

The Effect of Functional Value to Revisit Intention Dufan Ancol: the Mediating Role of Customer Satisfaction and Destination Love

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Abstract

This study aims to analyze the influence of the perceived value dimension on revisit intention through customer satisfaction and destination love of Dufan Ancol tourists. This study uses a quantitative approach with a survey method involving 140 tourists who have visited Dufan Ancol. Cross-sectional methods are used in data collection. The research instrument has been declared to have passed the validity and reliability test. The data analysis technique used is structural equation modeling based on Smart PLS 3.0. The results of the study show that functional value has a positive effect on revisit intention through customer satisfaction. The findings of this study are expected to help Dufan Ancol managers in prioritizing increasing functional value to increase customer satisfaction so as to encourage revisit intention. Researchers are then advised to test other variables relevant to the characteristics of the research object to gain a more comprehensive understanding of the factors that can influence revisit intention.

INTRODUCTION

Boredom can cause mental stress when a person lives a routine lifestyle without an adequate variety of activities. Through tourist activities, a person can gain a freshness of mind, a sense of pleasure, and new experiences that provide inner satisfaction. which explains that tourism is a system that is understood as a product of experience and place. The diversity of tourism potential in Indonesia is reflected in the many regions that offer interesting tourist attractions, one of these regions is DKI Jakarta Province. One of the tourist destinations in the Taman Impian Jaya Ancol area is Dunia Fantasi, which offers a variety of recreational and entertainment rides for various age groups. Based on data from DKI Jakarta Province, the average growth of tourist visits to tourist destinations in DKI Jakarta Province during the 2023-2024 period reached 37.11%. However, in the same period, the growth in the number of tourist visits to only reached 1.31%. The difference in growth rate shows that the increase in the number of tourist visits to Dufan Ancol is still below the average growth of tourist destination visits in DKI Jakarta Province. This condition indicates that Dufan Ancol faces challenges in increasing tourists' interest in revisiting (Atsarina & Nurcahyanto, 2018). (Packer, 2021) Ernawadi (2025) (Alamsah et al., 2024) Central Statistics Agency Dufan Ancol intentions, so efforts are needed to identify factors that affect tourists' intentions to return to visit.

To fulfill the purpose of this study, *expectation confirmation theory* (ECT) is used as an *underpinning theory* in the formulation of conceptual models. ECT is proposed by as a theory in the field of psychology states that individual satisfaction is formed through the evaluation of the conformity between initial expectations and perceived performance. (Oliver (1980) *Expectation* is a reference that individuals use to compare initial expectations with perceived performance. *Perceived performance* is a real experience felt by individuals after using a product and service. *Confirmation* is a condition when the results or performance of the product are in accordance with individual expectations.

Behavioral intention is an individual's intention to act in the future, especially in the form of a repurchase. ECT has been widely used in various disciplines such as, in the field of information and . Then researchers in the field of education by and . In the discipline of marketing, ECT is used as an (Prawesty et al., 2022) (Alshammari et al., 2024) Ye et al., (2022) Rahayu & Rahmah (2025) *underpinning theory* by Juliana et al. (2021) in the field of digital marketing, in the field of service marketing, in the field of consumer behavior. ECT is also used in the field of research with objects such as in the field of natural tourism, in the field of historical tourism. Meanwhile, with the Qingming Shangheyuan historical theme park object in China, on the Sarae Hills object in West Bandung Regency, and with the Sanding Waterboom object in Bandung Regency on artificial tourism. (Hidajat & Tanamal, 2024) Efendy & Bharata (2025) Cao et al., (2025) Istiqomah (2025) (Yuan & Marzuki (2024) Sipangkar & Ernawadi (2025) Komala & Ernawadi (2025)

