

DETERMINANTS OF TOURIST REVISIT INTENTION: THE ROLE OF VISITOR EXPERIENCE AND VISITOR SATISFACTION

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ABSTRACT

This study examines the statistical relationships between visitor experience, visitor satisfaction, and revisit intention at Dunia Fantasi Ancol Jakarta. The study was motivated by the importance of understanding factors associated with tourists' intention to revisit man-made tourism destinations. A quantitative research design was employed using a survey of 75 respondents who had visited Dufan at least once. Data were collected through questionnaires and analyzed using multiple linear regression. The results show that visitor experience has a positive and statistically significant relationship with revisit intention, with a t-value of 2.622 and a significance value of 0.011. Visitor satisfaction also shows a positive and statistically significant relationship with revisit intention, with a t-value of 4.393 and a significance value below 0.001. Simultaneously, visitor experience and visitor satisfaction are significantly associated with revisit intention, as indicated by an F-value of 62.742 with a significance value below 0.001. The regression model produces an R Square of 0.635 and an Adjusted R Square of 0.625, indicating that the two predictors collectively explain 63.5% of the observed variation in revisit intention in the sample. These findings suggest that visitor experience and visitor satisfaction are relevant factors associated with revisit intention at Dufan. However, given the cross-sectional design and sample characteristics, the findings should not be interpreted as establishing definitive causal relationships.

INTRODUCTION

The global tourism sector has undergone remarkable expansion and has emerged as one of the strategic pillars underpinning the economies of many nations, Indonesia included. This trajectory has spurred the development of man-made tourist destinations, particularly theme parks, which have become primary recreational outlets for urban populations (Bayang et al., 2022). Beyond providing physical attractions, theme parks generate rich emotional experiences that shape visitors' perceptions and influence their post-visit behavior. Dunia Fantasi Ancol (Dufan) in Jakarta, one of Indonesia's largest theme parks in operation since the 1980s, confronts an increasingly complex competitive environment in the aftermath of the COVID-19 pandemic. This reality compels park management to develop a deeper understanding of the factors that govern visitors' decisions to return, given that industry recovery hinges substantially on a destination's capacity to satisfy the ever-evolving expectations of its guests (Bai et al., 2024).

In the tourism marketing literature, revisit intention is broadly understood as the behavioral tendency of tourists to return to a specific destination in the future (Sugiyama et al., 2024). Among the various antecedents that have been consistently associated with this construct, *visitor experience* and *visitor satisfaction* stand out as the most robust predictors. Memorable and emotionally resonant experiences have been shown to strengthen visitors' psychological attachment to a destination (Torabi et al., 2022), while satisfaction formed through the cognitive evaluation of the gap between pre-visit expectations and actual performance has been identified as a direct determinant of visitor loyalty (Tri et al., 2024). Furthermore, the dimensions of *emotional experience* and *perceived enjoyment* have proven instrumental in shaping satisfaction levels and fostering repeat visit intentions within modern entertainment destination contexts (Luo et al., 2021), yet these dimensions remain comparatively underexplored in the existing literature.

The preponderance of prior research on *revisit intention* has been directed toward nature-based, cultural, and hospitality-sector destinations. As a result, studies that specifically investigate repeat visitation behavior within modern theme parks in Indonesia remain scarce (Bayang et al., 2022). This empirical gap is significant, given that urban tourists in Jakarta possess distinctive characteristics that may not be readily generalizable from research conducted in other national contexts. Building on this premise, the present study is designed to examine the extent to which *visitor experience* and *visitor satisfaction* influence the *revisit intention* of visitors to Dunia Fantasi Ancol Jakarta. From an academic standpoint, this study aims to enrich the discourse in tourism management literature, and from a practical standpoint, to furnish destination managers with evidence-based guidance for crafting strategies that enhance visitor loyalty and retention.

LITERATURE REVIEW

The theoretical foundation of this study is anchored in consumer behavior scholarship within the tourism domain, with particular attention to how the quality of visitor experiences and the degree of satisfaction derived from those experiences shape post-visit behavioral dispositions. The primary conceptual framework employed is the *Theory of Planned Behavior* (TPB) (Ajzen, 1991), which conceptualizes behavioral intention as the product of three interacting elements: an individual's personal attitude toward the behavior, the subjective social norms prevailing in their environment, and the individual's perceived control over the behavior in question. In the context of tourism, TPB serves as an analytical lens through which to examine how the quality of on-site experiences and the level of satisfaction attained during a visit can shape a tourist's intention to return to the same destination (Soliman, 2021). In essence, this theoretical

framework operates as a conceptual bridge that connects *visitor experience* and *visitor satisfaction* with *revisit intention* as a manifestation of post-visit behavioral intent.

