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The Effect of Perceived Value and Tourist Experience on Revisit Intention through Customer Satisfaction as Mediation Variables in Tourism Village

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ABSTRACT
The purpose of this study is to determine the influence of perceived value and tourist experience on revisit intention through customer satisfaction as a mediating variable in Taman Sari Tourism Village Yogyakarta. These four variables were tested to draw conclusions. This study uses a quantitative approach with SEM (Structural Equation Model). Primary data was collected through a questionnaire with a Likert scale which reflecting five points from strongly agree to disagree strongly. The sample for this research consisted of domestic tourists who have visited Taman Sari Yogyakarta Tourist Village at least twice from 2019 up to the present (within the last three years) and aged between 18 to 60 years. Purposive sampling method was employed to test each variable, resulting in a total of 260 respondents. The results of this study indicate that perceived value and tourist experience have a significant direct effect on customer satisfaction. Perceived value, tourist experience, and customer satisfaction have a significant effect on revisit intention. However, perceived value and tourist experience have an indirect effect on the intention to return, which is mediated by the variable tourist satisfaction.
Keywords: Perceived Value, Tourist Experience, Customer Satisfaction, Revisit Intention

BACKGROUND

Tourism is a process of someone's activity to spend time, away from home with the aim of traveling, recreation, relaxation also pleasure while utilizing the existing commercial service provision. In article 3 of Law no. 10 of 2009 concerning tourism states that tourism functions to meet physical, spiritual and intellectual needs. The current tourism service sector has grown significantly for economic and social interests (Eddyono, 2021).

According to the 2021 Travel & Tourism Competitiveness Index (TTCI) by the World Economic Forum (2022), Indonesia is one of the countries with millions of tourist destinations in various corners of the country and one of the countries most visited by foreign and domestic tourists. One of the popular cities with various tourist destinations is Yogyakarta. The Central Statistics Agency (BPS), shows that the Special Region of Yogyakarta has a total of 15,616,788 tourist visits in 5 years (2017-2021). Data from the Central Bureau of Statistics (BPS) for the City of Yogyakarta states that in 2020 the tourist location with the second most visitors in Yogyakarta is Taman Sari Tourism Village. Taman Sari Tourism Village is a cultural and heritage-based tourist destination that attracts the interest of many tourists.

This study aims to examine the effect of perceived value and tourist experience on revisit intention through customer satisfaction as a mediating variable for visitors to Taman Sari Tourism Village. Mayasari and Artanti (2021) define revisit intention as the intention of tourists to revisit a tourist destination or tourist object that has been visited previously. Perceived value from consumers

can affect visitor satisfaction so that from the sense that visitors get they will be able to have the intention to visit a place in the future or not to visit it again (Chotimah & Wahyudi, 2019). This statement is in line with research by Yasmeardi et al (2020) that there is a significant influence between customer perceived value and revisit intention.

The tourist experience is also a factor for someone to make a revisit intention. According to Fadiryana and Chan (2020) tourist experience is an experience that tourists get directly or indirectly related to tourist objects. Research by Nafis and Sutrisno (2019) states that tourists with positive experiences tend to have a greater chance of becoming loyal tourists and will make return visits. Another factor is customer satisfaction or visitor/tourist satisfaction. The results of the study also show that there is a positive and very significant effect between customer satisfaction on revisit intention (Mujihestia et al., 2018; Warbung et al., 2021).

This research is expected to contribute to the development of tourism in Yogyakarta, especially Taman Sari Tourism Village by understanding the factors that influence tourist return visits and is expected to help increase return visits to Taman Sari Tourism Village.

THEORETICAL FRAMEWORK
Revisit Intention
According to Qu (2017) revisit intention is defined as the visitor's intention to re-taste the same product, service, place or brand in the future. Fatimah (2019) argues that interest in repeat visits is a form of satisfaction which will then encourage subsequent visits, which will ultimately form a sense of loyalty for consumers. Fernaldi and Sukresna (2018) state that there are 3 indicators that can be used to measure revisit intention, namely image, prioritizing place, and information. Then according to Nugroho et al (2021) the return intention variable has two indicators, namely tourists will revisit and tourists recommend others to visit.

Perceived Value
According to Pangestu (2020) perceived value is the perception of the results that consumers want to achieve and are in accordance with the costs incurred or sacrificed. Then according to Kotler et al (2018) the customer's perceived value is the difference between the perspective of the customer's evaluation of all benefits and all perceived costs of offers and alternatives. Ahn and Kwon (2020) propose that perceived values that can be measured in green hotel visitors are economic values, social values, hedonic values, and altruistic values. Then El-Adly (2019) proposes the dimensions of perceived value are self-gratification, aesthetics, price, prestige, transaction, hedonic, and quality.

