



Escapism, Well-being, Satisfaction, and Loyalty among Tourists Visiting Ubud

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Abstract

Background: Wellness tourism increasingly responds to tourists' need for psychological restoration from everyday routines and pressures. Ubud offers an integrated cultural, spiritual, and restorative tourism environment that provides an appropriate context for examining how escapism contributes to tourists' psychological well-being, satisfaction, and loyalty.

Objective: This study examines the direct and indirect relationships among escapism, well-being, satisfaction, and loyalty among domestic tourists visiting Ubud using the Stimulus-Organism-Response (SOR) framework.

Methods: A quantitative survey was conducted involving 210 domestic tourists who had visited Ubud within the previous 12 months. The proposed direct effects and indirect effects, including the serial mediation pathway, were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.

Results: Escapism was positively and significantly associated with well-being, satisfaction, and loyalty. Well-being was positively associated with satisfaction and loyalty, while satisfaction was positively associated with loyalty. The indirect-effect analysis showed that well-being mediated the relationship between escapism and loyalty. In addition, well-being and satisfaction sequentially mediated this relationship. The serial indirect effect was stronger than the direct effect, indicating that the relationship between escapism and loyalty was stronger when the tourism experience was accompanied by improved psychological well-being and subsequent satisfaction.

Conclusion: The findings extend the SOR framework by identifying well-being and satisfaction as an ordered psychological and evaluative mechanism linking escapism with tourist loyalty. The results also highlight the importance of restorative, meaningful, and culturally grounded tourism experiences in strengthening destination loyalty.

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INTRODUCTION

Tourist behavior has shifted from seeking enjoyment alone toward pursuing experiences that support mental and physical well-being. This shift has accelerated the growth of wellness tourism and made tourist well-being an important criterion for destination success. Transformative experiences can promote inner peace, reduce everyday stress, and improve tourists' evaluations of a destination (Chua et al., 2025). Accordingly, destination performance

should be understood not only in terms of visitor volume but also in terms of the quality of experiences that foster well-being, satisfaction, and loyalty.

Previous research indicates that loyalty in wellness tourism develops through psychological mechanisms rather than through a single linear pathway. Zhan et al. (2026) identify perceived value and place attachment as mediators, whereas Cao et al. (2025) emphasize satisfaction and well-being. Although these studies establish the importance of intervening psychological states, they do not explain whether well-being and satisfaction operate sequentially when escapism serves as the initiating stimulus. This unresolved mechanism limits understanding of how an escape-oriented experience develops into a durable loyal response.

In tourism research, escapism refers to an individual's desire for emotional recovery, temporary distance from everyday pressures, and opportunities for self-development while traveling. Frochot and Lenglet (2025) conceptualize escapism through escaping everydayness, escaping the self, and relief from time pressure. Thus, escapism is not merely physical movement away from home; it is a psychological process. Even relatively simple travel experiences can improve well-being when they provide meaningful relief from routine and daily pressures (Vespestad et al., 2026).

Ubud provides a distinctive setting because its wellness proposition integrates natural surroundings, Balinese culture and spirituality, yoga, meditation, spas, and other restorative activities within a single destination experience. Unlike destinations centered primarily on clinical treatment or leisure facilities, Ubud offers an integrated cultural-spiritual environment in which tourists can distance themselves from routine while pursuing meaning and psychological restoration. This combination makes Ubud an appropriate context for examining escapism as a stimulus that shapes well-being and subsequently influences satisfaction and loyalty.

The relationships among the variables are explained using Stimulus-Organism-Response (SOR) theory. In tourism research, this framework explains how an external stimulus influences a tourist's cognitive or affective state before generating a post-visit response (Hussain et al., 2023). In this study, escapism represents the stimulus, well-being represents the organism, and satisfaction and loyalty represent the responses. This configuration clarifies why an escape experience may not translate directly into loyalty unless it first produces a favorable internal psychological state and a positive evaluation of the visit.

Empirical findings concerning escapism, well-being, and loyalty remain inconsistent. Gong et al. (2025) associate escapism with favorable tourism behavior, while Sthapit, Borges-Tiago, et al. (2025) show that memorable experiences can support hedonic and eudaimonic outcomes. In contrast, Dahanayake et al. (2025) report that improved well-being does not necessarily lead to destination loyalty or mediate the relationship between experience and loyalty. These discrepancies may arise because prior models examine different types of experiences, destinations, and mediators and frequently treat well-being or satisfaction as isolated mechanisms. Testing the two mechanisms sequentially can therefore clarify how escapism develops into loyalty.