Visitor Experience

Visitor experience constitutes the totality of subjective responses that arise within an individual as a result of their interaction with the destination environment and the services encountered during the visit. These experiential dimensions encompass emotional, sensory, and cognitive elements that collectively construct the visitor's overall perception of the destination (Lee et al., 2020). Experiences that leave a lasting positive impression have been shown to deepen the psychological bond between visitors and destinations, thereby increasing the propensity for repeat visits (Torabi et al., 2022). Within the theme park setting, the dimensions of *emotional experience* and *perceived enjoyment* are particularly decisive, as visitors seek not merely physical entertainment but emotionally meaningful and stimulating experiences (Li, 2021). (Luo et al., 2021) further demonstrate that enjoyable and memorable tourism experiences significantly elevate visitor loyalty and reinforce the intention to revisit entertainment destinations. Service quality such as encompassing safety standards, infrastructure, and the appeal of available attractions has also been identified as a direct contributor to the overall experiential quality of theme park visits (Bayang et al., 2022).

Visitor Satisfaction

Visitor satisfaction represents a cognitive and affective evaluative judgment that crystallizes when visitors compare their pre-visit expectations against the actual quality of services and experiences received. When actual performance meets or surpasses prior expectations, visitors are inclined to report higher levels of satisfaction (Pratama et al., 2024). This satisfaction functions as a critical barometer of a tourism destination's performance, given its strong correlation with long-term visitor loyalty and the tendency to recommend the destination to one's social network (Tri et al., 2024). Tourists generally exhibit a preference for returning to destinations that have successfully fulfilled their expectations, rendering satisfaction one of the most reliable predictors of *revisit intention* (Mohd Fuza, 2023). The attractiveness and accessibility of a destination have similarly been identified as primary drivers of satisfaction among young visitors at Indonesian water parks, with both factors exerting a significant influence on their decision to return (Sugiana et al., 2024).

Revisit Intention

Revisit intention is understood as the post-visit behavioral tendency that reflects a tourist's desire to return to a specific destination within a given time horizon (Munawwarah et al., 2025). This construct constitutes a critical indicator of visitor loyalty and serves as a long-term benchmark of destination success. The level of experiential immersiveness and distinctiveness offered by theme parks has been shown to substantively elevate visitor satisfaction, which in turn generates *revisit intention* (Bai et al., 2024). Satisfaction plays a determinant role in visitors' decisions to revisit tourism destinations (Jannah et al., 2025). Additionally, positive on-site experiences are strongly associated with enhanced satisfaction, which subsequently catalyzes revisit intentions,

positioning both variables as foundational pillars in the formation of repeat visitation behavior (Utami & Riptiono, 2024).

Inter-Variable Relationships and Research Hypotheses

A synthesis of the theoretical arguments and empirical evidence presented above reveals a clear functional interdependence among *visitor experience*, *visitor satisfaction*, and *revisit intention*. Positive visitor experiences have been consistently shown to directly enhance satisfaction (Torabi et al., 2022; Utami & Riptiono, 2024), and the resulting satisfaction subsequently emerges as the primary driver of revisit intentions (Mohd Fuza, 2023; Tri et al., 2024). Furthermore, visitor experience has demonstrated the capacity to directly influence *revisit intention* without necessarily requiring satisfaction as a mediating mechanism, as evidenced by multiple studies in modern entertainment destination contexts (Li, 2021; Luo et al., 2021). The conceptual framework of this study depicts the relationships between two independent variables *visitor experience* (X1) and *visitor satisfaction* (X2) and the dependent variable *revisit intention* (Y).

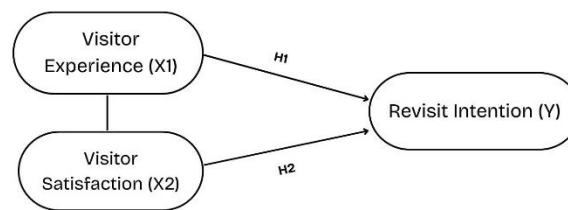


Figure 1. Research Framework

Proceeding from this conceptual architecture, the study empirically tests the influence of visitor experience and satisfaction on tourists repeat visitation decisions. The research hypotheses are formulated as follows:

H1: Visitor experience exerts a positive and significant effect on the revisit intention of visitors to Dunia Fantasi Ancol Jakarta.

