected from 220 domestic tourists who visited Midodaren Beach, East Java. A quantitative method was applied using PLS-SEM analysis. Results show that attitude significantly influences both intention and behavior, while perceived control only affects intention. Visit intention serves as a partial mediator. These findings highlight the importance of psychological constructs in shaping tourist behavior, especially in developing coastal destinations.

INTRODUCTION

Tourism plays a vital role in driving economic development, creating employment opportunities, and enhancing regional branding in Indonesia. As a country rich in natural and cultural resources, Indonesia continues to promote tourism as a strategic sector to stimulate both domestic and international interest. In recent years, there has been a notable increase in local tourism, with more Indonesian travelers seeking alternative destinations beyond the mainstream. Coastal tourism, in particular, has gained popularity due to its accessibility and natural allure. However, many of these destinations remain under-researched, including smaller beaches that are not widely promoted but experience a steady rise in visitor numbers.

One such example is Midodaren Beach, located in the Tulungagung Regency of East Java. Although lacking extensive infrastructure and national-level promotion, this beach has attracted growing attention among domestic tourists, especially the younger demographic. The increasing number of visits raises important questions: What drives these individuals to visit such locations? Is it their internal attitude, perceived ease of access, or a planned intention? Understanding these behavioral drivers is critical for formulating effective marketing and destination development strategies.

Behavioral studies in tourism have frequently adopted psychological theories to explain tourist decision-making. Among them, the Theory of Planned Behavior (TPB), developed by Ajzen (1991), stands out as a robust model. The TPB posits that behavior is influenced by three components: attitude toward behavior, subjective norms, and perceived behavioral control, which collectively shape behavioral intention. In the context of tourism, TPB helps explain how personal evaluations of a destination (attitude) and perceptions of accessibility or feasibility (perceived behavioral control) affect a traveler's intention and ultimately their visit.

While TPB has been extensively applied in tourism research, limited studies have explored its implementation in lesser-known or under-promoted destinations. Most research focuses on established tourist locations with structured facilities and large-scale visitor data. This creates a research gap regarding how TPB operates in more organic, grassroots tourism settings like Midodaren Beach. Additionally, the mediating role of visit intention – which connects psychological predispositions with actual behavior – remains underexplored in these contexts.

Therefore, this study aims to enrich the theoretical understanding of tourist behavior by examining the influence of attitude toward behavior and perceived behavioral control on actual visit behavior, mediated by visit intention. The research uses the Midodaren Beach context to highlight behavioral patterns in a developing tourism setting. Practically, this study is expected to assist tourism stakeholders in designing better engagement strategies based on psychological drivers of visit behavior...

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), introduced by Ajzen (1991), is a widely recognized framework in understanding and predicting human behavior, particularly in the context of social and environmental actions. This theory is built on the assumption that individuals behave rationally by processing available information and considering the consequences of their actions, either implicitly or explicitly. It is an extension of the earlier Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975), which emphasized the role of intention in shaping behavior.

The TPB expands on TRA by adding a third construct: perceived behavioral control, which reflects the individual's perception of their ability to perform a given behavior. This addition makes TPB a more comprehensive model, as it accommodates behaviors that are not entirely under volitional control. According to Ajzen (2011), perceived behavioral control, alongside attitude and subjective norms, directly influences a person's intention, which in turn predicts the actual behavior.

The model consists of three key components that form the foundation of behavioral intention:

1. Attitude Toward the Behavior - This refers to the individual's positive or negative evaluation of performing the behavior. It is shaped by behavioral beliefs, which are assumptions about the likely outcomes of the behavior.
2. Subjective Norms - These relate to perceived social pressure from significant others (family, peers, society) to perform or not perform the behavior. It stems from normative beliefs, or the individual's perception of others' expectations.
3. Perceived Behavioral Control - This reflects how easy or difficult individuals believe it is to carry out the behavior, shaped by control beliefs about the presence of factors that might facilitate or hinder the action (e.g., time, resources, abilities).

Ajzen (2011) emphasizes that these three components jointly influence an individual's intention, which is considered the immediate antecedent of behavior. The stronger the intention and the greater the perceived control, the more likely the behavior is to occur. Because of its predictive strength and conceptual clarity, TPB has been widely applied across fields such as environmental behavior, health behavior, and tourism.

