

# THE CONTRIBUTION OF SATISFACTION TO HIGHER INTENTION TO RETURN

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**Abstract.** Finding out how tourist experience, perceptions of the location, and perceptions of pricing affect satisfaction and intention to return is the goal of this research. Visitors to the Museum of Jakarta (MoJa) made up the population under investigation. Using purposive sampling, 200 respondents in all were included in the sample. Through the use of smartPLS software, the data analysis method employs a structural equation model. Based on the research findings, it can be concluded that destination image, price perception, tourist pleasure, and revisit intention are all significantly influenced by each other. On the other hand, the findings also demonstrate that visitor experience, visitor satisfaction, and destination image have no bearing on each other. This research is the first to measure visitors' willingness to return with moderation in visitor satisfaction by including price perception and visitor satisfaction variables in the model. This research's managerial implications suggest that the Museum of Jakarta's (MoJa) administration should step up initiatives that can enhance visitor experience and create a lasting impression.

**Keywords:** *visitor experience, destination image, price perception, visitor satisfaction, revisit intention*

## Introduction

The tourism industry in Indonesia has grown significantly in recent years. The growth of tourism in Indonesia is influenced by a variety of variables, such as the country's natural beauty, cultural richness, and public and private efforts to promote travel destinations. There's a growing movement in Indonesia to expand the number of museums, particularly at DKI Jakarta. The general public increasingly views museums as exciting locations to visit that are open to the public, rather than just historical sites housing antiquated, non-modern artifacts. With time, a number of organizations including the Museum of Jakarta (MoJa) are opening museums with distinctive themes that set them apart from the majority of Jakarta's museums. The collections on display are installation artworks rather than antiques. There isn't any cultural art collection at the Museum of Jakarta (MoJa). The freedom of visitors to appreciate the installation works is valued, as it does not convey a narrative notion or particular issues. Unlike other museums, the Museum of Jakarta (MoJa) lets guests take pictures, interact, bring food and beverages, and engage in more engaging activities. At the moment, MoPaint, RoJa by MoJa, and Golf by MoJa are three eye-catching locations or rooms that house various concepts and activities within the Museum of Jakarta (MoJa). The modern or Instagrammable design of the art location draws people in. The modern or Instagrammable design of the art location draws in people. One of the many things this latest art installation in Jakarta offers is the utilization of vivid colors and modern ideas that are popular with many people.

A key factor in the success of a tourist location is the development of visitor satisfaction. Visitors are the primary source of information for determining the

standards that will be set to overcome performance gaps in the destination, according to (Fuchs and Weiermair, 2004), who stated that visitor satisfaction is regarded as a benchmark that is driven by the visitors themselves. In addition, Solnet et al. (2010), state that as it influences travelers' inclination to return, satisfaction is also seen as significant in the tourist industry. In the tourist industry, visitor happiness generates favorable ratings that influence a destination's reputation. However, evaluating satisfaction with a location is conceptually different from evaluating satisfaction at a certain level (Ismail et al., 2016). This covers visitor expectations being met, comfort, and contentment with the information or entertainment offered. In addition, Prayag (2008) stated that, in his view, satisfaction is a general reaction to the utilization of a tourist destination's infrastructure and amenities. Travelers' desire to return to a destination will rise if they believe that their needs have been met (Chang et al., 2013). According to earlier research by Pizam et al. (2016), the desire to return is significantly influenced by visitor satisfaction. According to Um et al. (2006), the inclination to return is a consequence of visitors' satisfaction rather than a primary determinant in their choice. This can be demonstrated in the tourist sector by making follow-up trips to a destination or purchasing back tourism services. According to Hume et al. (2007), the decision of visitors to return and participate in future events are also theoretically referred to as repeat visits. Therefore, it is believed that returning visitors are a sign of contentment (Aron, 2006). This indicates that tourists believe that their degree of satisfaction with the destination will encourage them to return in the future. According to Fuchs and Reichel (2011) the results of the previous visit's success and lessons learned, a visitor will usually provide a comprehensive overview of a destination.