Tourist Experience
Mukarromah (2021) explains that visitor experience is an important battleground for all businesses, going beyond customer satisfaction and providing a perfect experience and loyalty and customer retention without hindrance is an incentive for someone to be loyal. Luo et al's research (2020) measures the tourist experience from a consumer's point of view using seven dimensions, namely learning, enjoyment, escape, refreshment, novelty, involvement, and local culture. According to Qu (2017) this concept includes four dimensions, namely aesthetics, entertainment, education, and escapism.

Customer Satisfaction
According to Cibro and Hudrasyah (2017) customer satisfaction is defined as a summary of responses made based on customer experience when trying a product or service. According to Qu (2017) satisfaction can be considered as a subjective feeling. Satisfaction has been extensively studied in the hospitality literature in amusement parks, hotels and restaurants. In general, satisfaction is related to experience or service quality. There are also indicators to measure customer satisfaction including interest, satisfy, pleased, enjoy, favorable services Biswas et al (2020).

Figure 1. Research Theoretical Framework
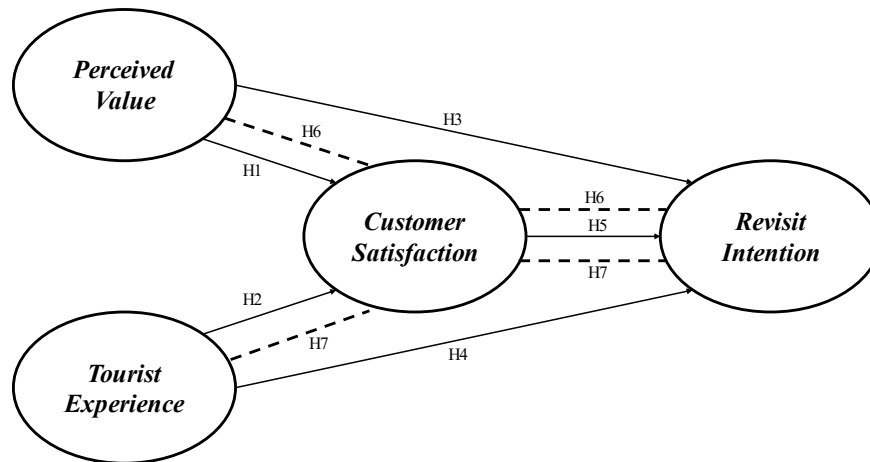
Research Hypothesis

Based on the explanation of the theoretical framework above, the hypothesis in this study can be shown as follows:

H1: There is an influence of perceived value on customer satisfaction.

H2: There is an influence of tourist experience on customer satisfaction.

H3: There is an influence of perceived value on revisit intention.

H4: There is an effect of tourist experience on revisit intention.

H5: There is an effect of customer satisfaction on revisit intention.

H6: There is an influence of perceived value on revisit intention through customer satisfaction as a mediating variable.

H7: There is an influence of tourist experience on revisit intention through customer satisfaction as a mediating variable.

METHOD

Place And Time of Research

Where research is carried out online or online using a Google form. This research was conducted by preparing questions and distributing questionnaires through social media. With the criteria of respondents visiting Taman Sari Tourism Village Yogyakarta twice or more from 2019 to date (last three years) and aged between 18-60 years. This research was conducted from November 2022 to June 2023.

Research Design

The research method that researchers use in this study is a quantitative research method. According to Ramdhan (2021) quantitative research is systematic research on a phenomenon by collecting data that can be measured using statistical, mathematical or computational techniques. Researchers in collecting data using survey methods distributing questionnaires. Source of data in this research is primary data.

Population and Sample

Sugiyono (2017: 80) explains that the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied, then conclusions are drawn. The population in this study were visitors or tourists who had traveled to Taman Sari Tourism Village, Yogyakarta.

Sugiyono (2017, p. 81) stated that the sample is part of the number and characteristics of the population. The sample technique used by researchers is purposive sampling. The sample in this study

were domestic tourists who had visited Taman Sari Tourism Village Yogyakarta twice or more from 2019 to date (last three years) and aged between 18-60 years.