In this study, TPB is employed to explain the behavior of tourists visiting Midodaren Beach, with a focus on two of its main constructs – attitude toward behavior and perceived behavioral control – and the mediating role of visit intention in influencing actual visit behavior. Based on the TPB framework, this study specifically focuses on three key relationships: the influence of attitude toward behavior and perceived behavioral control on actual visit behavior, their influence on visit intention, and the mediating effect of visit intention. Each of these constructs is discussed in the following sections, supported by relevant empirical studies.

Attitude toward behavior is a psychological tendency that reflects an individual's overall evaluation – positive or negative – of performing a particular

action. According to Armitage and Christian (2004), it represents a general assessment of a specific behavior, influenced by beliefs about the likely outcomes of that behavior. Ajzen (2011) defines it as the degree to which a person has a favorable or unfavorable appraisal of the behavior in question, based on the consequences they anticipate. In the context of tourism, attitude toward visiting a destination can shape how likely an individual is to develop an intention to travel and ultimately perform the actual visit.

Actual visit behavior refers to the tangible manifestation of a tourist's decision to visit a destination. It is the real action taken following the formation of visit intention. Al Muala et al. (2021) describe actual visit behavior as the willingness of tourists to engage in the act of visiting, while Leliga et al. (2020) emphasize it as the realization of that willingness into observable behavior. This behavior is not only the outcome of intention but also a reflection of how internal evaluations and motivations are translated into action.

Several previous studies have explored the influence of attitude toward behavior on actual visit behavior. For example, Hsu and Huang (2012) found that although attitude significantly affects visit intention, its direct influence on actual visit behavior may vary depending on the tourism context. On the other hand, Al Muala (2010) and Hasan (2023) showed that attitude toward behavior has a positive and significant effect on actual visit behavior, especially when coupled with strong intention. Supporting this, Osiako (2023) also confirmed the direct role of attitude in driving both visit intention and actual behavior among domestic tourists in Kenya. Meanwhile, Bashir et al. (2019), in the context of green hotel consumers, demonstrated that favorable attitudes directly influence visit behavior, especially when mediated by intention.

Although the strength of the relationship may differ across tourism types and demographic contexts, a consistent pattern emerges: a positive attitude toward a destination tends to increase the likelihood that the individual will follow through with a visit. Therefore, this study proposes the following hypothesis:

H1: Attitude toward behavior has a significant influence on actual visit behavior

Perceived behavioral control (PBC) is one of the core components of the Theory of Planned Behavior and reflects an individual's perception of how easy or difficult it is to perform a given behavior. It is shaped by the person's beliefs about the presence of factors that may facilitate or hinder the performance of the behavior, such as resources, time, opportunities, or constraints (Ajzen, 2011). Armitage and Christian (2004) define it as an individual's perception of their own control over performing a specific action, which is influenced by past experiences and anticipated obstacles.

In the context of tourism, perceived behavioral control represents how capable a person feels in executing a travel plan, considering financial ability, time availability, access to transportation, and personal readiness. A tourist with a high level of perceived control is more likely to follow through with their travel intention and convert it into actual behavior.

Several empirical studies have examined the relationship between PBC and actual visit behavior. Al Muala (2010) and Al Muala (2011) found that perceived behavioral control did not always have a significant direct effect on actual visit behavior, suggesting that other variables, such as intention or situational factors, may mediate or moderate this relationship. Al Ziadat (2015), on the other hand, demonstrated that PBC had a significant and positive influence on actual visit behavior in certain tourism contexts. A more recent study by Hasan (2023) showed that perceived behavioral control contributes directly and positively to both visit intention and actual visit behavior, particularly in the context of sustainable agro-tourism. Osiako (2023) similarly affirmed the significance of PBC in shaping both intention and action among domestic tourists in Kenya's heritage sites.

These findings highlight that although PBC's influence on actual behavior may not always be strong, its role is nonetheless important, especially in shaping confidence and preparedness to act. Therefore, this study considers PBC as a determinant of tourists' actual visit behavior to Midodaren Beach. Based on the literature, the following hypothesis is proposed:

H2: Perceived behavioral control has a significant influence on actual visit behavior.