Offering an engaging experience is one of the key success factors in generating visitor pleasure and a desire to return. It is crucial to understand that visitor happiness is typically dependent on their perceptions of the site's quality and content. Tian-Cole and Crompton (2003), claim that satisfaction is also correlated with how well a trip was experienced overall. Experiences that are memorable and one-of-a-kind are crucial for fostering favorable opinions of a place, which in turn can boost tourist satisfaction and encourage return trips (Huang and Hsu, 2009). According to De Rojas and Camarero (2008), the notion of visitor experience holds significant value in the marketing of artistic and cultural property. Tung and Ritchie (2011) assert that memorable and unique experiences might positively influence future consumer behavior, such as the desire to return and refer others. The Museum of Jakarta (MoJa) likewise does this to give its guests an incredible experience. A visitor's direct or continuous subjective reaction to an activity or event that takes place outside of their normal surroundings is known as their "visitor experience" (Packer and Ballantyne, 2016). Earlier research shows that visitor experience has a major impact on tourist satisfaction (Oklevik et al., 2022). Aside from that, Cole and Chancellor (2009) claimed that a visitor's experience greatly affects their desire to return. In addition to improving the visitor experience, fostering a favorable perception of a place can affect behavior intentions to return and levels of satisfaction. Lee et al. (2005), who contend that a favorable perception of a destination will result in a higher degree of satisfaction, support this. Given that a person's attention and behavior are largely influenced by their destination image, destination image marketing is crucial (Tasci et al., 2007). Tourism destination managers will be better equipped to create the ideal image and make the most use of resources if they comprehend the relationship between future behavioral intentions and their drivers (Chen and Tsai, 2007). In addition to assisting travelers in selecting goods or services, a favorable perception of a

place can raise guest satisfaction. Once tourists believe they have had their needs met, they start to yearn to return to a certain location. In this instance, visitors will feel more satisfied and wish to return to the destination if they have a positive perception of it. The study findings of Chi and Qu (2008) indicate that tourist happiness is positively and significantly impacted by destination image. Aside from that, Soliman (2021) asserts that the perception of a destination greatly affects travelers' inclination to return.

Another factor that plays a significant role in determining visitor happiness and inclination to return is price perception. Information that tourists deem important is referred to as price perception (Peter and Olson, 2014). Perception, according to Schiffman and Kanuk (2000), is a set of skills used by an individual to interpret and react to emotional cues to gain knowledge about the outside world. When purchasing a good or service, price is a crucial consideration (Zeithaml, 1988). To compete with other tourist locations, the Museum of Jakarta (MoJa) also pays close attention to this and offers pricing that is commensurate with the experience that tourists will obtain. By keeping rates reasonable, you may boost customer satisfaction, which in turn can boost recurring business and positive impressions of your establishment. According to Witama and Keni (2020) study, visitor happiness is significantly impacted by pricing perception. Furthermore, Liu and Lee (2016) claimed that perceptions of prices have a big impact on whether or not a customer wants to return. The purpose of this study is to ascertain how visitor experience, perceptions of the destination, and perceptions of cost affect visitors' satisfaction and willingness to return to the Museum of Jakarta (MoJa).

## *Literature review*

### *Visitor experience*

According to Pine and Gilmore (1998), visitor experiences are unique concepts that become comprehensible to a person only after they cross a particular mental, physical, emotional, or even spiritual threshold. The visitor experience, on the other hand, is described by Packer and Ballantyne (2016) as an individual's reaction to an activity that takes place directly or repeatedly, outside of regular routines, or away from the environment. According to a different viewpoint offered by Su et al. (2020), visitor experience is an assessment or impression that comes from visitors and may be quantified over an extended period. According to Meyer and Schwager (2007), a visitor's experience is an internal, subjective reaction that is favorable when they have a relationship, either direct or indirect, with the place they have visited. Experience gathered during or during a visit to a site is referred to as visitor experience (Sheng and Chen, 2012). The author concludes that to characterize how visitors perceive and interact with a location and its events, visitor experience encompasses all visitor interactions with the physical environment and activities offered by a destination, based on expert definitions.

