

The Role of Attraction, Staff Service, Information, Facilities, and Quality of Activities in Increasing Revisit Intention through Tourist Satisfaction of to Sea World Ancol Visitors

Fauzan Kamil Akbar¹, Yadi Ernawadi²

^{1,2} Achmad Yani University, Indonesia

Email: fauzankamil_22p464@mn.unjani.ac.id¹, yadi.ernawadi@lecture.unjani.ac.id²

Abstract

Keywords:

Attraction, Staff Service,
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This study aims to analyze the effect of attraction, staff service, information, facilities, and quality of activities on the revisit intention of Sea World Ancol visitors through the mediating role of tourist satisfaction, drawing on the expectancy confirmation theory (ECT) framework. This quantitative study employed a survey method with a nonprobability purposive sampling technique, targeting visitors who had visited Sea World Ancol within the past six months. Data were collected through an online questionnaire and analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 3.2.9. Of the eleven hypotheses proposed, seven were supported by empirical findings. The results indicate that attraction, staff service, and information each exert a direct and significant effect on tourist satisfaction, which in turn exerts a direct and highly significant effect on revisit intention, whereas facilities and quality of activities exert a positive but non-significant effect on tourist satisfaction. Furthermore, tourist satisfaction was found to mediate the effects of attraction, staff service, and information on revisit intention, while its mediating role for facilities and quality of activities was not statistically supported. These findings offer theoretical and practical contributions by extending the application of expectancy confirmation theory to the context of indoor marine edutainment tourism and by demonstrating that the mediating role of satisfaction is conditional on the strength of an attribute's direct effect, while also providing practical guidance for Sea World Ancol's management to prioritize attraction renewal, staff service enhancement, and information expansion as key strategies for strengthening tourist satisfaction and encouraging repeat visitation.

INTRODUCTION

Prolonged and demanding daily routines tend to place individuals under considerable psychological pressure, and tourism has long been recognized as an effective coping mechanism that restores emotional balance and reduces work-related stress (Rosanna et al., 2021). Indonesia offers a wide spectrum of tourism typologies, ranging from nature-based and historical destinations to religious and educational tourism, each providing distinct recreational and learning experiences for visitors (Aditania et al., 2022). Among these, edutainment tourism, which deliberately blends entertainment with educational content, has become an increasingly attractive option for urban communities seeking meaningful leisure. Sea World Ancol, situated within the Taman Impian Jaya Ancol recreational complex, exemplifies this category as a marine edutainment destination that integrates conservation, learning, and entertainment through 28 display tanks housing diverse marine species, interactive fish presentations, the Magic Aquarium, and the Interactive Aquarium.

Despite these distinctive offerings, visitation to Sea World Ancol has declined sharply over the past two years. According to the annual report of PT Pembangunan Jaya Ancol Tbk (2025), visitor numbers peaked in 2023 at 1,335,082 following the post-pandemic recovery, but fell to 1,129,920 in 2024, a decrease of 205,162 visitors or 15.37 percent. The decline deepened further in 2025, with visitation dropping to 793,376, a reduction of 336,544 visitors or 29.78 percent compared to 2024. Cumulatively, Sea World Ancol lost 541,706 visitors, equivalent to a 40.57 percent contraction relative to its 2023 peak. A sustained and accelerating decline of this magnitude, occurring across two consecutive years, is a strong empirical signal of eroding revisit intention among prior visitors. The strategic importance of revisit intention is further evidenced by Putra and Ernawadi (2023), who found that visitor engagement significantly contributes to revisit intention at Borobudur Temple, one of Indonesia's most visited heritage destinations, reinforcing revisit intention as a central performance indicator across Indonesia's tourism sector regardless of destination type.

Retaining existing visitors is economically more efficient than acquiring new ones, given the substantially higher cost of new-customer acquisition in the tourism industry (Eviana, 2025). In the tourism marketing literature, a sustained decline in visitation that cannot be fully attributed to temporary external shocks is a recognized proxy for weakening revisit intention (Li et al., 2021; Rather et al., 2021). Li et al. (2021), through a longitudinal approach, demonstrated that a decline in repeat visitation over time is closely associated with a weakening tendency to revisit, particularly when the sensory impression of the first visit is insufficiently strong to motivate a subsequent visit. Rather et al. (2021) further showed that behavioral differences between first-time and repeat visitors directly affect revisit intention, with the visit experience itself, rather than accessibility alone, functioning as the principal determinant. Keni et al. (2024) documented a comparable phenomenon on the Riau Islands, where declining visitor numbers since April 2024 were empirically linked to low tourist satisfaction, which subsequently suppressed revisit intention. The declining trajectory of Sea World Ancol amid intensifying destination competition therefore provides strong academic justification for treating weakening revisit intention as the central problem requiring empirical investigation.