Attitude toward behavior is a central predictor of intention in the Theory of Planned Behavior. It reflects an individual's overall positive or negative evaluation of engaging in a specific behavior. According to Ajzen (2011), individuals who hold favorable beliefs about the outcomes of a behavior are more likely to develop a strong intention to perform that behavior. In the context of tourism, if travelers perceive visiting a destination as enjoyable, beneficial, or worthwhile, they are more inclined to form the intention to visit.

Numerous studies have confirmed the significant relationship between attitude and visit intention. For example, Hsu and Huang (2012) found that a positive attitude significantly enhances tourists' intention to visit a destination. Al Muala (2010) and Bashir et al. (2019) also revealed that tourists' evaluations of a destination strongly influenced their desire and motivation to travel. Hasan (2023) and Osiako (2023) further supported these findings, showing that favorable attitudes are directly and positively associated with the intention to visit, especially in the context of green or heritage tourism. These consistent results across various studies highlight the strong predictive power of attitude toward behavior in determining visit intention. Considering these insights, this study proposes the following hypothesis:

H3: Attitude toward behavior has a significant influence on visit intention.

Perceived behavioral control (PBC) is considered one of the most influential antecedents of intention in the Theory of Planned Behavior. It refers to an individual's perception of the ease or difficulty of performing a particular behavior, based on factors such as access to resources, time, knowledge, or other facilitating or hindering conditions (Ajzen, 2011). When individuals feel

confident in their ability to execute a behavior, they are more likely to form a strong intention to carry it out.

In the tourism context, PBC can reflect a tourist's perceived ability to plan, finance, and organize a visit to a specific destination. If individuals feel they have the resources and capacity to visit a place, they are more likely to intend to do so.

This relationship has been confirmed in several empirical studies. For instance, Hsu and Huang (2012) found that PBC significantly influenced tourists' behavioral intentions. Al Muala (2010) and Hasan (2023) also concluded that individuals who feel more in control of their travel plans show stronger intentions to visit. Similarly, Osiako (2023) demonstrated that perceived behavioral control had a positive and direct impact on visit intention, reinforcing the role of internal confidence in planning and decision-making. These findings emphasize the role of PBC as a reliable predictor of travel-related intentions. In line with the above studies, this research formulates the following hypothesis:

H4: Perceived behavioral control has a significant influence on visit intention.

Visit intention is defined as the motivational state that reflects a person's readiness or willingness to engage in a specific travel behavior. It serves as the immediate antecedent to actual behavior in the Theory of Planned Behavior. According to Ajzen (2011), intention represents how much effort an individual is willing to exert to perform a particular action. In tourism, a strong visit intention typically indicates a high probability that the individual will carry out the trip.

A substantial body of literature has demonstrated the strong link between visit intention and actual visit behavior. For instance, Al Muala (2010; 2011) found that tourists' intentions significantly influenced their real-life travel decisions. Bashir et al. (2019) also confirmed that behavioral intention directly predicts whether or not an individual will engage in the desired tourism activity. Similarly, Hasan (2023) and Osiako (2023) identified intention as the most powerful predictor of actual behavior across various tourism contexts, including sustainable and heritage tourism. These studies consistently validate the idea that intention acts as a crucial bridge between psychological predispositions and observable actions. Given this consistent support from previous empirical research, the following hypothesis is proposed:

H5: Visit intention has a significant influence on actual visit behavior.

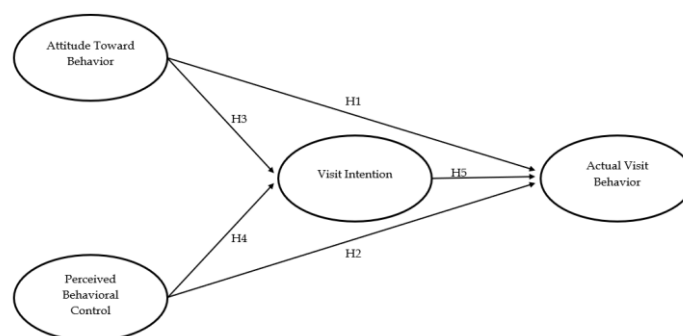


Figure 1. Conceptual Framework

METHODOLOGY

This research employed a quantitative approach with an explanatory research design, aiming to examine the influence of attitude toward behavior and perceived behavioral control on actual visit behavior, with visit intention acting as a mediating variable. The research framework is based on the Theory of Planned Behavior (TPB) developed by Ajzen.