Doering (2007) identifies four indicators social experiences, object experiences, cognitive experiences, and introspective experiences that impact the visitor experience. The visitor will feel more satisfied the higher the caliber of the encounter they had. According to Della Corte et al. (2015), visitor satisfaction is the culmination of an individual's overall emotions at the time of purchase or use of products or services. The findings of an earlier study by Mahdzar et al. (2017), which indicated that the tourist experience has a favorable and significant impact on visitor satisfaction, are consistent with this. Visitors frequently return after having a positive experience. Revisit intention

is the process via which travelers decide to go back to a place, according to Hume et al. (2007). Research by Rosid et al. (2020), which indicates that visitor experience affects the desire to return, lends credence to this. The hypothesis proposed in this research is:

H1: There is an influence of visitor experience on visitor satisfaction.

H2: There is an influence of visitor experience on revisit intention.

### ***Destination image***

According to MacKay and Fesenmaier (1997), a destination's image is made up of a variety of elements that come together to form a cohesive whole, including features and products (attractions). Tasci and Kozak (2006) offered an alternative definition, defining destination image as an individual's perception of a location that is shaped by mass media, information advertising, and other factors that affect the trip destination. The subjective impression that travelers have of the place is known as the destination image (Chen and Tsai, 2007). According to Baloglu and McCleary (1999), destination image refers to a person's internalized impression of information, sentiments, and general opinions about a destination or tourist attraction. A destination's entire impression and sentiment that develops over time is its destination image, according to Tapachai and Waryszak (2000). Drawing from this theoretical framework, the author concludes that "destination image" pertains to the overall impression and standing of a place or tourist attraction in the minds of people or the broader public. Qu et al. (2011) identified three indicators of destination image: unique, affective, and cognitive. Visitors will feel satisfied when they associate a good destination with it. According to Yoon et al. (2010), visitor satisfaction is an emotional state that is impacted by both internal and external factors, such as the visitors' mood. According to earlier research by Ramseook-Munhurrun et al. (2015), tourist happiness is positively and significantly impacted by destination image. When tourists evaluate a place favorably based on how satisfied they are with its offerings, it usually makes them want to return. cannot affect the inclination to return. The majority of the factors that lead to a desire to return include the visitor's and service provider's meeting satisfaction on the initial visit (Abubakar et al., 2017). Backed by study findings Chew and Jahari (2014), which indicated that the desire to return is significantly influenced by the perception of the destination. The hypothesis proposed in this research is:

H3: There is an influence of destination image on visitor satisfaction.

H4: There is an influence of destination image on revisit intention.

### ***Price perception***

Price perception, according to Peter and Olson (2014), is information that customers value. Price perception is associated with an individual's comprehension of pricing and their interpretation of significance (Sudaryono, 2014). Another viewpoint offered by Calvo Porral and Lévy-Mangin (2015) is that tourists' subjective price level, which they use to assess a destination's cost, is linked to their price perception. The process of choosing, organizing, and interpreting inputs is known as Sangadji and Sopiah (2013) perception. According to Limakrisma and Purba (2017), price is an exchange rate that is equivalent to money. In addition, (Zeithaml, 1988) defines price as the cost incurred by a customer to obtain a good. The author concludes that people's interpretations and

reactions to a product or service's pricing are referred to as price perception. Kotler and Armstrong (2010) identified four price perception indicators: affordability, quality-based pricing, price competitiveness, and benefits-based pricing. Having reasonable prices will satisfy customers and can even encourage them to return because they are so inexpensive. According to Spreng et al. (1996), visitor satisfaction is the total reaction to individual transaction actions that directly include two things: contentment with the information and satisfaction with the products (attractions) that are offered there. Salim et al. (2020) in their earlier study showed that visitor satisfaction is significantly impacted by pricing perception. A visitor's intention to experience a brand, product, location, or area again in the future is known as their "visit intention" (Zeithaml et al., 1996). Bolstered by Liu and Lee (2016) research findings, which indicate that price perceptions play a major role in determining the inclination to return. The hypothesis proposed in this research is:

H5: There is an influence of price perception on visitor satisfaction.

H6: There is an influence of price perception on revisit intention.