Addressing this gap, the study tests a serial mediation model in which escapism shapes loyalty through well-being and satisfaction among domestic tourists visiting Ubud. Its novelty lies in integrating these two psychological mechanisms within a single SOR sequence rather than examining them independently. The study aims to assess the direct relationships among escapism, well-being, satisfaction, and loyalty and to test the indirect pathways through well-being alone and through well-being followed by satisfaction. The findings extend the explanatory scope of SOR theory in wellness tourism and offer evidence for designing restorative experiences that can support sustained destination loyalty.

METHOD

This study employed an associative quantitative research design to examine the direct and indirect relationships among escapism, well-being, satisfaction, and loyalty. The structural model was developed from the Stimulus-Organism-Response (SOR) perspective, with escapism conceptualized as the stimulus, well-being as the organism, and satisfaction and loyalty as behavioral responses.

The target population comprised domestic tourists who had visited Ubud during the preceding 12 months. Eligible respondents were Indonesian residents who had personally visited

Ubud for tourism purposes and were therefore able to evaluate their travel experiences. A 12-month recall period was applied to maintain the relevance of respondents' memories while accommodating variations in seasonal travel. Purposive sampling resulted in 210 usable responses. The sample size was considered adequate for estimating the specified PLS-SEM model based on its complexity and minimum sample-size guidance (Hair et al., 2022). Respondent characteristics were analyzed descriptively using frequencies and percentages to provide contextual information about the sample and were not used as evidence of causal differences between demographic groups.

The indicators were adapted from the sources listed in the operational-definition table and aligned with the context of tourism in Ubud. Construct quality was assessed through the measurement model before testing the structural relationships, including indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The data were analyzed using SmartPLS 4 through Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM was selected because the study emphasizes prediction and estimates multiple direct and serial indirect effects in a model containing latent constructs; it is therefore suitable for the study's mediation-oriented objective and does not require the multivariate distributional assumptions typically associated with covariance-based structural equation modeling (CB-SEM).

The structural model was evaluated using the Variance Inflation Factor (VIF), coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and Standardized Root Mean Square Residual (SRMR). The hypotheses were tested using bootstrapping to obtain path coefficients, t-statistics, p-values, and confidence intervals. A relationship was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05 for a two-tailed test at the 5% significance level (Hair et al., 2022).

The constructs examined in this study were operationalized using measurement indicators adapted from previous studies and adjusted to the context of tourists visiting Ubud. Escapism was measured through dimensions related to escaping everyday routines, escaping the self, and relief from time pressure. Well-being reflected meaningfulness, active pleasure, and release, while satisfaction represented tourists' evaluations of their travel experiences. Loyalty reflected tourists' intentions to revisit Ubud and recommend the destination to others. The operational definitions, dimensions, indicators, and measurement sources are presented in Table 1.

Table 1
Operational Definitions and Measurement Indicators

Variables	Operational Definition	Dimensions	Indicator	Source
Escapism	The motivation or desire of a tourist to leave behind the boring daily routine and the pressures of life that they live is the background to their visit to Ubud.	Escaping	X1	Frochot and Lenglet (2025)
		Dailyness	X2	
		Escaping Self	X3	
		Time Pressure	X4	
			X5	
			X6	
Well-being	Evaluation of the well-being of tourists visiting Ubud from a psychological perspective.	Meaningful	Z1	Konstantopoulou et al. (2024)
		Active pleasure	Z2	
		Release	Z3	
			Z4	
			Z5	
Satisfaction	The level of tourist evaluation after comparing expectations before visiting and the actual experience gained while traveling in Ubud.	Product Quality	Y1.1	Pratama and Ramadhan (2022)
		Emotional Factor	Y1.2	
		Price	Y1.3	
			Y1.4	
			Y1.5	

Variables	Operational Definition	Dimensions	Indicator	Source
Loyalty	Tourists' desire to revisit and recommend Ubud to others.	Repeat Purchase	Y2.1	Pratama and Ramadhan (2022)
		Retention	Y2.2	
		Referrals	Y2.3	
			Y2.4	
			Y2.5	

All indicators were adapted to ensure contextual relevance to tourism experiences in Ubud while maintaining the conceptual meaning of the original constructs. The measurement model was subsequently evaluated to determine indicator reliability, internal consistency reliability, convergent validity, and discriminant validity before the structural relationships and mediation effects were examined.