The population of the study consisted of tourists who had previously visited Midodaren Beach in Tulungagung Regency, East Java. Using a purposive sampling technique, respondents were selected based on specific criteria, namely individuals who had visited Midodaren Beach at least once. A total of 220 valid responses were obtained through an online questionnaire distributed via Google Form. This instrument was disseminated across social media platforms including WhatsApp, Instagram, and Telegram.

The research instrument consisted of four main constructs: Attitude Toward Behavior, Perceived Behavioral Control, Visit Intention, and Actual Visit Behavior. Each construct was measured using indicators adapted from previous validated studies. Responses were rated on a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.”

Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) technique with the help of SmartPLS 3.2.9 software. The analysis included:

1. Evaluation of the measurement model (outer model) to assess the reliability and validity of the constructs.
2. Evaluation of the structural model (inner model) to test the hypothesized relationships.
3. Bootstrapping to examine the significance level of each path coefficient.
4. Mediation analysis to test the indirect effect of visit intention.

This methodology was designed to empirically assess the psychological factors influencing tourist behavior in emerging beach destinations, offering both academic insights and practical implications for destination management.

Provide clear and concise versions of your methods of conducting research, population and samples, and data analysis tools.

RESEARCH RESULT

Evaluation of the measurement model

In Partial Least Squares Structural Equation Modeling (PLS-SEM), the outer model evaluation assesses how well observed indicators represent their latent constructs. This study employed convergent validity, discriminant validity, composite reliability, and Cronbach’s alpha to evaluate the measurement model.

Convergent validity is confirmed when all indicators for each construct load strongly onto their respective latent variables, with standardized loading factors above 0.70 (Hair et al., 2022). As shown in Table 1, all outer loadings exceed 0.70, indicating good convergence.

Table 1. Outer Loading of Indicators

Construct	Item	Outer Loading	
Attitude Toward Behavior	X1.1.1	0.963	Valid
	X1.1.2	0.959	Valid
	X1.2.1	0.731	Valid
	X1.2.2	0.761	Valid
	X1.3.1	0.740	Valid
	X1.3.2	0.970	Valid
	X1.4.1	0.962	Valid
	X1.4.2	0.965	Valid
	X1.4.3	0.961	Valid
	X1.4.4	0.756	Valid
Perceived Behavioral Control	X2.1.1	0.749	Valid
	X2.1.2	0.746	Valid
	X2.2.1	0.720	Valid
	X2.2.2	0.700	Valid
	X2.3.1	0.703	Valid
	X2.3.2	0.742	Valid
	X2.4.1	0.786	Valid
	X2.4.2	0.738	Valid
	X2.5.1	0.744	Valid
	X2.5.2	0.724	Valid
Visit Intention	Z1.1.1	0.746	Valid
	Z1.1.2	0.744	Valid
	Z1.2.1	0.727	Valid
	Z1.2.2	0.791	Valid
	Z1.3.1	0.761	Valid
	Z1.3.2	0.742	Valid
Actual Visit Behavior	Y1.1.1	0.812	Valid
	Y1.1.2	0.866	Valid
	Y1.2.1	0.807	Valid
	Y1.2.2	0.829	Valid
	Y1.3.1	0.855	Valid
	Y1.3.2	0.953	Valid

To assess internal consistency reliability, both Composite Reliability (CR) and Cronbach's Alpha were evaluated. A Composite Reliability above 0.70 and Cronbach's Alpha above 0.70 indicate satisfactory reliability. The results are summarized in this table. All constructs exceed the recommended thresholds, confirming excellent reliability and consistency.