### ***Visitor satisfaction***

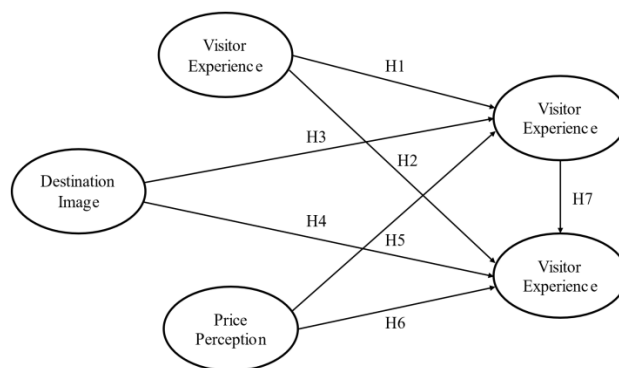
According to Prayag (2008), the general reaction to the utilization of a tourist destination's infrastructure and amenities is known as visitor satisfaction. According to Gable (1985), satisfaction is the state in which a location attempts to satisfy the demands and preferences of its guests. Tjiptono (2017) offered an alternative viewpoint, defining visitor happiness as the most crucial factor and stating that everything went as planned. A person's evaluation of their level of happiness with the services they receive determines visitor satisfaction, with varying degrees of satisfaction (Sudaryono, 2014). The author concludes that visitor satisfaction refers to an individual's degree of contentment following their visit to a place, completion of activities, or use of a service, based on the judgments of experts. Huo and Miller (2007) propose that several elements, including facilities, service, and exhibition experience, have an impact on visitor satisfaction. According to Widiyasa and Tuti (2023), the quality of the experience and the perception and image of the product at the destination both affect how satisfied visitors are. When it comes to the want to return, the idea of contentment is also crucial. Travelers typically return because they believe the place will satisfy their needs. Campo-Martínez et al. (2010) asserted, with study findings to back them up, that pleasure significantly influences the desire to return. The hypothesis proposed in this research is:

H7: There is an influence of visitor satisfaction on revisit intention.

### ***Revisit intention***

According to Lee et al. (2020), the want to revisit occurs when tourists wish to return to experience a certain location, item, or brand. Another viewpoint offered by Um et al. (2006) is that the desire to return is a result of tourists' growing pleasure with a particular tourist site. Returning visitors are those who are aware of the location and have preconceived notions about it based on past encounters (McKercher and Wong, 2004). Revisit intention is defined by Pratminingsih et al. (2014) as when travelers purchase the same item again or, in the context of tourism, as going back to a place they

have already visited. Apart from that, according to Han and Kim (2010), the desire to revisit is a person's willingness to return to the same location in the future. According to Hume et al. (2007), the desire to return is defined as a visitor's decision to partake in activities at the location once more. Zhang et al. (2014), however, contend that the majority of destination marketing companies see recurring business as a desired and affordable market niche. To create a destination that appeals to visitors and encourages return visits, marketers need to think about all the factors involved, starting with making the visitor experience unforgettable, making a good impression during the stay, and charging a price that is reasonable for what they will receive. there are two dimensions of revisit intention: the intention to revisit and the advice to revisit (Lin, 2014; Chang et al., 2013). The following conceptual framework explains the research's conceptual framework (Figure 1).



**Figure 1.** Framework for Thinking.

## Materials and Methods

This research method uses a quantitative descriptive approach. The survey respondents or population are visitors who have visited the Museum of Jakarta (MoJa) twice. Purposive sampling was used in this research where the researcher determined the special characteristics that would be taken as respondents with a total of 100. This research was conducted from November 2023 - January 2024 at the Moja Museum, located at Jl Pintu Pemuda No 1, Rt 1/Rw 3, GBK, Central Jakarta 10270. The data collection method uses a questionnaire with a Likert scale in this research. The Likert scale is used to assess an individual's knowledge, understanding, and perception of social phenomena (Sugiyono, 2013). Where there are 5 answer options consisting of: Strongly disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

## Results and Discussion

### Respondent description

Table 1 shows that based on gender the majority are women, as many as 155 people (77.5%). Based on age, the majority of visitors are between 17-25 years old, 180 people (90%), and the majority of workers are students, 100 people (50%). The majority of

visits were 1-2 times, 168 people (84%). Unique things offered by MoJa 85 people (42.5%) chose RoJa by MoJa, 15 people (7.5%) chose Mo-Paint, 30 people (15%) chose Golf by MoJa and 70 people (35%) chose like all three. Based on the reasons for visiting, 30 people (15%) chose it because of a friend's recommendation, 45% of people (45%) chose an affordable location, predominantly 67 people (33.5%) chose unique, and 58 people (29%) chose it because it provided pleasure.