Based on ECT, this study developed a conceptual model that refers to Komala & Ernawadi (2025). Based on the first postulate of ECT, explaining *confirmation* arises through a comparison between *expectation* and *perceived performance*. When individuals compare the real experience they have gained with the initial expectations, an assessment will be formed in the form of *confirmation* or *disconfirmation*, which is the extent to which the experience is considered to meet or does not meet the individual's expectations. The results of the comparison will determine the level of satisfaction felt by the individual. The postulate is then deduced to the variable relationship stage in the research. found that (Rasoolimanesh et al., 2020) *customer satisfaction* is positively influenced by *perceived value* consisting of the dimensions of *social value*, *functional value*, and *emotional value* in the tourism industry in Iran. finding Sevilmiş et al., (2022) *customer satisfaction* is positively influenced by *perceived value* consisting of the dimensions of *economic value* and *emotional value* in gyms in Turkey. found that Yanie et al., (2024) *tourist satisfaction* was positively influenced by *perceived value* consisting of *social value* and *emotional value* dimensions in the Surabaya Mangrove Botanical Garden. The results of a similar study were found by Komala & Ernawadi (2025) that *customer satisfaction* is positively influenced by *social value* and *economic value* in the Sanding Waterboom object in Bandung Regency. The findings show that the level of individual satisfaction will increase if *perceived performance* meets or exceeds *expectations*. As a modification of the conceptual model that refers to Komala & Ernawadi (2025), this study replaces *customer engagement* by placing *destination love* that is more relevant to the characteristics of tourism made by Dufan Ancol. In the context of tourism, *destination love* is a form of long-term relationship between tourists and a destination, which is formed through positive emotional closeness, a sense of compatibility in the relationship with the destination, and the value of the destination in tourists. These relationships involve interrelated cognitive, affective, and behavioral aspects, thus fostering strong attachment, encouragement to revisit, and commitment to the destination. In this study, *positive confirmation* is understood as a form of initial satisfaction which can then develop into deeper and more meaningful satisfaction, which is represented through the concept of *destination love*. *Perceived performance* that meets or exceeds *expectations* is able to produce strong satisfaction, which in the later stages develops into an emotional attachment to the destination. However, so far there has been no research that directly examines the influence of *functional value*, *social value* and *economic value* on *destination love* in the context of tourism made by Dufan Ancol. Therefore, *functional value*, *social value* and *economic value* are suspected to have a positive effect on *destination love*. This explanation is the basis for establishing the following hypothesis:

- H1: *Functional value* has a positive effect on *customer satisfaction*.
- H2: *Social value* has a positive effect on *customer satisfaction*.
- H3: *Economic value* has a positive effect on *customer satisfaction*.
- H4: *Functional value* has a positive effect on *destination love*.
- H5: *Social value* has a positive effect on *destination love*.
- H6: *Economic value* has a positive effect on *destination love*.

ECT explains that satisfaction arises as an affective response that is formed after the individual evaluates the degree of conformity between initial expectations and perceived actual performance. The postulate in this study is deduced into the variables of *customer satisfaction* as an initial affective response, as well as *destination love* as a deeper emotional attachment to the destination. The findings show that Saktiana (2024) *destination love* has a positive effect on *revisit intention*. Thus, it can be concluded that *destination love* is an emotional bond of tourists to a destination, which plays a role in forming *revisit intentions*. In this study, *destination love* was placed as a follow-up affective reaction that arises when travelers evaluate actual experiences that have been shown to meet or exceed initial expectations. The more positive the attitude and emotional attachment that is formed, the higher the tendency to carry out *behavioral intentions*. In line with the finding that (Ruslim, 2025) *revisit intention* is positively influenced by *tourist satisfaction* in Bali. Based on the above description, the following hypothesis is proposed:

- H7: *Customer satisfaction* has a positive effect on *revisit intention*.
- H8: *Destination love* has a positive effect on *revisit intention*.

ECT explains that satisfaction arises as an affective response after the individual evaluates the fit between the initial expectations and the actual experience received. In this study, the evaluation of satisfaction is represented through *the customer satisfaction variable*, while the affective attachment develops from meaningful experiences is represented through the concept of *destination love*. The affective attachment that is formed then affects the individual's attitude, which is the basis for determining *behavioral intention*. However, there is still limited research directly testing the effect of *customer satisfaction* on *destination love*. Referring to this psychological process, *customer satisfaction* is positioned as an affective evaluation that can encourage the formation of *destination love*. The affective attachment that is formed then affects the individual's attitude which is the basis for determining *behavioral intention*. Based on the explanation above, one hypothesis can be determined as follows:

- H9: *Customer satisfaction* has a positive effect on *destination love*.