Variable Conceptual Definitions

Revisit intention is where a tourist wants to make a return visit to a tourist destination that has already been visited. Perceived value is the value provided by the company and felt by customers regarding the attractions, products or services offered which can influence a person's decision to make a return visit in the future. Tourist Experience is a feeling and knowledge of a visitor or tourist and is obtained after visiting a place. Customer satisfaction is a feeling of satisfaction or dissatisfaction that is obtained by customers or visitors and arises after comparing perceptions of impressions or expectations of an object.

Variable Operational Definitions

The revisit intention variable in this study was measured using research indicators by Nugroho et al. (2021), Luo et al. (2021), and Fernaldi and Sukresna (2018) including interest in visiting again, recommending to others, wanting to stay longer, making vacation priority places, seeking the latest information. Then for the perceived value variable in this study it was measured using research indicators conducted by Ahn and Kwon (2020), Kim and Thapa (2018), and El-Adly (2019) namely social values, altruistic values, quality values, emotional values, price value, self-gratification value, hedonic value. The tourist experience variable in the research of Qu (2017) and Luo et al. (2020) is measured by the indicators of education, entertainment, escapism, esthetics, refreshment, novelty, involvement, and local culture. Then the customer satisfaction variable is measured using the indicators interest, satisfy, pleased, enjoy, favorable services (Biswas et al., 2020).

Data Collection Techniques and Measurement Scales

In this study, the source of data collected is primary data. Dissemination of data in the form of questionnaires distributed via Google Form to 260 respondents. The measurement scale uses a Likert scale which is divided into 5 points as follows.

Table 1. Likert Measurement Scale

Description	Likert Scale
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Data analysis technique

In data analysis, researchers used SPSS and AMOS software according to SEM (Structural Equation Modeling). Researchers conducted data analysis using Confirmatory Factor Analysis (CFA). Meanwhile, according to Alavi et al (2020) Confirmatory Factor Analysis (CFA) aims to confirm the theoretical model using empirical data. The use of AMOS software according to Junaidi (2021, pp. 35–36) is to make it easier for users such as specifications, testing, interpretation, results of confirmatory factor analytic (CFA) and path analytic models in a study.

RESULT

Data Description

This research was conducted using a quantitative method with data obtained from distributing questionnaires online or online. The number of respondents who filled out the questionnaire in this study was 260 according to predetermined criteria. To provide an overview of the survey population, the researcher divided the respondents into six different categories based on age, employment status, gender, marital status, monthly income, expenses when visiting Tourism Village.

Table 2. Respondent Profile

		Total	Percentage
Age	18-25 years	181	69.9
	26-40 years	60	23.1
	41-60 years	19	7.3

		260	100.0
Employment Status	Doesn't work	22	8.5
	Not yet working	112	43.1
	Work	64	24.6
	Have own business	45	17.3
	Retired	1	0.3
	Other	16	6.2
		260	100
Gender	Male	86	33.1
	Female	174	66.9
		260	100.0
Marital Status	Single	198	76.2
	Married	62	23.8
		260	100.0
Monthly Income	< Rp 1.000.000	102	39.2
	Rp 1.000.000 – 3.000.000	81	31.2
	Rp 3.000.000 – 5.000.000	38	14.6
	> Rp 5.000.000	39	15.0
		260	100.0
Expenses	< Rp 1.000.000	254	97.7
	Rp 1.000.000 – 3.000.000	5	1.9
	Rp 3.000.000 – 5.000.000	1	0.4
		260	100.0

Validity test

In carrying out the process of collecting instrument data through a questionnaire using a Likert scale. Then the level of validity of the instrument was tested through the product moment Pearson correlation using SPSS software. The indicator is considered valid if the factor loading value exceeds 0.5. Based on table 3, it can be concluded that all statement instruments regarding revisit intention, perceived value, tourist experience, and customer satisfaction are valid.

Table 3. Validity Test Results

Variable	Indicator	*Factor Loading*	Information
Revisit Intention	RI1	0,719	VALID
	RI2	0,615	VALID
	RI3	0,768	VALID
	RI4	0,749	VALID
	RI5	0,716	VALID
Perceived Value	PV1	0,671	VALID
	PV2	0,615	VALID
	PV3	0,665	VALID
	PV4	0,690	VALID
	PV5	0,736	VALID
	PV6	0,638	VALID
	PV7	0,746	VALID
Tourist Experience	TE1	0,723	VALID
	TE2	0,725	VALID
	TE3	0,730	VALID
	TE4	0,712	VALID

	TE5	0,784	VALID
	TE6	0,709	VALID
	TE7	0,765	VALID
	TE8	0,707	VALID
Customer Satisfaction	CS1	0,652	VALID
	CS2	0,643	VALID
	CS3	0,687	VALID
	CS4	0,692	VALID
	CS5	0,718	VALID

Reliability Test

The researcher calculated the reliability using Cronbach's alpha (α) test and the value can be said to be reliable if the reliability coefficient is more than 0.70 (ri > 0.70). Table 4 shows that all variable instruments are reported to be reliable. Cronbach's alpha (α) of the four variables is greater than 0.70.