RESULTS AND DISCUSSION

Results

The structural model results show that all six direct paths were positive and statistically significant. The strongest coefficient was observed for the relationship between well-being and satisfaction, followed by the relationship between satisfaction and loyalty. These results indicate that psychological restoration and the subsequent evaluation of the travel experience are central to the formation of tourist loyalty. The direct effects are summarized in Table 1.

Table 2

Direct Influence

Hypothesis	Path coefficient (β)	t-statistic	p-value	Decision
<i>Escapism</i> → Well-being	0.589	7.306	<0.001	Accepted
<i>Escapism</i> → Satisfaction	0.226	3.003	0.003	Accepted
<i>Escapism</i> → Loyalty	0.091	2.122	0.034	Accepted
<i>Well-being</i> → Satisfaction	0.665	7.751	<0.001	Accepted
<i>Well-being</i> → Loyalty	0.309	3.492	<0.001	Accepted
<i>Satisfaction</i> → Loyalty	0.561	6.155	<0.001	Accepted

Source: Processed Primary Data, 2026

Table 1 presents the direct relationships in the structural model. All paths were statistically significant at $p < 0.05$. The well-being-satisfaction path had the largest coefficient ($\beta = 0.665$), indicating that a favorable psychological state was the strongest predictor of tourists' satisfaction in the model. Satisfaction was also strongly related to loyalty ($\beta = 0.561$), whereas the direct escapism-loyalty path was comparatively small ($\beta = 0.091$).

The pattern of coefficients supports the proposed SOR sequence: escapism is associated with a more positive internal state, while well-being and satisfaction are associated with stronger loyalty intentions. Because the direct escapism-loyalty coefficient remained statistically significant but small, the indirect pathways are important for explaining how the initial stimulus develops into a behavioral response. Table 2 reports these indirect effects.

Table 3

Indirect Effects

Hypothesis	Path coefficient (β)	t-statistic	p-value	Decision
<i>Escapism</i> → Well-being → Loyalty	0.182	3.115	0.002	Accepted
<i>Escapism</i> → Well-being → Satisfaction → Loyalty	0.220	5.842	<0.001	Accepted

Source: Processed Primary Data, 2026

Both indirect effects were positive and statistically significant. The pathway from escapism through well-being to loyalty was $\beta = 0.182$ ($p = 0.002$), while the serial pathway

through well-being and satisfaction was $\beta = 0.220$ ($p < 0.001$). Together with the significant direct path, these results indicate complementary partial mediation. The larger serial indirect effect shows that escapism is more likely to support loyalty when the experience first enhances psychological well-being and is subsequently evaluated as satisfactory. This finding refines SOR theory by demonstrating an ordered organism–response mechanism rather than a simple direct reaction to destination attributes.

Discussion

The Effect of Escapism on Well-being

The structural model testing results indicate that escapism has a significant effect on the well-being of tourists visiting Ubud. Based on the effect size (f^2), escapism makes a substantial contribution to explaining tourists' psychological well-being. These findings suggest that the higher the quality of tourists' recreational experiences, the greater their psychological well-being and sense of inner happiness. The dimensions of escapism, including escaping dailyness, escaping the self, and relief from time pressure, serve as important drivers of emotional tranquility during the travel experience.

Within the SOR framework, the positive relationship between escapism and well-being indicates that an escape-oriented tourism experience functions as a stimulus associated with a favorable internal psychological state. Temporary disengagement from everyday routines, personal pressures, and time-related demands can provide tourists with opportunities for psychological restoration, meaningfulness, and positive emotional experiences. In the Ubud context, the combination of restorative activities and an environment that allows tourists to distance themselves from everyday routines may therefore strengthen the psychological benefits derived from the travel [experience](#).

Empirically, these findings strongly support previous studies by Feng et al. (2025), Vespestad et al. (2026), and Bagheri et al. (2024), which demonstrated that escapism has a statistically significant influence on individuals' well-being. The results are also consistent with Liu et al. (2023), who concluded that escape experiences are closely associated with the degree of tourists' psychological recovery. Furthermore, the present findings reinforce Ankit Raj (2025) argument that tourists who fail to experience a genuine sense of escapism tend to report lower levels of psychological well-being throughout their travel experience.