Overall, ECT affirms that satisfaction arises from an evaluation of the fit between initial expectations and perceived actual performance. Performance that meets or exceeds expectations will result in a higher *level of confirmation*, thus having a positive impact on the formation of *behavioral intention*. Referring to the combination of these postulates, which will then be deduced in the analysis of variable relationships, the findings of Komala & Ernawadi (2025) show that *customer satisfaction* plays a role as a mediator of the influence of *social value* and *economic value* on *behavioral intention*. However, until now, no studies have been found that test the role of *destination love* mediation in the relationship between *functional value*, *social value* and *economic value* which is hypothesized to affect *revisit intention*. Based on the ECT framework, *perceived performance* that meets *expectations* will produce positive *confirmation* that then reflects individual satisfaction, and can encourage *behavioral intention*, so it is hypothesized that *destination love* plays a role in mediating *functional value*, *social value* and *economic value* to *revisit intention*. Based on this description, the following 6 hypotheses are proposed:

- H10: *Customer satisfaction* plays a role in mediating *functional value* to *revisit intention*.
H11: *Customer satisfaction* plays a role in mediating *social value* to *revisit intention*.
H12: *Customer satisfaction* plays a role in mediating *economic value* to *revisit intention*.
H13: *Cestination love* plays a role in mediating *functional value* to *revisit intention*.
H14: *Destination love* plays a role in mediating *social value* to *revisit intention*.
H15: *Destination love* plays a role in mediating *economic value* to *revisit intention*.

Based on the description of the influence of *functional value*, *social value* and *economic value* on *revisit intention* mediated by *customer satisfaction* and *destination love*, the following conceptual model can be proposed:

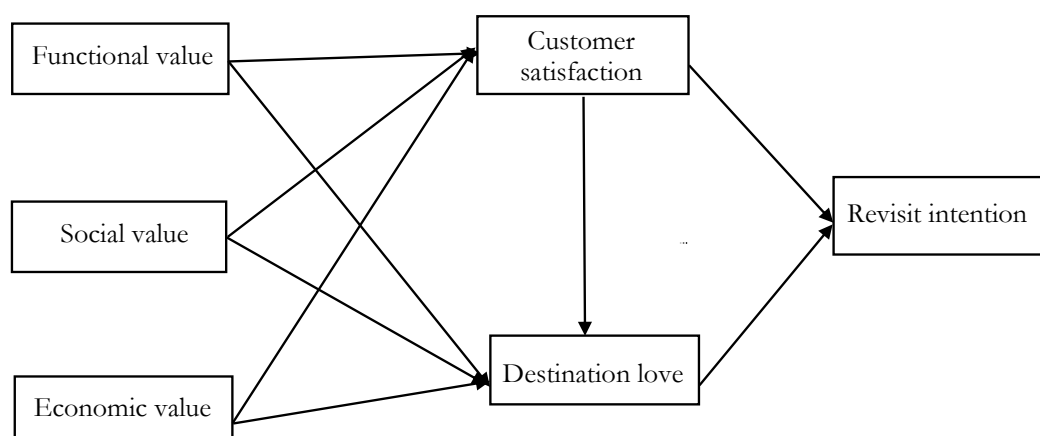


Figure 1 Conceptual Model

RESEARCH METHODS

This study uses a quantitative approach with a survey method defined as a research approach that collects data from a sample using a questionnaire to test causal relationships. The questionnaire used in concluding the data in this study was categorized as valid and reliable both based on semantic tests and *external models*. The population in this study is tourists who have visited Dufan Ancol. The sample of this study is at least once in the past year with a minimum age of 17 years. Respondents were selected using *the purposive sampling* technique, which is one of *the techniques of non-probability sampling* and was collected through the distribution of *online* questionnaires. This study uses a *cross-sectional* design, where data is collected over a period of time to obtain respondents' perceptions of the variables studied. Based on the data collection process, 140 respondents were obtained and were dominated by women (75%), aged 23-28 years (56.4%). Based on domicile, respondents were dominated by tourists from areas outside Jakarta (57.9%). Meanwhile, based on work, the majority of respondents were students (43.6%) as shown in the appendix in table 1.