Table 4. Reliability Test Results

Variable Indicator	Cronbach's Alpha
Perceived Value	0.907
Tourist Experience	0.893
Customer Satisfaction	0.870
Revisit Intention	0.778

Model Feasibility Test

At this stage the researcher conducted a test as proof of the feasibility of the model using the SEM (Structural Equation Modeling) technique using the AMOS (Analysis of Moment Structure) software to determine a reliable and accurate research model. The value used is to find the probability in the appropriate model > 0.05. The following is the research model in the path diagram and in this study modifications were made by removing several indicators to fit the model > 0.05.

Figure 2. Research Model Before Modification
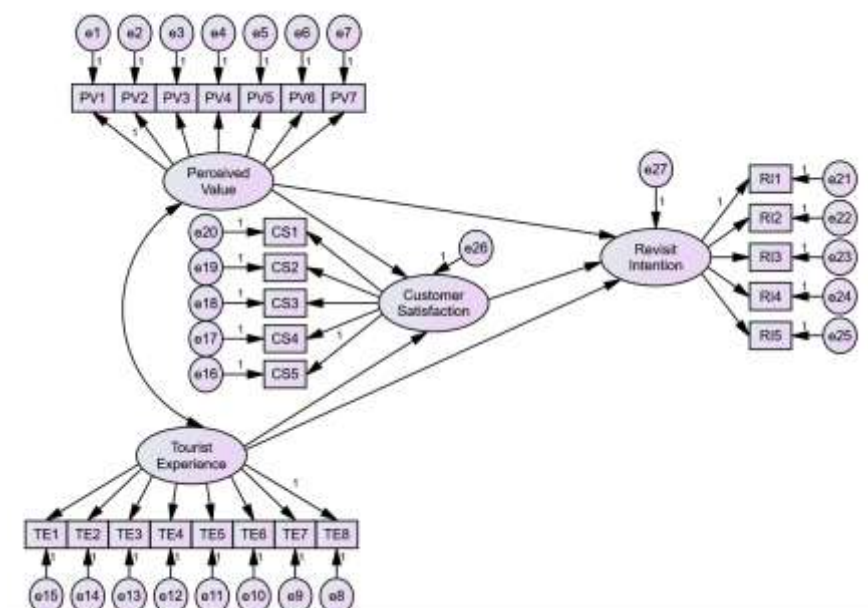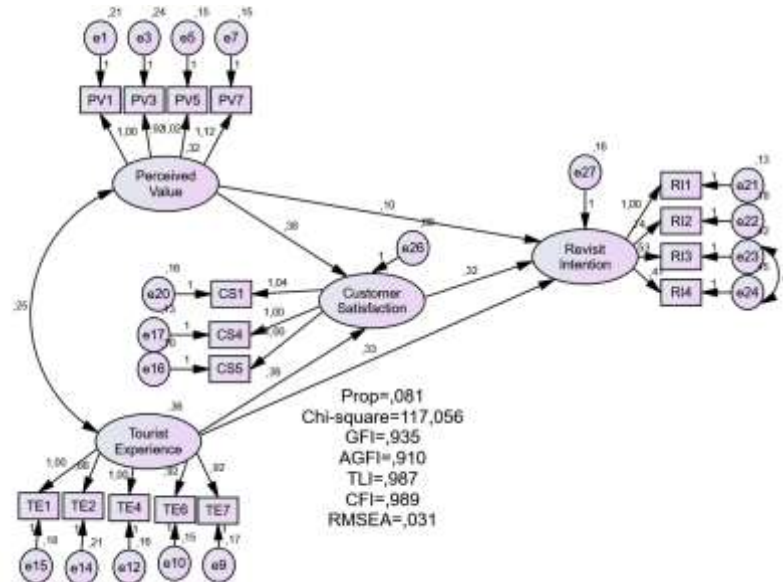
Figure 3. Research Model After Modification (Model Feasibility Test Results)

After that, the feasibility test of the model was carried out again. Based on the results of the data processing performed, the following is an explanation of the results of the goodness of fit test after making adjustments to the model.

