

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