Table 2. Composite Reliability and Cronbach’s Alpha

Construct	Composite Reliability	Cronbach’s Alpha
Actual Visit Behavior	0.942	0.929
Attitude Toward Behavior	0.972	0.967
Perceived Behavioral Control	0.922	0.906
Visit Intention	0.886	0.846

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio of Correlations (HTMT), which is currently considered the most robust method for evaluating construct distinctiveness. According to Henseler et al. (2015), HTMT values should be below 0.90 to confirm adequate discriminant validity between constructs. As shown in Table 3 below, all HTMT values in this study are well below the 0.90 threshold, indicating that each construct is empirically distinct from the others and that discriminant validity is satisfactorily established.

Table 3. HTMT Matrix

Construct	AVB	ATB	PBC	VI
Actual Visit Behavior (AVB)	–	0.825	0.556	0.839
Attitude Toward Behavior (ATB)		–	0.434	0.729
Perceived Behavioral Control (PBC)			–	0.693
Visit Intention (VI)				–

Evaluation of the structural model

The structural model was evaluated to test the relationships between the constructs as proposed in the hypothesis. This includes assessing the coefficient of determination (R^2), effect size (f^2), and the overall model fit using the Goodness of Fit (GoF) index. These metrics indicate how well the model explains and predicts the endogenous variables.

R^2 or Coefficient of Determination measures how well endogenous constructs can be explained by exogenous variables. In this study, Visit Intention and Actual Visit Behavior are endogenous constructs. According to Hock and Ringle (2010), R^2 values of 0.67, 0.33, and 0.19 represent strong, moderate, and weak levels of predictive accuracy, respectively. As shown in Table 4, Visit Intention has an R^2 of 0.582 (moderate), indicating that 58.2% of its variance is explained by Attitude Toward Behavior and Perceived Behavioral Control. Meanwhile, Actual Visit Behavior has a high R^2 value of 0.793, meaning 79.3% of its variance is predicted by Visit Intention and Attitude Toward Behavior.

Table 4. R^2 Values

Variable	R-Square
Attitude Toward Behavior	-
Perceived Behavioral Control	-
Visit Intention	0.582
Actual Visit Behavior	0.793

To assess the local effect of each exogenous construct on the endogenous constructs, f^2 values are calculated. According to Garson (2016), effect sizes are categorized as: Small (>0.02), Medium (>0.15), and Large (>0.35). The results in the table below indicate that Attitude Toward Behavior has the strongest local influence on Actual Visit Behavior, followed by Visit Intention. The influence of Perceived Behavioral Control on Actual Visit Behavior is negligible.

Table 4. f^2 Effect Size

Pathway	f^2	Effect Size
<i>Attitude Toward Behavior</i> → <i>Actual Visit Behavior</i>	1.050	Large
<i>Attitude Toward Behavior</i> → <i>Visit Intention</i>	0.494	Large
<i>Perceived Behavioral Control</i> → <i>Actual Visit Behavior</i>	0.017	Negligible
<i>Perceived Behavioral Control</i> → <i>Visit Intention</i>	0.324	Medium
<i>Visit Intention</i> → <i>Actual Visit Behavior</i>	0.171	Medium

GoF provides an overall measure of model fit, calculated as the geometric mean of the average AVE and R^2 values. Based on the standard proposed by Tenenhaus et al., GoF values of: ≥ 0.10 indicate small fit, ≥ 0.25 indicate medium fit, and ≥ 0.36 indicate large fit. In this study, the GoF index is 0.671, exceeding the standard for large model fit, indicating that the model demonstrates excellent predictive power and construct quality.

Table 5. Goodness of Fit Index

Component	Communality (AVE)	R2
Attitude Toward Behavior	0.731	-
Perceived Behavioral Control	0.78	-
Visit Intention	0.541	0.582
Actual Visit Behavior	0.566	0.793
Average	0.654	0.6875
Indeks (GoF)	0.671	

Bootstrapping Result and Hypothesis Testing

To test the significance of the proposed hypotheses, a bootstrapping procedure with 5,000 subsamples was conducted using SmartPLS 4.0. The results are presented in Table 6.