**Table 1. Demographic data.**

Characteristics	Frequency (N)	Percentage (%)
Gender		
Men	45	22.5
Women	155	77.5
Age		
<17 year	15	7.5
17–25 year	180	90
35 year	3	1.5
>35 year	2	1
Occupation		
Students	55	27.5
College Students	100	50
Pekerja	45	22.5
Number of visits		
1-2 times	168	84
>2 times	32	16
Unique Things Offered		
RoJa by MoJa	85	42.5
Mo-Paint	15	7.5
Golf by MoJa	30	15
I like all three	70	35
Reason for Visiting		
Friend Recommendations	30	15
Affordable Location	45	22.5
Unique	67	33.5
Giving Pleasure	58	29

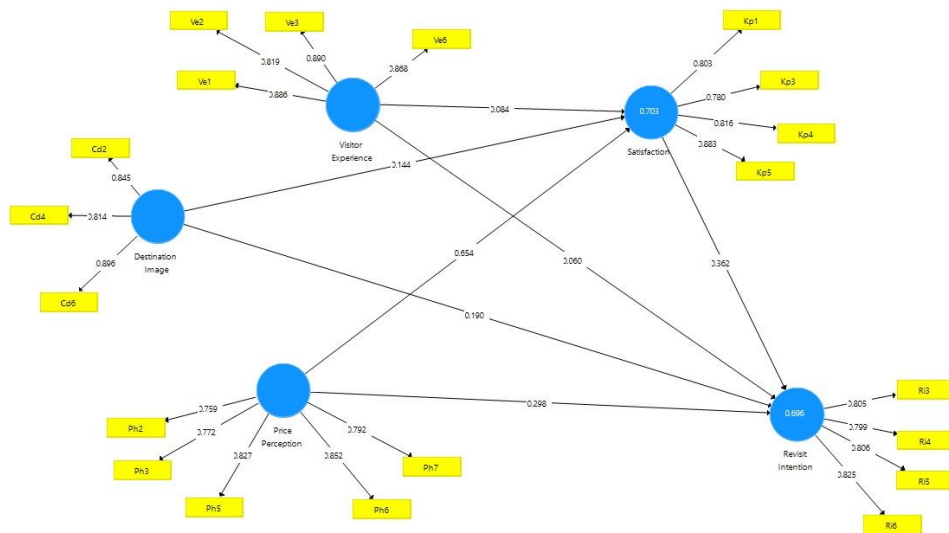
**Structural models**

The dependent variables in this modeling are tourist experience, destination image, and price perception, while the independent variables are visitor satisfaction and intention to return. Testing convergent validity, which necessitates an outside loading or loading factor value above 0.7, is how modeling is done. Since none of the indicators in the variables in *Figure 2* are less than 0.7, the indicators are deemed practical and can be used going forward in this study. The first step taken in this analysis was to test the validity and reliability of the data. Each indicator of each variable is checked to see the desired results. PLS-SEM is used to look at two indicators that determine the validity and reliability of data, namely loading factor and composite reliability. *Table 2* shows the convergent validity for all loading factors. All loading factors in the data above show figures above 0.700. This affects the selected data items which also show figures above 0.700, indicating that all variables used in this research have met the validity and reliability requirements. In addition, composite reliability (CR) using Cronbach's Alpha value in PLS is used to measure consistency between constructs. An acceptable

condition is if the data (CR) has a value above 0.7. Based on Table 2, the value (CR) shows a number between 0.883 to 0.923, which means the value is above 0.7 so that the results show satisfactory consistency between constructs. The AVE value for all variables has a value above 0.5, namely 0.642 to 0.751, which means that it meets the AVE requirements.