Data analysis was carried out using *partial least square modeling* (PLS-SEM) with the help of smartPLS software version 3.0. According to Hair et al. (2019), PLS-SEM is a variance-based analysis technique used to test the causal relationship between latent variables and predict research models. The evaluation of the measurement model (*outer model*) is carried out through *convergent validity*, *discriminant validity*, and *composite reliability* testing to ensure the validity and reliability of the research construct. The results of the evaluation showed that all indicators met *the convergent validity*

criteria with a loading factor value of ≥ 0.7 and a *composite reliability* value of ≥ 0.7 as shown in the appendix in table 2. All *discriminant validity* tests are evaluated using the fornell larcker criterion to ensure that each construct is capable of measuring concepts that are different from other constructs. According to , Hair et al., (2021) *discriminant validity* is stated to be fulfilled if the square root value of *the average variance extracted* in each construct is greater than the correlation value between the construct and other constructs. Based on the test results, all constructs meet these criteria, as presented in table 3 in the appendix. Furthermore, the evaluation of the structural model (*inner model*) was carried out through AVE and AVE *root square* testing, where all constructs in this study have met the *convergent validity* criteria as presented in the appendix in table 4. Then the evaluation of the structural model (*inner model*) is also carried out through *f-square testing*, *goodness of fit*, and hypothesis testing.

RESULTS AND DISCUSSION

Before hypothesis testing, an evaluation of the feasibility of the research model using *goodness of fit* (GoF) was first carried out to assess the overall fit level of the model. Based on the criteria, a GoF value of 0.10 indicates a small match, 0.25 a medium match, and 0.36 a large match. (Wetzels et al., 2009) Based on table 5, the GoF value obtained from the calculation of 0.390 shows that the combined performance of the *outer model* and *inner model* in this study is included in the category of large GoF. So, hypothesis testing can be done using SmartPLS 3.0.

Table 5 Goodness of Fit (GoF)

Variable	AVE	R-Square
Functional value	.626	
Social value	.600	
Economic value	.637	
Customer satisfaction	.553	.313
Destination love	.624	.265
Revisit intention	.666	.159
Average	.618	.246

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

$$\text{GoF Value} = \sqrt{\text{Average AVE} \times \text{Average R-square}}$$

$$\text{GoF Value} = \sqrt{0.618 \times 0.246}$$

$$\text{GoF Value} = \sqrt{0.390}$$

The next stage is an *effect size* test using *the f-square* value to evaluate the magnitude of the influence of independent variables on dependent variables. Based on Hardisman's (2021) criteria, *the f-square value* < 0.02 indicates the absence of a small effect, a value of 0.02-0.15 indicates a small effect, a value of 0.15-0.35 indicates a moderate effect, and a value of ≥ 0.35 indicates a large effect.

Table 6 F-Square

	FV	SV	EV	CS	DL	RI
Functional value				.237	.006	
Social value				.001	.001	
Economic value				.045	.035	
Customer satisfaction					.120	.057
Destination love						.043
Revisit intention						

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

The results of the effect *size* calculation presented in table 6 show that the effect of *functional value* on *customer satisfaction* is in the medium effect category with an f^2 value of 0.237. This shows that *functional value* makes a considerable contribution. These findings are in line with the results of the hypothesis test showing that the relationship between *functional value* and *customer satisfaction* is supported by empirical data. Furthermore, the effect of *economic value* on *customer satisfaction*, *economic value* on *destination love*, *customer satisfaction* on *revisit intention*, and *destination love* on *revisit intention* are in the category of small effects with an F^2 value of 0.045 each; 0,035; 0,120; 0,057; and 0.043. This shows that the five relationships still contribute to explaining endogenous variables, although the magnitude of the contribution is still relatively low. These findings are consistent with the results of hypothesis tests that show that the relationship between *economic value* to *customer satisfaction*, *economic value* to *destination love*, *customer satisfaction* to *revisit intention*, and *destination love* to *revisit intention* is supported by empirical data. On the other hand, the effect of *functional value* on *destination love*, *social value* on *destination love* has f^2 values of 0.006; 0.001; and 0.001, respectively, so that it does not show the size of the effect and does not make a significant contribution to the endogenous variable. These results are consistent with hypothesis testing that shows that the relationship between *functional value* to *destination love*, *social value* to *customer satisfaction*, and *social value* to *destination love* is not supported by empirical data.