Table 5. Model Feasibility Test Results

Goodness of fit indices	Cut off value	Count	Result
Chi-square	Expected to be small	117,056	Good
Probability level	≥ 0,05	0,081	Good
RMSEA	≤ 0,08	0,031	Good
GFI	≥ 0,90	0,935	Good
AGFI	≥ 0,90	0,910	Good
CMIN/DF	≤ 2,00	1,207	Good
TLI	≥ 0,95	0,987	Good
CFI	≥ 0,95	0,989	Good

Based on data processing after model adjustment, the chi-square value from the results of this test is 117.056, RMSEA shows a value of 0.031 <; 0.08. Then GFI and AGFI exceeded 0.90 with results of 0.935 and 0.910 which can be said to be good. Then the criteria for TLI and CFI values ≥ 0.95 are the results of the model feasibility test, TLI values are 0.987 and CFI are 0.989. Based on the goodness-of-fit results with the eight criteria above, this research design can be said to be eligible because the calculated value exceeds the cut-off value.

Hypothesis test

Hypothesis testing is testing to determine whether there is a direct effect between variables in this study. The P value is used to measure and make a decision whether the hypothesis is accepted or rejected. The assessment is determined if P <0.05 then Ho is rejected and Hi is accepted. Then, if P > 0.05 then Ho is accepted and Hi is rejected. In addition, the value of C.R. (critical level) > 1.96 in the regression weight table says that the hypothesis is significant. The following are the results of the statistical hypothesis test.

Table 6. Hypothesis Test Results

Hypothesis	Independent Variable	Dependent Variable	C.R	P	Result
H_1	Perceived Value	Customer Satisfaction	4,725	0,000	H_1 Accepted
H_2	Tourist Experience	Customer Satisfaction	4,850	0,000	H_2 Accepted
H_3	Perceived Value	Revisit Intention	3,567	0,000	H_3 Accepted
H_4	Tourist Experience	Revisit Intention	2,826	0,005	H_4 Accepted
H_5	Customer Satisfaction	Revisit Intention	3,782	0,000	H_5 Accepted

Based on Table 6. after carrying out the H1 to H5 tests, the value listed Critical Ratio with the P value meets the predetermined criteria. So, it can be concluded that the relationship H1 to H5 has a positive and significant outcome value. For H6 and H7 values in this study have positive and significant results. The following results were found:

Table 7. Standardized Indirect Effect

	Perceived Value	Tourist Experience
Customer Satisfaction	0,000	0,000
Revisit Intention	1,126	1,125

Table 8. Standardized Indirect Effect – Two Tailed Significance (BC)

	Perceived Value	Tourist Experience
Customer Satisfaction	0,000	0,000
Revisit Intention	0,016	0,023

Based on the table above, states that the H6 test is accepted and is significant at 0.016 <0.05. And the magnitude of the indirect effect of perceived value on revisit intention through customer satisfaction is 1.126. The results of the standardized indirect effects-two tailed significance test show that the variable perceived value influences revisit intention with customer satisfaction as the mediating variable.

The same thing was also obtained based on the results of the H7 test explaining that the results obtained had a significant influence between tourist experience on revisit intention through customer satisfaction. The test results show that there is an indirect effect value of 1.125 with a significant value of 0.023 <0.05. Then it can be concluded that the results are acceptable and significant.

DISCUSSION

The effect of perceived value on customer satisfaction

Based on testing Hypothesis 1 (H1) with a Critical Ratio (CR) value of 4.725 > 1.96 and a probability smaller than 0.05. From the results of these data it can be concluded that perceived value significantly influences customer satisfaction. Therefore it means that H1 is accepted and H0 is rejected. The results of this study are in line with research conducted by Anggraeni (2019) which states that the results of the study found that the perceived value variable (X1) has a significant effect on the satisfaction variable (Y). The research conducted by Asidiqhi (2021) also shows similar results, namely perceived value has a positive and significant effect on satisfaction.

The effect of tourist experience on customer satisfaction

Based on testing Hypothesis 2 (H2) with a Critical Ratio (CR) value of 4.850 > 1.96 and a probability smaller than 0.05. From the results of these data it can be concluded that tourist experience has a significant effect on customer satisfaction, therefore it means that H2 is accepted and H0 is rejected. The results of this study are in line with the results of research conducted by Zahro (2019) showing that the Tourist Experience variable has a significant effect on satisfaction. Reinforced by Somantri (2020) who obtained similar results in his research, namely the influence of a positive relationship on visitor experience on visitor satisfaction.