**Table 2.** Evaluation of measurement models.

Variable	Indicator	Item	Loading factor	Reliability	AVE	
Visitor experience	1. Social Experiences	VE.1	0.886	0.923	0.751	
	2. Object Experiences	VE.2	0.819			
	3. Cognitive Experiences	VE.3	0.890			
	4. Introspective Experiences	VE.6	0.868			
Doering (2007)						
Destination image	1. Cognitive	CD.2	0.845	0.888	0.727	
	2. Affective	CD.4	0.814			
	3. Unique	CD.6	0.896			
Qu et al. (2011)						
Price perception	1. Keterjangkauan Harga	PH.2	0.759	0.899	0.642	
	2. Harga Sesuai Dengan Kualitas	PH.3	0.772			
	3. Persaingan Harga	PH.5	0.827			
	4. Harga Sesuai Dengan Manfaat	PH.6	0.852			
Kotler and Armstrong (2018)						
Satisfaction	1. Facilities	KP.1	0.803	0.892	0.674	
	2. Service	KP.3	0.780			
	3. Exhibition experience	KP.4	0.816			
			KP.5			0.883
Huo and Miller (2007)						
Revisit intention	1. Intention to revisit	RI.3	0.805	0.883	0.654	
	2. Recommend to revisit	RI.4	0.799			
			RI.5			0.806
			RI.6			0.825
Lin (2014)						



**Figure 2.** Structural model.

From the data in Table 3, it is shown that each variable has the highest value, namely destination image of 0.852, price perception of 0.801, revisit intention of 0.809, visitor satisfaction of 0.821, and visitor experience of 0.868. From these data, it can be concluded that each statement the indicator has the highest loading factor value for each latent construct. Discriminant validity that meets these criteria can be said to be valid. The coefficient of determination test is used to find out how much influence the



independent variable has on the dependent variable. The coefficient of determination test (R<sup>2</sup>) on SmartPLS can be compared with the coefficient of determination using multiple regressions. The criteria for this test are r<sup>2</sup> which has a value of 0.2, 0.5, and 0.75, respectively meaning there is a weak, medium, and strong relationship between the independent variable and the dependent variable. *Table 4* shows that the independent variable has a moderate influence on the dependent variable with an r<sup>2</sup> value showing 0.703 visitor satisfactions and 0.696 revisit intention. These results mean that visitor experience, destination image, and price perception have an influence of 70.3% on visitor satisfaction and 69.6% on revisit intention.

**Table 3.** Discriminant validity-Fornell Lacker.

Variable	Destination image	Price perception	Revisit intention	Visitor satisfaction	Visitor experience
Destination image	0.852				
Price perception	0.748	0.801			
Revisit intention	0.717	0.786	0.809		
Visitor satisfaction	0.704	0.828	0.785	0.821	
Visitor experience	0.832	0.786	0.711	0.718	0.868

**Table 4.** Coefficient determination (R-square).

Variable	R-square	R square adjusted
Revisit intention	0.696	0.690
Visitor satisfaction	0.703	0.699

The f-square test is a test to see the size of the influence between the independent variable and the dependent variable. The measurement criteria consist of  $f^2 > 0.02$  meaning small size,  $f^2 > 0.15$  meaning medium size,  $f^2 > 0.35$  meaning large size, while  $f^2 < 0.02$  means there is no effect. In *Table 5*, it is shown that the construct model that has a small effect size is visitor experience to visitor satisfaction with a value of  $f^2 = 0.084$  and visitor experience to revisit intention with a value of  $f^2 = 0.090$ . Furthermore, the constructed model that has a large effect size is the destination image variable on visitor satisfaction with a value of  $f^2 = 0.144$ , the destination image variable on revisit intention with a value of  $f^2 = 0.242$ , the price perception variable on visitor satisfaction with a value of  $f^2 = 0.654$ , the price perception variable on revisit intention with a value of  $f^2 = 0.534$  and the visitor satisfaction variable for revisit intention  $f^2 = 0.362$ . To test whether multicollinearity occurs, the VIF (Variant Inflation Factor) value is used as a measurement. The VIF value in this study was 2,830 to 4,270, which indicates that the VIF value is no more than 5.0. These results prove that there is no problem with multicollinearity and the analysis can continue (*Table 6*). The prediction accuracy test can be obtained with the Q<sup>2</sup> value. The model is said to have good prediction accuracy if the Q<sup>2</sup> > 0 value, whereas if the Q<sup>2</sup> value < 0, it is said that the model lacks prediction accuracy. In *Table 7*, it can be concluded that the model has high prediction accuracy with variables that have a value of Q<sup>2</sup> > 0, namely between 0.417 to 0.571.