After the research model is declared to meet the evaluation of *the outer model* and *the inner model*, the next stage is hypothesis testing using the *bootstrapping* procedure on PLS-SEM. This test aims to find out whether the relationships between variables in the conceptual model are supported by empirical data based on *path coefficient*, t-statistical, and p-value values. The results of the hypothesis testing are presented in the following table:

Table 6 Statistical Hypothesis Test Results

Hypothesis	Description	Path Coefficient	t Statistic	P Values	Remarks
H1	FV → CS	.448	3.824	.000	Supported
H2	SV → CS	.024	0.321	.374	Not Supported
H3	EV → CS	.193	2.136	.017	Supported
H4	FV → DL	.082	0.823	.206	Not Supported
H5	SV → DL	.028	0.242	.404	Not Supported
H6	EV → DL	.179	1.994	.023	Supported
H7	CS → RI	.248	2.771	.003	Supported
H8	DL → RI	.216	2.050	.020	Supported
H9	CS → DL	.358	2.834	.002	Supported
H10	FV → CS → RI	.111	2.188	.015	Supported
H11	SV → CS → RI	.006	0.288	.387	Not Supported
H12	EV → CS → RI	.048	1.586	.057	Not Supported
H13	FV → DL → RI	.018	0.700	.242	Not Supported
H14	SV → DL → RI	.006	0.205	.419	Not Supported
H15	EV → DL → RI	.039	1.238	.108	Not Supported

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

Based on the results of the analysis presented in Table 6, seven out of fifteen hypotheses are proven to be supported by empirical data, as shown by the t-statistical value and the p-value ≤ 0.05 . The results of this study show that *functional value* has a positive effect on *customer satisfaction*

and has an indirect effect on *revisit intention* through *customer satisfaction*. In addition, *economic value* also has a positive effect on *customer satisfaction* and *destination love*. *Customer satisfaction* has been proven to have an effect on *destination love* and *revisit intention*, while *destination love* has a positive effect on *revisit intention*. On the other hand, *social value* has no effect on *customer satisfaction* or *destination love*, and does not have an indirect influence on *revisit intention* through these two mediation variables.

Based on the test results, it is known that hypothesis 10 is supported by empirical data. *The functional value* affects *the revisit intention* through *customer satisfaction*, so that the hypothesis is accepted with a path coefficient value of 0.111. The results of the analysis show that the ability of destinations to provide entertainment, help tourists reduce stress through tourist activities, and provide benefits for the time spent during a visit to Dufan Ancol can increase *customer satisfaction*. This is reflected in the feeling of happiness during the visit, the fulfillment of tourists' expectations, and the belief that visiting Dufan Ancol is the right decision. This level of satisfaction further encourages tourists to have the intention of revisiting, recommending Dufan Ancol to others, and planning future visits. The logical inference from the findings of this study reinforces the relevance of *the Expectation Confirmation Theory* (ECT) which explains that satisfaction arises when the actual experience that the traveler evaluates meets or exceeds initial expectations. When the functional benefits obtained are able to meet their expectations, travelers will feel *customer satisfaction* which ultimately increases *revisit intention*. This finding is different from the research of Komala & Ernawadi (2025) which uses *customer engagement* as a mediation variable. This study shows that *customer satisfaction* is also able to be a mediation mechanism that explains the influence of *functional value* on *revisit intention*, thereby expanding the application of ECT in the context of tourist destinations.

Meanwhile, the results of the study show that hypothesis 11 is not supported by empirical data. Although *customer satisfaction* was found to affect *revisit intention*, *customer satisfaction* was not influenced by *social value*, so *customer satisfaction* did not mediate the relationship between *social value* and *revisit intention*. These findings indicate that *social values* reflected in close relationships with friends, opportunities to share experiences with those closest to them, and increased social interaction during visits have not been able to create feelings of happiness during travel, meet tourists' expectations, or strengthen the belief that the decision to visit a destination is the right decision. As a result, *customer satisfaction* that is not optimally formed has not been able to encourage tourists' desire to visit again, recommend to others, and plan future visits. Based on these logical inferences, the results of this study do not support the findings put forward by Putri & Ernawadi (2024).

In addition, the results of the study show that hypothesis 12 is not supported by empirical data. Although *customer satisfaction* was found to have an effect on *revisit intention*, *customer satisfaction* was not influenced by *economic value*, so *customer satisfaction* did not mediate the influence of *economic value* on *revisit intention*. These findings indicate that tourists' perceptions of the compatibility between the time spent and the experience gained and the compatibility between the costs incurred and the quality of the travel experience have not been able to create feelings of happiness during the visit, meet tourists' expectations, or strengthen the belief that visiting a destination is the right decision. As a result, *customer satisfaction* that is not optimally formed has not been able to encourage tourists' desire to visit again, recommend to others, or plan future visits. Based on these logical inferences, the results of this study do not support the findings put forward by Seviliş et al., (2022).