Table 6. Path Coefficient, t-Statistic, and p-Value

Hub. Antar Variabel	Coefficient (β)	t-Statistics	p-Values	Hypothesis
<i>Attitude Toward Behavior -> Actual Visit Behavior</i>	0.627	14.329	0.000	Supported
<i>Perceived Behavioral Control -> Actual Visit Behavior</i>	0.075	1.902	0.057	Not Supported
<i>Attitude Toward Behavior -> Visit Intention</i>	0.500	11.590	0.000	Supported
<i>Perceived Behavioral Control -> Visit Intention</i>	0.405	9.561	0.000	Supported
<i>Visit Intention -> Actual Visit Behavior</i>	0.291	5.757	0.000	Supported

Meditation Analysis

This study examined the mediating role of visit intention in the relationship between two key predictors – attitude toward behavior and perceived behavioral control – and the outcome variable, actual visit behavior. The mediation analysis was conducted using the bootstrapping method, as recommended by Hair et al. (2022), and the significance was evaluated based on t-statistics (> 1.96) and p-values (< 0.05).

Table 7. Indirect Effect Analysis

Indirect Path	Coefficient	t-Statistics	p-Values	Meditation
Attitude Toward Behavior -> Visit Intention -> Actual Visit Behavior	0.146	5.014	0.000	Significant
Perceived Behavioral Control -> Visit Intention -> Actual Visit Behavior	0.118	4.838	0.000	Significant

These findings indicate that while both predictors may directly influence behavioral intention, their indirect effects through visit intention are statistically significant and practically meaningful. Therefore, visit intention acts as a partial mediator in this model, emphasizing its strategic role in converting motivation and perceived control into actual behavior.

DISCUSSION

The results of this study confirm the applicability of the Theory of Planned Behavior (TPB) in explaining tourist behavior, particularly in the context of Midodaren Beach, a developing coastal tourism destination. Each construct examined in this model has demonstrated empirical significance, either directly or indirectly, in shaping tourist behavior.

The first key finding is that attitude toward behavior significantly influences both visit intention and actual visit behavior. This supports the TPB proposition that individuals with favorable attitudes are more likely to form intentions and take action. These findings are consistent with Hsu and Huang (2012) and Bashir et al. (2019), where positive evaluations of a destination increased the likelihood of visitation. In the case of Midodaren Beach, the unique natural appeal and peaceful atmosphere may have contributed to the positive attitude among visitors.

Next, perceived behavioral control also significantly affects visit intention, aligning with TPB logic that perceived ease or difficulty in performing a behavior shapes intention. This supports findings from Hasan (2023) and Al Muala (2011), especially in environments with limited infrastructure, where personal resources, accessibility, and confidence play critical roles. However, the direct effect of perceived behavioral control on actual behavior was found not significant, indicating that this influence must pass through intention – a finding that is theoretically reasonable in behavioral studies involving travel planning.

Furthermore, the strong influence of visit intention on actual visit behavior confirms its role as the most immediate predictor of behavior, as widely acknowledged in TPB literature. This result reinforces previous research from Osiako (2023) and Ajzen (2011), who emphasized that intention is the final gateway before an action is executed.

The mediation analysis adds further depth to these findings. Visit intention serves as a significant partial mediator between both attitude and perceived behavioral control toward actual visit behavior. This implies that while tourists may have internal motivation and control perceptions, these elements need to be channeled through the formation of intent before resulting in actual visits. It highlights the importance of cultivating intention – not just desire or capacity – in tourism development efforts.

Collectively, these findings provide both theoretical and practical implications. From an academic standpoint, this study contributes to TPB-based behavioral tourism models, especially in under-researched local destinations. Practically, it suggests that destination managers and policymakers should focus on enhancing visitor perception and removing barriers, while simultaneously fostering strong intentions through targeted messaging, accessible services, and positive digital storytelling.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of this study, it can be concluded that the Theory of Planned Behavior (TPB) is an appropriate and effective framework for explaining tourist visit behavior at Midodaren Beach, Tulungagung. The analysis shows that two main antecedents – attitude toward behavior and perceived behavioral control – play a significant role in shaping visitors' intention to visit, and subsequently influence their actual visit behavior.