The Effect of Escapism on Satisfaction

The analysis reveals that escapism significantly influences tourists' satisfaction in Ubud. Based on the effect size (f^2), the contribution of escapism falls within the small-to-moderate effect category. Theoretically, this relationship indicates that the more intensely tourists experience an escape from their daily routines, the higher their overall satisfaction with the travel experience. Successfully distancing themselves from everyday time pressures enables tourists to enjoy their overall vacation experience and perceive that Ubud's atmosphere meets or even exceeds their initial expectations.

The positive relationship between escapism and satisfaction suggests that tourists evaluate their travel experiences more favorably when the destination successfully provides the psychological distance from everyday routines that they seek. When tourists experience relief from daily pressures and can become immersed in the destination environment, their experiences are more likely to meet or exceed prior expectations. Escapism can therefore contribute to satisfaction by enhancing tourists' perceived quality and emotional evaluation of their overall experience in Ubud.

These findings provide empirical support for previous studies by Rehman & Alnuzhah (2022), Seyitoğlu (2020) Sthapit, Borges-Tiago, et al. (2025), and Bai et al. (2025), all of which reported that escapism has a statistically significant effect on tourist satisfaction. The findings are also consistent with Sthapit, Borges-Tiago, et al. (2025), who emphasized that the level of customer satisfaction largely depends on the intensity of the escape experience. Moreover, this study supports Chen et al. (2023), who argued that escapism stimulates memorable travel experiences, which serve as a fundamental prerequisite for achieving optimal tourist satisfaction.

The Effect of Escapism on Loyalty

The hypothesis testing confirms that escapism has a significant direct effect on tourists' loyalty. However, the effect size (f^2) indicates that the direct contribution of escapism is relatively weak when examined without the presence of mediating variables. Nevertheless, these findings demonstrate that fulfilling tourists' escapism needs directly encourages favorable behavioral intentions.

Although escapism is positively associated with loyalty, its relatively small direct effect indicates that an escape experience alone may not be sufficient to generate strong loyalty intentions. Instead, the effect of escapism appears to become more meaningful when tourists experience favorable psychological and evaluative outcomes during their visit. This interpretation is consistent with the mediation results, which show that well-being and satisfaction provide important mechanisms through which an escape-oriented experience is associated with stronger intentions to revisit and recommend Ubud.

Empirically, these findings are consistent with the studies of Tsauro et al. (2019) and Musa et al. (2025), both of which demonstrated that escapism has a statistically significant influence on tourist loyalty. The results also align with the conceptual framework proposed by J. S. Kim et al. (2021) and Naparin (2025), who argued that the intensity of tourists' escape experiences serves as an important driver of behavioral loyalty. Likewise, Solis-Radilla et al. (2021) confirmed that escapism represents one of the significant predictors of tourists' revisit intentions and destination loyalty.

The Effect of Well-being on Satisfaction

The significant relationship between well-being and satisfaction indicates that tourists' internal psychological state represents an important mechanism in their evaluation of the Ubud experience. Within the SOR framework, well-being functions as the organism through which the tourism experience is psychologically processed before tourists form an evaluative response. Therefore, experiences that generate meaningfulness, positive affect, and psychological release are more likely to be accompanied by favorable evaluations of the destination.

Well-being was measured using three dimensions: meaningfulness, active pleasure, and release, all of which were found to significantly enhance tourist satisfaction. The findings indicate that tourists who feel more positive, engage in meaningful activities during their visit to Ubud, experience happiness throughout their trip, and perceive that their travel experiences help them better understand what is truly important in life while also gaining new insights report significantly higher levels of satisfaction. These psychological benefits contribute directly to tourists' overall evaluation of their travel experience in Ubud.

The present findings support the study conducted by Saayman et al. (2018), which reported that well-being has a significant positive influence on satisfaction. Similar conclusions were reached by Chen and Li (2018) and Singh et al. (2022), who also found a significant relationship between well-being and tourist satisfaction. Likewise, Al-okaily et al. (2023) demonstrated that higher levels of well-being are associated with greater satisfaction, confirming that improvements in psychological well-being positively influence tourists' overall satisfaction.

The Effect of Well-being on Loyalty

The hypothesis testing results demonstrate that well-being has a significant direct effect on tourists' loyalty. The evaluation of the effect size (f^2) indicates that the contribution of psychological well-being falls within the moderate category while playing a meaningful role in the structural model. Conceptually, these findings imply that improvements in tourists' psychological condition and sense of inner peace encourage stronger loyalty intentions.