H2: Visitor satisfaction exerts a positive and significant effect on the revisit intention of visitors to Dunia Fantasi Ancol Jakarta.

RESEARCH METHOD

This study adopts a quantitative research design as its overarching methodological framework, with the objective of systematically analyzing the relationships among the variables of interest through the processing of numerical data (Hair et al., 2019). This approach was selected on the basis of its suitability for explicating structured causal relationships between *visitor experience*, *visitor satisfaction*, and *revisit intention* in an objective and quantifiable manner. The research was conducted at Dunia Fantasi Ancol Jakarta, with the unit of analysis comprising individuals who had visited the destination on at least one prior occasion.

The population of this study consisted of visitors of Dunia Fantasi Ancol Jakarta. Because a complete sampling frame containing all eligible visitors was not available to the researchers, respondents were selected based on predetermined eligibility criteria rather than assuming that every visitor could be directly enumerated. The respondents were individuals who had visited Dufan at least once and were willing to participate in the survey. Questionnaires were distributed through direct and online channels during the data collection period. A total of 75 usable responses were obtained and analyzed. The sample size was considered adequate for the multiple linear regression analysis used in this study. Green (1991) proposed a minimum sample size rule of $N \geq 50 + 8m$ for multiple regression analysis, where N represents the required sample size and m represents the number of predictors. With two independent variables in this study, the minimum recommended sample was 66 respondents. The 75 usable responses therefore exceeded the minimum requirement. The instrument was developed to operationalize three core constructs: *visitor experience* (X1), measured through the emotional and perceptual responses formed during the visit; *visitor satisfaction* (X2), gauged by the degree of congruence between visitors' prior expectations and the actual quality of services experienced; and *revisit intention* (Y), measured via indicators of willingness to return and readiness to recommend the destination to others. All variables were assessed using a four-point Likert scale, with this format deliberately chosen to mitigate respondents' tendency toward neutral or ambivalent responses.

Table X. Pearson Correlation Coefficients for Questionnaire Items		
Construct	Item Pair	Pearson Correlation
Visitor Experience (X1)	X1.1 – X1.2	0.692
	X1.1 – X1.3	0.65
	X1.1 – X1.4	0.349
	X1.1 – X1.5	0.323
	X1.2 – X1.3	0.523
	X1.2 – X1.4	0.414
	X1.2 – X1.5	0.294
	X1.3 – X1.4	0.315
	X1.3 – X1.5	0.347
	X1.4 – X1.5	0.641
Visitor Satisfaction (X2)	X2.1 – X2.2	0.747
	X2.1 – X2.3	0.756
	X2.1 – X2.4	0.59
	X2.1 – X2.5	0.545
	X2.2 – X2.3	0.753

	X2.2 – X2.4	0.686
	X2.2 – X2.5	0.522
	X2.3 – X2.4	0.686
	X2.3 – X2.5	0.521
	X2.4 – X2.5	0.518
Revisit Intention (Y)	Y1 – Y2	0.56
	Y1 – Y3	0.39
	Y1 – Y4	0.618
	Y1 – Y5	0.708
	Y2 – Y3	0.613
	Y2 – Y4	0.61
	Y2 – Y5	0.618
	Y3 – Y4	0.445
	Y3 – Y5	0.431
	Y4 – Y5	0.813

The validity test was conducted using Pearson correlation coefficients based on responses from 75 respondents. The correlation matrix shows positive relationships among the questionnaire items within each construct. For Visitor Experience (X1), the Pearson correlation coefficients among items range from 0.294 to 0.692. For Visitor Satisfaction (X2), the coefficients range from 0.518 to 0.756, while the coefficients for Revisit Intention (Y) range from 0.431 to 0.813. The significance values reported in the correlation matrix indicate that the observed item relationships are statistically significant at the 5% level. These results support the retention of the questionnaire items for subsequent analysis.

