

The effect of functional value to revisit intention Dufan Ancol: The mediating role of customer satisfaction and destination love

Nisa Ajshari¹, Yadi Ernawadi²

^{1,2} Jenderal Achmad Yani University, Indonesia

Email: nisaajshari_22p501@mn.unjani.ac.id¹, yadi.ernawadi@lecture.unjani.ac.id²

Abstract

Keywords:

Functional value, Social value, Economic value, Customer satisfaction, Destination love, Revisit intention, Expectation Confirmation Theory (ECT)

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 lead to mental stress when a person follows a routine lifestyle without sufficient variety in activities (Atsarina & Nurcahyanto, 2018). Through tourism activities, a person can achieve mental refreshment, a sense of joy, and new experiences that provide inner satisfaction (Packer, 2021). Ernawadi (2025) explains that tourism is a system understood as a product of experiences and places. The diversity of tourism potential in Indonesia is reflected in the many regions offering attractive tourist attractions; one such region is the Special Capital Region of Jakarta (Alamsah et al., 2024). One of the tourist destinations located within the Taman Impian Jaya Ancol complex is Dunia Fantasi, which offers a variety of recreational and entertainment rides for people of all ages. Based on data from Central Statistics Agency the DKI Jakarta Provincial, the average growth rate of tourist visits to tourist destinations in DKI Jakarta Province during the 2023–2024 period reached 37.11%. However, during the same period, the growth in the number of tourist visits to Dufan Ancol reached only 1.31%. This disparity in growth rates indicates that the increase in tourist visits to Dufan Ancol remains below the average growth rate for tourist destinations in the Special Capital Region of Jakarta. This situation suggests that Dufan Ancol faces challenges in boosting tourists' interest in revisiting the park, necessitating efforts to identify the factors influencing tourists' intention to return.

To achieve the objectives of this study, Expectation Confirmation Theory (ECT) was used as the underpinning theory in formulating the conceptual model. ECT, proposed by Oliver (1980), as a theory in the field of psychology states that individual satisfaction is formed through an evaluation of the match between initial expectations and perceived performance. Expectations serve as the benchmark individuals use to compare their initial hopes with perceived performance. Perceived performance refers to the actual experience individuals have after using a product or service. Confirmation occurs when the results or performance of a product align with an

individual's expectations. Behavioral intention is an individual's intention to act in the future, particularly in the form of repeat purchases. ECT has been widely used across various academic disciplines, such as in the field of information science (Prawesty et al., 2022) and (Alshammari et al., 2024). It has also been applied by researchers in the field of education, including Ye et al. (2022) and Rahayu & Rahmah (2025). In the field of marketing, ECT has been used as an underpinning theory by Juliana et al. (2021) in digital marketing, by Hidajat & Tanamal (2024) in service marketing, and by Efendy & Bharata (2025) in consumer behavior. ECT is also used in research on specific subjects, Cao et al. (2025) by such as by in the field of nature tourism and Istiqomah (2025) in the field of historical tourism. Meanwhile, Yuan & Marzuki (2024) studied the Qingming Shangheyuan historical theme park in China; Sipangkar & Ernawadi (2025) studied Sarae Hills in West Bandung Regency and Komala & Ernawadi (2025) studied Sanding Waterboom in Bandung Regency all examples of man-made tourism destinations.

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:

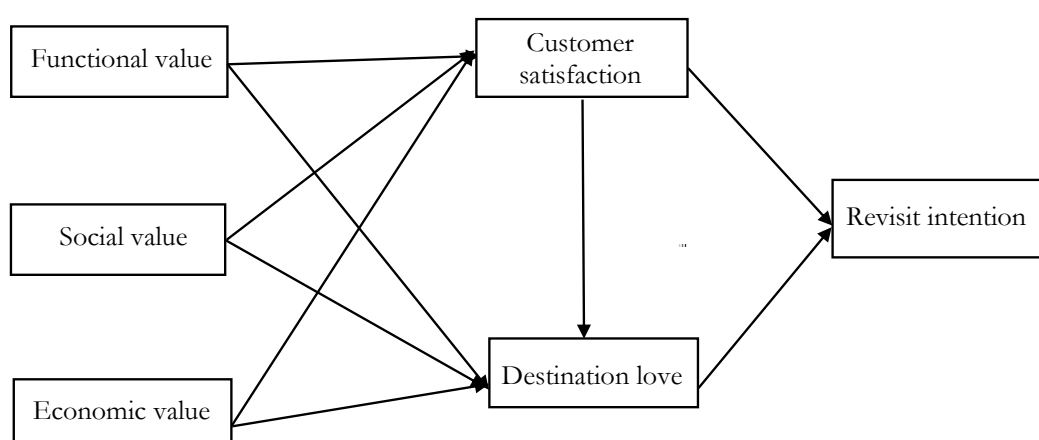


Figure 1 Conceptual Model

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 Sevilmiş 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.