To explain this behavioral dynamic, this study employs expectancy confirmation theory (ECT), developed by Oliver (1980), as the underpinning theory rooted in cognitive psychology and consumer marketing (Schiebler et al., 2025). Two important antecedent theories, assimilation theory and contrast theory, originated in cognitive psychology before being adopted into consumer marketing. In the assimilation perspective, individuals are assumed to actively maintain cognitive harmony by drawing their perception of actual performance closer to prior expectation standards. In contrast, the contrast perspective argues that individuals magnify the gap between what is expected and what is felt, making any discrepancy more salient in the final evaluation (Anderson, 1973; Deighton, 1984; Hoch & Ha, 1986; Olshavsky & Miller, 1972; Cardozo, 1965; Olson & Dover, 1979; Oliver, 2010 in Schiebler et al., 2025). To bridge these two perspectives, Anderson (1973) proposed the nonlinear assimilation-contrast model, which states that minor deviations from expectation trigger assimilation, whereas deviations beyond a certain threshold trigger contrast away from the original expectation. Because this integrative model does not fully capture the process of satisfaction formation, a more structured and measurable framework such as ECT is required. This theory assumes that individuals first form expectations prior to interacting with a product or service, then perceive its actual performance, and subsequently compare the two through a cognitive process that produces satisfaction judgments.

Building on this theoretical foundation, this study replicates and selectively adapts the conceptual model proposed by Kamila and Ernawadi (2026) for the context of Sea World Ancol, incorporating five perceived-performance attributes considered most relevant to an indoor marine edutainment destination: attraction, staff service, information, facilities, and quality of activities. While prior studies have established the role of attraction and facilities in outdoor water park and nature-based tourism (Sugiana et al., 2024; Rini, 2023; Masriah et al., 2024), the role of staff service in destinations with active educational guiding functions, as well as the relevance of information and facilities in indoor marine edutainment settings, remains comparatively underexplored (Sitepu & Rismawati, 2021; Eviana, 2025). This constitutes the research gap addressed by the present study. The theoretical gap lies in the limited empirical testing of ECT as an integrative framework linking five distinct perceived-performance attributes, tourist satisfaction, and revisit intention within a single marine edutainment model, an approach that has been more commonly tested in single- or dual-attribute models in prior tourism literature (Sugiana et al., 2024; Cao et al., 2025). Similarly, Amelia and Ernawadi (2024) demonstrated that destination attributes exert both direct and indirect effects on revisit intention at Taman Mini Indonesia Indah, underscoring the continued relevance of testing multi-attribute perceived-performance models across diverse Indonesian tourism contexts. The novelty of this study lies in its integrative application of ECT to explain how attraction, staff service, information, facilities, and quality of activities jointly shape tourist satisfaction and, through it, revisit intention in the specific context of an indoor marine edutainment destination experiencing a documented and accelerating decline in visitation.

Based on this background, this study aims to analyze the effect of attraction, staff service, information, facilities, and quality of activities on the revisit intention of Sea World Ancol tourists through tourist satisfaction. This study contributes to the theoretical development of tourism marketing by testing an ECT-based integrative model in the marine edutainment tourism context, and offers practical implications for Sea World Ancol management, PT Pembangunan Jaya Ancol Tbk, and the Jakarta Tourism Office in designing strategies to increase visitor satisfaction and reverse the declining revisit trend.

Expectancy confirmation theory (ECT) is built upon four interrelated constructs: expectation, perceived performance, confirmation/disconfirmation, and satisfaction. Expectation reflects the cognitive standard held by an individual prior to interacting with a product or service, while perceived performance represents the individual's post-consumption assessment of actual performance. In this study, visitors' perceived performance is operationalized through five directly experienced destination attributes: attraction, defined as the uniqueness and diversity of marine-life attractions presented through display tanks and interactive rides (Sugiana et al., 2024); staff service, defined as the quality and competence of frontline staff in serving visitors while delivering educational content (Eviana, 2025); information, defined as the completeness and clarity of interpretive information provided through information boards, guides, and digital media (Sitepu & Rismawati, 2021); facilities, defined as the availability and adequacy of supporting infrastructure that sustains visitor comfort (Sugiana et al., 2024); and quality of activities, defined as the quality and diversity of interactive rides and programs designed to deliver an educational and enjoyable experience (Kamila & Ernawadi, 2026). These five attributes are not positioned as constructs external to ECT but as operational dimensions constituting visitors' perceived performance of Sea World Ancol. Individuals subsequently compare initial expectation with perceived performance, generating confirmation or disconfirmation (Schiebler et al., 2025); confirmation occurs when perceived performance matches expectation, positive disconfirmation occurs when perceived

performance exceeds expectation and produces stronger satisfaction, while negative disconfirmation occurs when perceived performance falls short of expectation and produces dissatisfaction (Azmi & Ernawadi, 2026). Satisfaction, the final evaluative construct, is conceptualized in this study as tourist satisfaction: visitors' emotional evaluation formed when the actual Sea World Ancol experience is compared with prior expectation (Kotler & Keller, 2009). ECT further asserts that satisfaction is not merely an affective endpoint but a driver of behavioral intention to repeat a satisfying experience, conceptualized here as revisit intention.