**Table 5.** F-square.

Variable	F-square
Visitor Experience (X1) -> Visitor Satisfaction (Y1)	0.084
Visitor Experience (X1) -> Revisit Intention (Y2)	0.090
Destination Image (X2) -> Visitor Satisfaction (Y1)	0.144
Destination Image (X2) -> Revisit Intention (Y2)	0.242

Price Perception (X3) -> Visitor Satisfaction (Y1)	0.654
Price Perception (X3) -> Revisit Intention (Y2)	0.534
Visitor Satisfaction (Y1) -> Revisit Intention (Y2)	0.362

**Table 6. Multicollinearity results–Inner VIF value.**

Variable	Frequency (N)	Percentage (%)
Destination Image	3.522	3.592
Price Perception	2.830	4.270
Revisit Intention		
Visitor Satisfaction		3.369
Visitor Experience	4.053	4.077

**Table 7. Prediction accuracy test.**

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Destination image	600.000	336.035	0.440
Price perception	1000.000	540.829	0.459
Revisit intention	800.000	466.086	0.417
Satisfaction	800.000	437.488	0.453
Visitor experience	800.000	343.305	0.571

Hypothesis testing was carried out using the bootstrapping method in SmartPLS to identify which hypotheses in this research were accepted or rejected. The hypothesis can be accepted if the t-value path coefficient is above 1.96 and the p-value is below 0.05. In Table 8, it is found that the hypothesis is accepted because the t-value is >1.96 and the p-value is <0.05. The hypotheses are destination Image -> revisit intention (t=2.186 and p=0.029), price perception-> revisit intention (t=3.162 and p=0.002), price perception -> visitor satisfaction (t=7.844 and p=0.000), visitor satisfaction -> revisit intention (t=3.614 and p=0.000). Other hypotheses were rejected because the t-value <1.96 and p-value>0.05 such as destination image-> visitor satisfaction (t=1.488 and p=0.137), visitor experience -> revisit intention (t=0.532 and p=0.595), and visitor experience visitor -> satisfaction (t=0.751 and p=0.453).

**Table 8. Pathcoefficient.**

Variable	Original Sample (O)	Sample Mean (M)	T Statistics ((O/STDEV))	P-Values	Result
Destination Image -> Revisit Intention	0.190	0.183	2.186	0.029	Accepted
Destination Image -> Satisfaction	0.144	0.144	1.488	0.137	Not Accepted
Price Perception -> Revisit Intention	0.298	0.292	3.162	0.002	Accepted
Price Perception -> Satisfaction	0.654	0.652	7.844	0.000	Accepted
Satisfaction -> Revisit Intention	0.362	0.368	3.614	0.000	Accepted
Visitor Experience -> Revisit Intention	0.060	0.062	0.532	0.595	Not Accepted
Visitor Experience -> Satisfaction	0.084	0.086	0.751	0.453	Not Accepted

The purpose of this study is to determine whether tourist satisfaction and intention to return to the Jakarta Museum (Moja) are significantly impacted by visitor experience, destination image, and price perception. Recurrence refers to the inclination of tourists to return and experience a destination, product, or brand once more (Lee et al., 2020). After visiting a tourist site, tourists who are happy with their experience might wish to

go back there. This is further corroborated by Ramesh and Jaunky (2021) who state that a high degree of pleasure is the primary prerequisite for revisiting a tourist attraction and that contentment in the post-visit evaluation would motivate guests to suggest and return to the location. This study demonstrates that the intention to return is significantly influenced by visitor pleasure. The findings of this study are corroborated by earlier research by Cakici et al. (2019) who reported a strong relationship between visitor satisfaction and intention to return. The concept of the Museum of Jakarta (Moja) for young people is matched by the great number of visitors who are students and schoolchildren, which makes visitors feel satisfied and encourages them to return.