REFERENCES

- Alshammari, S. H., & Alshammari, R. A. (2024). An integration of expectation confirmation model and information systems success model to explore the factors affecting the continuous

- intention to utilise virtual classrooms. *Scientific Reports*, 14, 18491. <https://doi.org/10.1038/s41598-024-69401-8>
- Alamsah, R., Hendrian, S., & Rusmardiana, A. (2024) Perancangan sistem informasi objek wisata di DKI Jakarta berbasis android. *Jurnal Riset Dan Aplikasi Mahasiswa Informatika (JRAMI)*, 5 (2), 239-246. <https://doi.org/https://doi.org/10.30998/jrami.v5i2.5489>
- Atsarina, A.I.N., & Nurcahyanto, H., (2018). Strategi pengembangan pariwisata taman kyai langgeng di kota magelang. *Journal of Management and Public Policy*, 7(2), 544-561
- Ancol. (2024). Laporan Tahunan Annual Report.
- Badan Pusat Statistik. (2025). Provinsi Dki Jakarta Dalam Angka.
- Cao, C., Huijuan, L., & Wang, Z (2025). influencing factors of tourist loyalty in camping destinations based on Expectation Confirmation Theory: the mediating role of satisfaction and well-being. *Humanities & Social Sciences Communications*, 12, 1418. <https://doi.org/10.1057/s41599-025-05803-x>
- Ernawadi, Yadi, 'Pemasaran Pariwisata', In *Manajemen Pariwisata*, Ed. By Milla Syukrina Sari (Akiopedia Press, 2025), Pp. 179-199
- Efendy, D.K., & Bharata, W. (2025). Pengukuran perilaku pengguna produk apple menggunakan perspektif expectation confirmation theory dan flow theory. *COSTING: Journal of Economic, Business and Accounting*, 8(1), 48-57 <https://doi.org/10.31539/costing.v7i1.13916>
- Hair, J. F., Astrachan, C. B., Moisesescu, O. I., Radomir, L., Sarstedt, M., Vaithilingam, S., & Ringle, C. M. (2021). Executing and interpreting applications of PLS-SEM: Updates for family business researchers. *Journal of Family Business Strategy*, 12(3), 100392.
- Hardisman. (2021). *Analysis of partial least squares structural equation modeling (PLS-SEM)*.
- Hidajat, C.C, & Tanamal, R. (2024). Expectation-Confirmation Model dengan extended variable Adaptation dan trust pada penggunaan Go Send. *Management, Accounting and Technology (JEMATech)*, 7(2). 203-212. <https://doi.org/10.32500/jematech.v7i1.4672>
- Istiqomah, I. (2025). Determinant Factors of revisit intention to museum: Integration of Technology Acceptance Model and Expectation Confirmation Theory. *Journal of Computer Science and Informatics Engineering*, 4(4), 312–323. <https://doi.org/10.55537/cosie.v4i4.1202>
- Komala, D., & Ernawadi, Y. (2025). Perceived Value as a Predictor of Behavioral Intention Mediated by Customer Engagement and Customer Satisfaction Sanding Waterboom Bandung Regency. *Jurnal Ilmu Manajemen Advantage*, 9(1), 107–119. <https://doi.org/10.30741/adv.v9i1.1516>
- Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17 (4), 460.
- Packer, J. (2021). Taking a break: Exploring the restorative benefits of short breaks and vacations. *Annals of Tourism Research Empirical Insights*, 2(1). <https://doi.org/10.1016/j.annale.2020.100006>
- Prawesty, N., Izzudin, M. A., & Permadi, A. (2022). Pengaruh Kualitas Layanan ISP-S Pada Kepuasan Mahasiswa Terhadap Perkuliahan Daring Masa Pandemi COVID 19 – Mix Method SERVPERF dan ICT. *Jurnal Sisfokom (Sistem Informasi Dan Komputer)*, 11(3), 325–331. <https://doi.org/10.32736/sisfokom.v11i3.1471>
- Putri, S. Y., & Ernawadi, Y. (2024). Pengaruh perceived value terhadap behavioral intention melalui customer engagement dan customer satisfaction Dreamland Waterpark Ajibarang. *Journal of Economic, Busines and Accounting (COSTING)*, 7(5), 1905–1921.
- Rahayu, D.S., & Rahmah, E. (2025). Pengaruh layanan perpustakaan terhadap tingkat kepuasan mahasiswa sekolah pascasarjana universitas negeri padang. *Pendes: Jurnal Imiah Pendidikan Dasar*, 10(2). <https://doi.org/10.23969/jp.v10i02.25057>
- Rasoolimanesh, S. M., Iranmanesh, M., Amin, M., Hussain, K., Jaafar, M., & Ataishad, H. (2020). Are functional, emotional and social values interrelated A study of traditional guesthouses in Iran. *International Journal of Contemporary Hospitality Management*, 32(9), 2857–2880. <https://doi.org/10.1108/IJCHM-03-2020-0193>