The effect of perceived value on revisit intention

Based on testing Hypothesis 3 (H3) with a Critical Ratio (CR) value of 3.567 > 1.96 and a probability smaller than 0.05. From the results of these data it can be concluded that perceived value

significantly influences revisit intention, therefore it means that H3 is accepted and H0 is rejected. Putri's research results (2022) also state that there is a significant influence between perceived value on the revisit intention of visitors to Puncak Lawang, Agam Regency. Then reinforced by the results of research from Ginanjar et al. (2019) which shows the same results, namely that there is a significant influence between perceived value on revisit intention.

The effect of tourist experience on visit intention

Based on testing Hypothesis 4 (H4) with a Critical Ratio (CR) value of 2.826 > 1.96 and a probability smaller than 0.05. From the results of these data it can be concluded that tourist experience significantly influences revisit intention, therefore it means that H4 is accepted and H0 is rejected. Revisit intention can be increased by doing one of the positive ways from tourists, namely by increasing the tourist experience at tourist objects (Ramdhany, 2018). The results of a similar study conducted by Putri (2022) stated that there was a significant influence between tourist experience on revisit intention. This is also supported by the research results of Putra and Puspita (2020) which show that tourist experience partially or simultaneously influences revisit intention.

The effect of customer satisfaction on revisit intention

Based on testing Hypothesis 5 (H5) with a Critical Ratio (CR) value of 3.782 > 1.96 and a probability smaller than 0.05. From the results of these data it can be concluded that customer satisfaction has a significant effect on revisit intention, therefore it means that H5 is accepted and H0 is rejected. Pai et al. (2020) stated that in the field of tourism research, customer satisfaction has an important role in predicting intentional behavior, namely revisit intention. In line with the results of this study, Viet et al. (2020) obtained results from his research showing that revisit intention is directly affected by satisfaction. Then in a study conducted by Park et al. (2020) also shows that satisfaction has a significant effect on the intention to return.

The effect of perceived value on revisit intention through customer satisfaction as a mediating variable

Based on the results of testing Hypothesis 6 (H6) with a significant value at Standardized Indirect Effects - Two Tailed Significance (BC) of 0.016 <0.05 for the effect of the perceived value variable on revisit intention through the customer satisfaction variable as a mediating variable. The magnitude of the indirect effect of perceived value on revisit intention through customer satisfaction is 1.126. Thus it can be concluded that there is an influence of perceived value on revisit intention in a positive and significant way through customer satisfaction as a mediating variable in Taman Sari Tourism Village. This shows that H6 is accepted and H0 is rejected. Several previous studies by F. F. Putri (2020), Muhammad (2021), Chotimah and Wahyudi (2019) the results of their research state that customer satisfaction can be a mediating variable between perceived value and revisit intention.

The effect of tourist experience on revisit intention through customer satisfaction as a mediating variable

Based on the results of testing Hypothesis 7 (H7) with a significant value at Standardized Indirect Effects - Two Tailed Significance (BC) of 0.023 <0.05 for the effect of the tourist experience variable on revisit intention through the tourist satisfaction variable as a mediating variable. The magnitude of the indirect effect of tourist experience on revisit intention through customer satisfaction is 1.125. Thus it can be concluded that the tourist experience on visit intention is positive and significant through customer satisfaction at Taman Sari Tourism Village. In line with the results of this study, the research conducted by Martalia et al. (2022) and Situmorang et al. (2020) showed similar results, namely visitor experience had a positive and significant effect on intention to return through visitor satisfaction.

CONCLUSION

Based on data processing and data analysis that has been carried out and described previously, the results of the study found that the variables used in this study include perceived value, tourist experience, and customer satisfaction that have an effect on revisit intention in Taman Sari Tourism Village. Research data were obtained from 260 respondents who met the criteria in this study and had filled out the research questionnaire. The results of testing the data show that hypotheses one to five

have a positive and significant relationship, then hypotheses six and seven show an indirect effect through customer satisfaction as a mediating variable.

Based on the description of the research results, the researcher would like to convey some recommendations and suggestions for further research in order to provide better results. In the future, it is hoped that the scope of research subjects can be expanded, such as not limiting age, visiting time limits, or the minimum number of visits. In addition, you can also add or modify other variables that are not used in this study so that you can get different results and can be a research opportunity for better results for future researchers or for certain tourist objects.

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