The first major conclusion is that attitude toward behavior has a significant direct effect on both visit intention and actual visit behavior. This indicates that tourists who hold positive evaluations about a destination are more likely to

intend to visit and eventually act on that intention. This reinforces the core assumption of TPB that behavior is influenced by how favorably an individual views the action.

The second conclusion highlights the role of perceived behavioral control, which significantly affects visit intention, but not actual visit behavior directly. This suggests that although tourists may feel confident and capable of visiting, this perception alone is not sufficient to trigger actual visits unless it is translated into a concrete intention. Thus, intention serves as a critical mediating factor between control perception and real behavior.

The third conclusion is that visit intention emerges as a key variable in this model. It not only directly affects actual behavior but also mediates the effects of both attitude and control. This confirms that building a strong behavioral intention is essential to convert psychological factors into real-world actions..

Recomendations

Based on the findings above, several practical recommendations can be proposed:

1. **Improve Visitor Attitudes Through Experience Design**
Tourism stakeholders, particularly the local tourism office and destination managers, should prioritize efforts that shape a positive image of Midodaren Beach. This can be achieved through the development of engaging experiences, quality facilities, and consistent messaging that emphasizes cleanliness, safety, natural beauty, and uniqueness of the site.
2. **Enhance Perceived Behavioral Control by Removing Barriers**
Stakeholders should identify and reduce potential obstacles that may hinder tourists' perceptions of ease and accessibility. These include improving transportation access, providing clear information online, offering affordable packages, and increasing availability of local guides or amenities.
3. **Strengthen Visit Intention Through Promotional Strategies**
Since visit intention is a key mediating factor, marketing campaigns should aim to stimulate desire and commitment among potential tourists. Digital promotions, storytelling, user-generated content (UGC), and targeted social media outreach can effectively build emotional connections and trigger intention formation.
4. **Segment and Target Key Tourist Profiles**
The results show that most respondents were young adults from East Java with modest income levels. Therefore, segmentation strategies should focus on these demographics by offering youth-friendly programs, group discounts, and socially engaging events to enhance relevance and participation.
5. **Adopt Evidence-Based Tourism Planning**
The application of TPB in this study provides a clear structure for tourism planning. Local governments and tourism developers are advised to use behavioral models like TPB to make data-driven decisions in understanding what motivates or inhibits tourist behavior.

By implementing these recommendations, stakeholders can enhance tourist satisfaction, increase repeat visits, and promote sustainable tourism growth – particularly in less mainstream destinations such as Midodaren Beach, which holds unique local potential.

ADVANCED RESEARCH

This study, while contributing valuable insights into tourist behavior using the Theory of Planned Behavior (TPB), also has several limitations that need to be acknowledged. These limitations can serve as the basis for further research in the same or related fields.

First, the sample used in this study was limited to 220 respondents who had previously visited Midodaren Beach in Tulungagung, and the data collection was conducted online using a purposive sampling technique. This may have resulted in a sampling bias, as it does not fully represent the diversity of all visitors or potential tourists, particularly those who are not active internet users or reside outside of East Java. Future research is recommended to use larger and more diverse samples across multiple destinations to improve generalizability.

Second, this study focused only on three main constructs from the TPB framework attitude toward behavior, perceived behavioral control, and visit intention in predicting actual visit behavior. It did not include other potentially influential factors such as subjective norms, destination image, or electronic word of mouth (e-WOM), which have been shown to be relevant in similar studies. Future researchers are encouraged to expand the TPB model by including these additional variables to develop a more comprehensive understanding of tourist decision-making.

Third, this research employed a quantitative approach, which limits the depth of understanding regarding underlying motivations, emotional factors, or psychological barriers that tourists may experience. Future studies could consider using a mixed-methods approach by combining surveys with in-depth interviews or focus groups to capture richer behavioral insights and provide deeper explanatory power.

Lastly, this study examined tourist behavior in a post-visit context, which may differ from pre-visit intentions or on-site experiences. Further research could investigate these different phases of tourist behavior including pre-travel planning, on-site engagement, and post-visit satisfaction to develop a more holistic tourism behavior model.

By addressing these limitations and exploring new dimensions, future research can enhance the theoretical development of TPB in tourism studies and offer stronger implications for sustainable and targeted destination management.

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