- Rini, L. E., Sahputri, R.A.M., & Sihombing, S. (2025). Pengaruh Perceived value terhadap tourist satisfaction: Studi Kasus Bangka Belitung. *Jurnal Manajemen Modal Insani dan Bisnis (JMMBIB)*, 6(1). <https://doi.org/10.61567/jmmib.v6i.235>
- Ruslim, T. S. (2025). Understanding revisit intention among Gen Z in Bali tourism: The role of service quality, perceived risk, and satisfaction. *Journal of Management and Digital Business*, 5(3), 745–762. <https://doi.org/10.53088/jmdb.v5i3.1909>
- Sipangkar, R., & Ernawadi, Y. (2025). Pengaruh *Tourist Perception* terhadap *Revisit Intention* melalui *Tourist Satisfaction* Sarae Hills Kabupaten Bandung Barat. *Jurnal Intelektualita: Keislaman, Sosial Dan Sains*, 14(1), 55–68. <https://doi.org/10.19109/intelektualita.v14i1.27248>
- Saktiana, G. M. (2024). Brand love as a mediation of the influence of novelty and experience on revisit intention at the jogja tourism city. *International Journal of Application on Economics and Business*, 2(4), 998–1007. <https://doi.org/10.24912/ijaeb.v2i4.998-1007>
- Sevilmiş, A., Özdemir, İ., García-Fernández, J., & Zhang, J. J. (2022). Examining the Relationships Among Perceived Quality, Perceived Value, Customer Satisfaction, and Behavioral Intention in Turkish Fitness Centers. *Physical Culture and Sport, Studies and Research*, 96(1), 40–54. <https://doi.org/10.2478/pcssr-2022-0018>
- Sheth J. N., Newman, B.I., & Gross, B. L (1991). why we buy what we buy: A theory of consumption values: Discovery service for air force Institute of Technology. *Journal of Business Research*, 22 (2), 159-170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Wetzels, M., Odekerken-Schröder, G., & Van Oppen, C. (2009). Using PLS Path Modeling for Assessing Hierarchical Construct Models: Guidelines and Empirical Illustration. *MIS Quarterly*, 33(1), 177-195.
- Ye, J. H., Lee, Y. S., & He, Z. (2022). The Relationship Among Expectancy Belief, Course Satisfaction, Learning Effectiveness, and Continuance Intention in Online Courses of Vocational-Technical Teachers College Students. *Frontiers in Psychology*, 13, 904319 <https://doi.org/10.3389/fpsyg.2022.904319>
- Yanie, D.S.E., Sanaji, S., & Artanti, Y.(2024). Pengaruh persepsi nilai terhadap kepuasan wisatawan pada kebun raya mangrove (krm) surabaya *COSTING: Journal of Economic, Business and Accounting*, 7(5), 1070-1084. <https://doi.org/10.31539/costing.v7i5.11569>
- Yuan, L., & Marzuki, A. (2024). What keeps historical theme park visitors coming? Research based on expectation confirmation theory. *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1293638>

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
Functional value (FV)		.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	
Social value (SV)		.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	
Economic value (EV)		.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	
Customer satisfaction (CS)		.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	
Destination love (DL)		.857
I feel emotionally connected to Dufan Ancol	.831	
I love Dufan Ancol	.860	
I have deep positive feelings towards Dufan Ancol	.750	
Revisit intention (RI)		.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

	Functional value (FV)	Social value (SV)	Economic value (EV)	Customer satisfaction (CS)	Destination love (DL)	Revisit intention (RI)
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)