Prior to the main analysis, the quality of the research instrument was verified through a two-stage testing procedure. Validity was assessed using Pearson correlation, while reliability was estimated via Cronbach's Alpha, with a minimum threshold of 0.70. Following confirmation of instrument adequacy, hypothesis testing was conducted through multiple linear regression analysis. The partial influence of each independent variable on the dependent variable was evaluated via the t-test, while the simultaneous effect of both predictors was examined through the F-test. A significance level of $\alpha = 0.05$ was applied throughout the analysis. The coefficient of determination (R^2) was additionally employed to quantify the proportion of variance in the dependent variable explained by the overall model.

RESEARCH RESULTS AND DISCUSSION

Respondent Profile

A total of 75 respondents participated in this study and met the eligibility criteria for the analysis. The respondent profile was described based on gender, age, visitation

frequency, and the time of the most recent visit to Dufan. In terms of gender, 73.3% of the respondents were female, while 26.7% were male. Regarding age, the majority of respondents were between 17 and 25 years old, accounting for 84% of the total respondents. This indicates that the sample was predominantly composed of young visitors.

Regarding visitation frequency, 61.3% of respondents had visited Dufan once, 25.3% had visited Dufan two to three times, and 13.3% had visited Dufan more than three times. Thus, all respondents had at least one visitation experience with Dufan, while 38.6% reported having visited the destination more than once. In terms of the most recent visit, 42.7% of respondents reported that their most recent visit to Dufan had occurred more than one year before completing the questionnaire. This indicates that the respondents included visitors with varying levels of recency of visitation experience.

Overall, the respondent profile shows that the sample was dominated by female respondents and individuals aged 17–25 years. The respondents also varied in their visitation frequency and recency of visit, providing different levels of experience relevant to the assessment of Visitor Experience, Visitor Satisfaction, and Revisit Intention

Multiple Linear Regression Analysis

1. Partial Test (t-Test)

The partial significance test was conducted using the t-test to examine the statistical relationship between each independent variable and Revisit Intention (Y). Visitor Experience (X1) has a positive and statistically significant relationship with Revisit Intention, with an unstandardized regression coefficient of 0.326, a t-value of 2.622, and a significance value of 0.011. Since the significance value is below 0.05, H1 is supported. Visitor Satisfaction (X2) also has a positive and statistically significant relationship with Revisit Intention, with an unstandardized regression coefficient of 0.502, a t-value of 4.393, and a significance value below 0.001. Therefore, H2 is supported.

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	2,636	1,246		2,116	,038
	X1	,326	,124	,313	2,622	,011
	X2	,502	,114	,524	4,393	<,001

a. Dependent Variable: Y

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Figure 6. Partial Test (t-Test) Results

The regression equation is $Y = 2.636 + 0.326X1 + 0.502X2 + \varepsilon$. The standardized Beta coefficient of Visitor Satisfaction (0.524) is higher than that of Visitor Experience (0.313), indicating a stronger statistical association with Revisit Intention within the estimated model.

2. Simultaneous Test (F-Test)

The simultaneous significance test produced an F-statistic of 62.742 with a significance value of less than 0.001. Since the significance value is below 0.05, Visitor Experience (X1) and Visitor Satisfaction (X2) are jointly and statistically significantly associated with Revisit Intention (Y). Therefore, H3 is supported.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	532,342	2	266,171	62,742	<.001 ^b
	Residual	305,445	72	4,242		
	Total	837,787	74			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Figure 7. F-Test Results

3. Coefficient of Determination (R Square)

The model summary shows an R value of 0.797, an R Square value of 0.635, and an Adjusted R Square value of 0.625. The standard error of the estimate is 2.05968. The R Square value of 0.635 indicates that 63.5% of the observed variation in Revisit Intention can be statistically explained by Visitor Experience and Visitor Satisfaction in the regression model. The remaining 36.5% is associated with other factors that are not included in the model.

The Adjusted R Square value of 0.625 indicates that after adjustment for the number of predictors included in the model, 62.5% of the variation in Revisit Intention is explained by the regression model.

These values represent the explanatory power of the model within the observed sample and should not be interpreted as evidence of a definitive causal relationship..

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.625	2,05968

a. Predictors: (Constant), X2, X1

Figure 8. Coefficient of Determination (R Square) Results

Discussion

The findings indicate that Visitor Experience (X1) has a positive and statistically significant relationship with Revisit Intention (Y), as reflected by a t-value of 2.622 and a significance value of 0.011. This result suggests that visitors who report more positive experiences during their visits also tend to report stronger intentions to revisit Dufan. The result is consistent with Lee et al. (2020), who found a significant relationship between visitor experience and revisit intention in entertainment destinations. In the context of Dufan, positive experiences may be related to the attractiveness of the available attractions, the comfort of the environment, and the overall atmosphere experienced by

visitors..