The relationship between well-being and loyalty suggests that tourists who obtain meaningful psychological benefits from their visit are more likely to develop favorable behavioral intentions toward the destination. Psychological restoration, inner balance, and positive affect can increase the personal value associated with the Ubud experience. Consequently, tourists who perceive that the destination contributes positively to their well-being may develop stronger intentions to revisit Ubud and recommend it to others.

Theoretically, these findings strongly support previous studies by Reitsamer and Brunner-Sperdin (2017) and Hussain et al. (2023), both of which concluded that well-being significantly

influences consumer loyalty. The results are also consistent with empirical evidence reported by Y. Chen et al. (2021), Singh et al. (2022), Karagöz & Ramkissoon (2023), Peng et al. (2023), Dat et al. (2024), Tsai (2021), Alrawadieh et al. (2025), and Sihombing et al. (2024), all of whom consistently demonstrated that higher levels of psychological well-being experienced during tourism activities strengthen tourists' long-term behavioral loyalty.

The Effect of Satisfaction on Loyalty

The hypothesis testing results reveal that satisfaction has a significant direct effect on tourists' loyalty. Based on the effect size (f^2), tourist satisfaction contributes substantially to tourists' loyalty, indicating a large effect. Conceptually, these findings suggest that when tourists achieve a high level of satisfaction, their behavioral intentions are more likely to develop into strong loyalty.

The dimensions of satisfaction, including service quality, emotional value, and perceived value for money, make significant contributions to tourists' loyalty. Positive feelings toward the overall travel experience, combined with services that meet or exceed expectations, directly encourage tourists to revisit Ubud and willingly recommend the destination to others in their social networks.

The relatively strong relationship between satisfaction and loyalty indicates that satisfaction represents a proximal evaluative mechanism in the formation of tourists' behavioral intentions. When the overall tourism experience meets or exceeds tourists' expectations, the destination acquires greater perceived value and becomes more likely to be selected again in the future. A satisfactory experience can also encourage positive recommendations because tourists have greater confidence in communicating favorable evaluations of the destination to others.

These findings provide strong empirical support for the study by Guzman-Parra et al. (2016) and Reyes and Dael (2023), which demonstrated that satisfaction significantly influences loyalty. The results are also consistent with Nguyen Thi et al. (2020), Kong et al. (2025) and T.-L. Wang et al. (2017), who reported that higher levels of customer satisfaction are directly associated with stronger consumer loyalty. Furthermore, this study extends the empirical evidence presented by Suprin et al. (2023) and Sitaniapessy (2024), confirming that the relationship between satisfaction and loyalty remains significant and fundamental within the contemporary tourism industry.

The Mediating Role of Well-being in the Relationship between Escapism and Loyalty

The mediation analysis indicates that well-being significantly mediates the relationship between escapism and tourist loyalty in Ubud. Because both the direct and indirect effects are significant and operate in the same direction, this pattern is consistent with complementary partial mediation. Within the SOR framework, escapism is associated with a favorable internal psychological state represented by well-being, which is subsequently associated with stronger intentions to revisit and recommend Ubud. The finding therefore suggests that the relationship between an escape-oriented tourism experience and loyalty is partly explained by the psychological benefits tourists derive from that experience.

These findings are strongly supported by Wang et al. (2013), who confirmed that escape experiences significantly influence well-being, which subsequently serves as an effective mediator leading to customer loyalty. The results are also consistent with Dini et al. (2026), who found that, within the context of cultural tourism, escapism significantly enhances perceived well-being, which in turn promotes place attachment and revisit intention. The validity of this mediation pathway is further reinforced by studies conducted by Sthapit, Borges-Tiago, et al. (2025), Insuwanno (2024), Ballantyne et al. (2011), Kim et al. (2012), Uysal et al. (2016) Dolnicar et al. (2012) and Vada et al. (2020), all of whom concluded that the inner happiness experienced during tourism activities serves as a powerful intermediary predictor of consumer behavioral loyalty.