Furthermore, the results of the study show that hypothesis 13 is not supported by empirical data. Although *destination love* was found to affect *revisit intention*, *destination love* was not influenced by *functional value*, so *destination love* did not mediate the effect of *functional value* on *revisit intention*. These findings indicate that the ability of destinations to provide entertainment, help reduce stress, and provide benefits for time spent, has not been able to foster emotional attachment to the destination. Thus, *functional value* has not been able to increase emotional attachment, liking the destination or form a deep positive feeling towards the destination. As a result, *destination love* that is not optimally formed has not been able to encourage tourists' desire to revisit, recommend to others, and plan future visits.

Furthermore, the results of the study show that hypothesis 14 is not supported by empirical data. Although *destination love* was found to have an effect on *revisit intention*, *destination love* was not influenced by *social value*, so *destination love* did not mediate the influence of *social value* on *revisit intention*. These findings indicate that *social value* reflected in close relationships with friends, opportunities to share experiences with close people, and increased social interaction during visits has not been able to foster emotional attachment to destinations, increase love for destinations or form deep positive feelings towards destinations. As a result, *destination love* that is not optimally formed has not been able to encourage tourists' desire to revisit, recommend to others, and plan future visits.

Finally, the results of the study show that hypothesis 15 is not supported by empirical data. Although *destination love* was found to have an effect on *revisit intention*, *destination love* was not influenced by *economic value*, so *destination love* did not mediate the influence of *economic value* on *revisit intention*. These findings indicate that tourists' perceptions of the suitability between costs spent, time spent, and quality of experience obtained have not been able to foster emotional attachment to the destination, increase a sense of liking for the destination or form deep positive feelings towards the destination. As a result, *destination love* that is not optimally formed has not been able to encourage tourists' desire to revisit, recommend to others, and plan future visits. Based on the overall discussion, it can be concluded that the application of *Experimental Confirmation Theory* (ECT) in this study has received partial support.

The results of this study also show that *functional value* contributes the most to *customer satisfaction* with a coefficient of 0.448. Furthermore, *customer satisfaction* affects *destination love* with a path coefficient of 0.358, followed by the effect of *customer satisfaction* on *revisit intention* of 0.248. In addition, *destination love* has an effect on *revisit intention* with a path coefficient of 0.216. Meanwhile, *economic value* also affects *customer satisfaction* and *destination love* with path coefficients of 0.193 and 0.179, respectively. These findings indicate that Dufan Ancol managers need to prioritize increasing functional value as the main strategy to increase *customer satisfaction*, strengthen *destination love*, and ultimately encourage increased *revisit intention* of tourists to return to Dufan Ancol.

CONCLUSION

The results of the study show that *customer satisfaction* is able to mediate the relationship between *functional value* and *revisit intention*. The novelty of this research lies in the development of a conceptual model that refers to Komala & Ernawadi (2025) by using *destination love* as a mediating variable in the relationship between the dimension of *perceived value* and *revisit intention*. Although the results of the study show that *destination love* does not play a role as a mediating variable, these findings contribute empirical evidence to the development of tourist behavior literacy, especially

in the context of artificial tourist destinations such as Dufan Ancol. The findings also reinforce the relevance of the *Expectation Confirmation Theory* (ECT), which explains that the actual experience of the tour during the visit will be evaluated based on its suitability with the initial expectations. When the experience is felt to meet or exceed expectations, *customer satisfaction will be* formed, thus encouraging the formation of *revisit intention*. The limitation of this research is that the research is only carried out on tourist destinations made by Dufan Ancol so that the results of the research cannot be generalized to various types of tourist destinations that have different characteristics. Furthermore, based on the results of the hypothesis testing in Table 6, *social value* has the lowest path coefficient among the independent variables studied. Thus, the researcher is then advised to add other independent variables that are thought to have a greater influence on *customer satisfaction* and *destination love*, or re-examine the role of *social value* in different tourist attractions. On the other hand, this study only uses three of the five dimensions of *perceived value* introduced by Sheth et al. (1991), namely *functional value*, *social value* and *economic value*, while *emotional value* and *conditional value* are not used because they are adjusted to the characteristics of the research object. Rini et al. (2025) found that *emotional value* has a positive effect on *tourist satisfaction*. Thus, researchers are then advised to include *emotional value* and *conditional value* and explore *underpinning theories* that are in accordance with the characteristics of the research object in order to gain a more comprehensive understanding of the factors that affect *revisit intention*.