Visitor Satisfaction (X2) also shows a positive and statistically significant relationship with Revisit Intention (Y), with a t-value of 4.393 and a significance value below 0.001. The standardized Beta coefficient for Visitor Satisfaction (0.524) is higher than that of Visitor Experience (0.313), indicating that visitor satisfaction has a stronger statistical association with revisit intention within the estimated model. This finding suggests that visitors' evaluations of facilities, staff services, ticket price, cleanliness, and their overall experience may be relevant to their intention to revisit Dufan.

The findings are also consistent with the broader tourism consumer behavior literature, which suggests that positive experiences and favorable evaluations of a destination are associated with stronger intentions to revisit. In the present study, the positive association between Visitor Experience and Revisit Intention may be related to visitors' perceptions of the attractions, comfort, atmosphere, and activities provided by Dufan. However, because the study uses a cross-sectional survey design, these findings should be interpreted as statistical relationships rather than definitive causal effects.

The higher standardized Beta coefficient for Visitor Satisfaction suggests that satisfaction has a stronger statistical association with Revisit Intention than Visitor Experience within the estimated model. This result may indicate that visitors' evaluations of service quality and facilities are particularly relevant to their intention to revisit. Nevertheless, the difference in the estimated coefficients should not be interpreted as establishing satisfaction as the definitive determinant of revisit intention, given the cross-sectional design and the characteristics of the sample. This finding aligns with Pratama et al. (2024), who identify satisfaction as one of the principal determinants of *revisit intention* in the tourism industry.

The F-test result of 62.742 at a significance level well below 0.05 confirms that visitor experience and visitor satisfaction, when analyzed concurrently, produce a jointly significant effect on tourists' revisit intentions. The coefficient of determination (R^2) of 0.635 indicates that the two predictor variables account for 63.5% of the variance in revisit intention. The remaining 36.5% is influenced by external factors outside the model's scope, potentially including ticket pricing, promotional strategies, location accessibility, and other dimensions of service quality not incorporated in this study. From the perspective of the Theory of Planned Behavior (TPB), the findings should be interpreted carefully. The original TPB framework emphasizes attitude, subjective norms, and perceived behavioral control as determinants of behavioral intention. These three core TPB constructs were not directly measured in the present study. Therefore, Visitor Experience and Visitor Satisfaction should be understood as tourism-specific explanatory variables associated with Revisit Intention rather than as direct substitutes for the original TPB constructs.

This study has several limitations. First, the study used 75 respondents, which limits the generalizability of the findings to the broader Dufan visitor population. Second, the respondents were concentrated in certain demographic groups, particularly those aged

17–25 years. Third, the use of direct and online questionnaires may introduce selection bias. Finally, the cross-sectional research design does not allow definitive causal conclusions. Future studies may use larger and more diverse samples and include additional variables such as destination image, perceived value, service quality, accessibility, ticket price, and promotional activities.

CONCLUSION

This study examined the statistical relationships between Visitor Experience, Visitor Satisfaction, and Revisit Intention among visitors of Dunia Fantasi Ancol Jakarta. The results indicate that Visitor Experience has a statistically significant positive relationship with Revisit Intention. Visitor Satisfaction also demonstrates a statistically significant positive relationship with Revisit Intention. Visitor Satisfaction has a higher standardized regression coefficient (Beta = 0.524) than Visitor Experience (Beta = 0.313), indicating a stronger statistical association with Revisit Intention within the estimated model.

The simultaneous test indicates that Visitor Experience and Visitor Satisfaction jointly provide statistically significant explanatory information regarding Revisit Intention. The model produces an R Square of 0.635 and an Adjusted R Square of 0.625. These findings suggest that visitor experience and visitor satisfaction are relevant considerations for destination managers seeking to encourage future visitation. However, the findings should not be interpreted as establishing these variables as the only or definitive determinants of revisit intention. The study is subject to limitations related to sample size, respondent characteristics, questionnaire distribution, and the cross-sectional research design. Future research is encouraged to use larger and more diverse samples and to incorporate additional variables to provide a broader explanation of revisit intention..

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