The term "visitor experience" describes how guests participate in and perceive an event, encompassing all of their interactions with the actual space and programs that the Museum of Jakarta (Moja) offers. Both visitor happiness and the intention to return are not significantly impacted by the visitor experience, according to the study's findings. This results from visitors' lack of enjoyment from their visit to the Museum of Jakarta (MoJa). This is because there aren't many museums that have a concept as similar as the Museum of Jakarta (MoJa), so visitors must adjust to the products (attractions) that are there a process that not all visitors can accomplish quickly. According to Sheng and Chen (2012) visitors also tend to anticipate possible outcomes because of pre-planning, which affects their real emotions and recollections both during and after the visit. This leads to a low level of visitor satisfaction because expectations are not met. In this study, visitor experience had no discernible impact on the propensity to return. Recurring visitors to museums are influenced by positive impressions of the place and engaging experiences (Chang et al., 2013). Visitors' inclination to return was, however, quite low in this study because they did not have a favorable impression.

The way that an individual or society perceives a destination is referred to as the destination image. The perception that a tourist place has is shaped by the caliber of its experiences and offerings. This study discovered that while destination image significantly influences revisit intention, it has no discernible effect on visitor pleasure. Visitors will give museums high grades if they can deliver an experience that is consistent with their brand. Nonetheless, the results of this study do not support the notion that tourists are unhappy with the places they visit because they do not have a satisfying experience that lives up to their expectations. Thus, visitor pleasure is not greatly impacted by the destination's image. Nonetheless, visitors are left with a desire to return due to the Museum of Jakarta's (MoJa) numerous innovations and solidly excellent reputation. As a result, even those visitors who are dissatisfied with their experience at the Museum of Jakarta (Moja) nevertheless want to return to see what else is new and different. This is consistent with the research's findings, which show that revisit intention is significantly influenced by the destination image. backed by earlier studies by Chew and Jahari (2014) who found a substantial relationship between revisit intention and destination picture.

The way that a person views the cost of a good or service is known as price perception. What makes a product or service expensive is how a person interprets and reacts to its cost. Many factors, including the visitor's perceived value, past experiences, competition prices, and psychological factors, might affect this perception, which is not necessarily the same as the actual price. In the context of visitor price references, price perception is a topic that is studied. According to Calvo Porral and Lévy-Mangin (2015), visitors evaluate destination prices by utilizing subjective pricing levels. The study found that visitor pleasure is significantly impacted by pricing perception. Salim

et al. (2020) study findings indicate that visitor happiness is significantly impacted by pricing perception. In this instance, customers are happy that the cost matches the advantages they experience. The Museum of Jakarta (MoJa) attracts visitors who are highly satisfied with the money they paid and wish to return. This is consistent with the study's findings, which show that revisit intention is significantly influenced by price perception. According to Liu and Lee (2016) study, revisit intention is significantly influenced by pricing perception. One significant element that may have an impact on visitor pleasure is price perception. Gaining insight into how people perceive prices and putting the appropriate plan into practice can help boost visitor satisfaction and encourage repeat business.

## **Conclusion**

The results of this study demonstrate that the destination image, price perception, visitor pleasure, and revisit intention are all significantly impacted by the location image. Visitor experience and satisfaction, visitor satisfaction and revisit intention, and destination image and visitor contentment do not, however, significantly correlate. It would be fascinating to carry out more research on the relationship between destination image, visitor experience, and visitor satisfaction as well as other aspects that affect visitor satisfaction and intention to return. Management needs to be able to boost customer satisfaction because it might make customers want to use the services again or come back. Several variables, such as the degree to which the facilities are used, the cost relative to the quality of the services rendered, and the reputation of the destination, might influence customer happiness. This research has a disadvantage in that it only looks at visitors to the Moja Museum. To find out what other factors affect visitors' desire to return, researchers can do additional research at museums that are comparable to one another in Jakarta.

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## **Conflict of interest**

There is no conflict of interest while the author doing research.

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