The Mediating Role of Satisfaction in the Relationship between Escapism and Loyalty

The analysis demonstrates that satisfaction significantly mediates the relationship between escapism and tourists' loyalty in Ubud. The mediating role of satisfaction suggests that

tourists' cognitive evaluations function as an important mechanism for translating escape experiences into longer-term loyalty. From the perspective of consumer behavior, loyalty develops after tourists evaluate whether their expectations have been fulfilled. When Ubud's immersive tourism atmosphere successfully satisfies tourists' emotional need to escape from work-related stress, they may perceive that the time, effort, and financial resources invested in the trip have been adequately rewarded through valuable travel experiences. This cognitive evaluation and resulting satisfaction with the destination ultimately foster favorable loyalty intentions.

These findings provide empirical confirmation consistent with the study by Molina-Gómez et al. (2021) and Bratić et al. (2024), which demonstrated that escapism significantly influences satisfaction, with satisfaction effectively mediating the relationship between escapism and long-term loyalty. The findings are also in line with the work of Y. Chen et al. (2021), and Inan and Kop (2018) and Ji et al. (2026) who reported that high-quality escape experiences significantly enhance overall satisfaction and destination attachment, both of which contribute to tourist loyalty. Furthermore, the present findings reinforce Expectation Confirmation Theory proposed by Oliver (2010), and supported by Auh et al. (2019), Rasoolimanesh et al. (2019), Suhartanto et al. (2018), Abiodun and Kolade (2020), Adeola et al. (2018), and Rezaei et al. (2017) and Almufarreh (2024), all of whom argued that customer satisfaction consistently serves as an important mediator linking meaningful tourism experiences to stronger behavioral loyalty.

The Serial Mediating Role of Well-being and Satisfaction in the Relationship between Escapism and Loyalty

The serial mediation results indicate that well-being and satisfaction sequentially mediate the relationship between escapism and loyalty. Within the SOR framework, the findings support an ordered psychological mechanism in which escapism is associated with greater well-being, greater well-being is subsequently associated with stronger satisfaction, and satisfaction is associated with stronger loyalty. The significant direct relationship alongside the significant serial indirect relationship indicates complementary partial mediation. Importantly, the serial indirect coefficient ($\beta = 0.220$) is larger than the direct escapism–loyalty coefficient ($\beta = 0.091$), suggesting that the relationship between escapism and loyalty is better understood through the sequential psychological and evaluative processes represented by well-being and satisfaction.

These findings are strongly supported by Liu et al. (2023), who explained through bottom-up spillover theory that escape experiences significantly contribute to tourists' well-being. The results are also consistent with studies by Al-okaily et al. (2023), Ferisca and Ernawadi (2025), and Bagheri et al. (2024), which demonstrated that escaping the pressures of urban life significantly enhances individuals' sense of well-being. Furthermore, Bagheri et al. (2024) and Sari & Burhanudin (2023) confirmed that improvements in psychological well-being significantly increase tourist satisfaction. Finally, the last stage of this serial mediation mechanism is supported by Vada et al. (2020), Townsley et al. (2023) and Chen et al. (2021), who concluded that strong tourist satisfaction serves as a reliable intermediary predictor of long-term loyalty, thereby contributing to the sustainable development of tourism destinations.

CONCLUSION

This study demonstrates that escapism is positively associated with tourist loyalty both directly and through psychological mechanisms. Escapism is positively associated with well-being, while well-being is positively associated with satisfaction and loyalty. Satisfaction also shows a strong positive relationship with loyalty. More importantly, the significant serial indirect relationship indicates that escapism is associated with stronger loyalty when the tourism experience is accompanied by higher psychological well-being and subsequently greater satisfaction. These findings extend Stimulus–Organism–Response (SOR) theory by specifying well-being and satisfaction as an ordered psychological and evaluative mechanism linking escapism with tourist loyalty in the Ubud wellness tourism context.

For destination managers, the findings indicate that loyalty initiatives should combine opportunities to disengage from routine with restorative, meaningful, and culturally grounded activities that enhance well-being and satisfaction. The study is limited by its cross-sectional

design, purposive sampling, focus on domestic tourists, and reliance on self-reported perceptions. Future research should use longitudinal or mixed-method designs, include international tourists or comparative destinations, and test additional mechanisms such as place attachment, perceived value, authenticity, or memorable tourism experiences.

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AUTHOR CONTRIBUTION STATEMENT

Ni Komang Diah Permata Sari contributed to the conceptualization, research design, methodology, data collection, data analysis, interpretation of the findings, and preparation of the original manuscript. Ni Made Asti Aksari contributed to supervision, validation, interpretation of the results, manuscript refinement, and editing. Both authors approved the final version of the manuscript.

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