This study aims to identify the factors that affect the formation of Dufan Ancol tourism *revisit intentions* based on tourists' perception of the three dimensions of *perceived value*, namely *functional value*, *social value* and *economic value*. Based on the results of the research, *functional value* and *economic value* are dimensions that play a role in increasing *revisit intention* so that Dufan Ancol managers need to prioritize the development of these two dimensions. **First**, Dufan Ancol managers can optimize the queue management system through digital technology on the official Dufan application, so that tourists can take queue numbers digitally and take advantage of waiting time to enjoy other facilities, such as rest areas, performances, or rides with shorter queues. In addition, managers also need to improve the comfort of supporting facilities, such as adding shelter areas, seating, and gadget power waste points around the queue area. These efforts are expected to be able to improve the efficiency of visit time, reduce fatigue and stress due to long queues, and create a more comfortable and valuable visiting experience. **Second**, the Dufan Ancol manager can optimize the Ancol points program that has been implemented by expanding the benefits of point redemption, not only for ticket discounts, but also for food vouchers, locker rentals, merchandise purchases, and other supporting facilities in the Dufan area. The optimization of this program is expected to increase the perception of tourists that the costs incurred are proportional to the benefits received, thereby increasing *economic value*. Thus, the program can encourage visitors to revisit Dufan Ancol and recommend to others.

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APPENDIX

Table 1 Respondent Profile

Description	NUMBERS	
	PEOPLE	PERCENTAGE
Gender		
Male	35	25%
Women	105	75%
Age		
17-22 years old	53	37,9%
23-28 years old	79	56,4
>28 years old	8	5,7%
Domicile		
Jakarta	59	42,1%
Outside Jakarta	81	57,9%
Jobs		
Students	13	9,3%
Students	61	43,6%

Wiraswata	10	7,1%
Employees	41	29,3%
State Employees	3	2,1%
Others	12	8,6%

Source: *Google Forms* Output (Primary Data, 2026)

Table 2 Loading Factor and Composite Reliability

Statement	Loading Factor	Composite Reliability
<i>Functional value (FV)</i>		.834
I was entertained by various game rides in Dufan Ancol	.794	
A visit to Dufan Ancol helped me reduce the stress of my daily activities	.821	
The time I spent in Dufan Ancol was rewarding	.802	
<i>Social value (SV)</i>		.818
My relationship with friends became closer when I visited Dufan Ancol	.733	
Visiting Dufan Ancol provides an opportunity for various excitement with the people closest to you.	.772	
Visiting Dufan Ancol increased my interaction with the people closest to me	.817	
<i>Economic value (EV)</i>		.840
The price of the entrance ticket is according to the benefits obtained	.835	
The time I spent enjoying the rides in Dufan Ancol provided a valuable experience for me	.751	
The expenses during my stay at Dufan Ancol were in accordance with the overall quality of the experience I gained	.805	
<i>Customer satisfaction (CS)</i>		.789
I felt happy during my visit to Dufan Ancol	.736	
Dufan Ancol met my expectations	.724	
Visiting Dufan Ancol is the right decision	.773	
<i>Destination love (DL)</i>		.857
I feel emotionally connected to Dufan Ancol	.831	
I love Dufan Ancol	.860	
I have deep positive feelings towards Dufan Ancol	.750	
<i>Revisit intention (RI)</i>		.857
I intend to visit Dufan Ancol again	.831	
I would like to recommend Dufan Ancol to others	.812	
I have plans to visit Dufan Ancol again in the future	.806	

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Table 3 Fornell Larcker

	<i>Functional value (FV)</i>	<i>Social value (SV)</i>	<i>Economic value (EV)</i>	<i>Customer satisfaction (CS)</i>	<i>Destination love (DL)</i>	<i>Revisit intention (RI)</i>
FV	.791					
SV	.306	.775				
EV	.378	.251	.798			
CS	.528	.210	.368	.745		
DL	.347	.173	.349	.473	.790	
RI	.236	.187	.266	.350	.333	.816

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)

Table 4 AVE and AVE Square Root Value

Variable	AVE	The square root of AVE
Functional value	.626	.791
Social value	.600	.775
Economic value	.637	.798
Customer satisfaction	.554	.744
Destination love	.624	.790
Revisit intention	.666	.816

Source: SEM-PLS Version 3.0 Output (Primary Data, 2026)