Cao et al. (2025) applied ECT to camping tourism in China and found that destination attributes significantly affect tourist satisfaction. Sugiana et al. (2024) demonstrated that attraction and facilities positively and significantly affect tourist satisfaction at a water tourism destination. Rini (2023) found that attraction and quality of activities positively affect tourist satisfaction at a nature-based destination. This is further reinforced by Sipangkar and Ernawadi (2025), who found that attraction, staff, facilities, and information positively affect tourist satisfaction at Sarae Hills, West Bandung Regency, using a nearly identical set of perceived-performance attributes to those examined in the present study. Masriah et al. (2024) confirmed that facilities directly affect tourist satisfaction at an open-nature-based destination. Sitepu and Rismawati (2021) demonstrated that service quality, encompassing information and staff service dimensions, significantly affects tourist satisfaction at a cultural heritage destination. Eviana (2025) found that staff service positively affects tourist satisfaction at a historical Jakarta destination. Kamila and Ernawadi (2026) confirmed in an activity-based destination in West Bandung Regency that visitor perception attributes affect tourist satisfaction through the confirmation/disconfirmation mechanism. Based on this reasoning, the following five hypotheses are proposed:

H1: Attraction has a positive effect on tourist satisfaction.

H2: Staff service has a positive effect on tourist satisfaction.

H3: Information has a positive effect on tourist satisfaction.

H4: Facilities has a positive effect on tourist satisfaction.

H5: Quality of activities has a positive effect on tourist satisfaction.

ECT also postulates that satisfaction shapes post-consumption behavioral tendencies, including the intention to repeat a satisfying experience. Kamila and Ernawadi (2026) found that tourist satisfaction positively affects revisit intention among Dusun Bambu visitors in West Bandung Regency. Huu et al. (2024) found tourist satisfaction to be a strong predictor of revisit intention at a Vietnamese destination. Sembiring et al. (2024) confirmed that tourist satisfaction significantly affects revisit intention at Waduk Darma, Kuningan. Wang et al. (2025) confirmed that tourist satisfaction mediates the relationship between tourist experience and revisit intention. Seow et al. (2024), in an ECT-based study of wellness tourism in Malaysia, found that tourist satisfaction mediates the relationship between perceived value and revisit intention. Eviana (2025) identified tourist satisfaction as the strongest predictor of revisit intention at Kota Tua Jakarta, while Nastabiq et al. (2021) confirmed a significant effect of tourist satisfaction on revisit intention at Kota Lama Semarang, with destination service quality as an important antecedent. Based on this reasoning, the following hypothesis is proposed:

H6: Tourist satisfaction has a positive effect on revisit intention.

In the ECT perspective, satisfaction functions not only as an evaluative outcome but also as a psychological mechanism bridging the effect of attraction, staff service, information, facilities, and quality of activities on revisit intention. Rini (2023) found that tourist satisfaction mediates the effect of attraction and staff service on revisit intention. Masriah et al. (2024) confirmed that tourist satisfaction mediates the effect of facilities and attraction on revisit intention. Sugiama et al. (2024) found that tourist satisfaction mediates the relationship between attraction and facilities and revisit intention at a water tourism destination. Kamila and Ernawadi (2026) also confirmed that tourist satisfaction mediates the effect of visitor perception attributes on revisit intention at the Pakuhaji destination. Based on this reasoning, the following five hypotheses are proposed:

H7: Attraction has a positive effect on revisit intention through tourist satisfaction.

H8: Staff service has a positive effect on revisit intention through tourist satisfaction.

H9: Information has a positive effect on revisit intention through tourist satisfaction.

H10: Facilities has a positive effect on revisit intention through tourist satisfaction.

H11: Quality of activities has a positive effect on revisit intention through tourist satisfaction.

Based on the explanation regarding the influence of attraction, staff service, information, facilities, and quality of activities on revisit intention mediated by tourist satisfaction, the following conceptual model can be proposed:

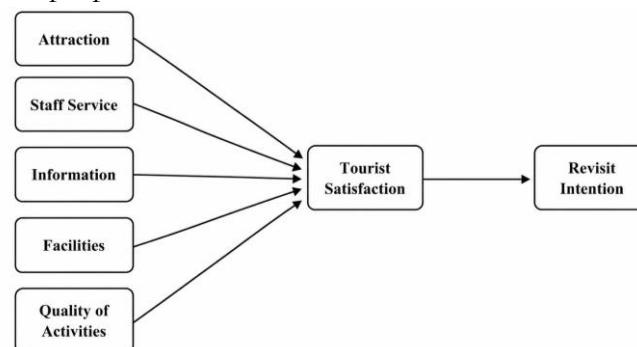


Figure 1. Conceptual Model

RESEARCH METHODS

This study adopts a quantitative approach using a survey method, selected for its capacity to explain causal relationships between variables while simultaneously testing the proposed research hypotheses (Effendi & Tukiran, 2012). The study is cross-sectional in nature, with data collected within a single time period. The population comprises all visitors of Sea World Ancol. The sample was determined using purposive sampling, a nonprobability sampling technique, with the inclusion criteria of visitors aged at least 17 years who had visited Sea World Ancol at least once within the preceding six months. This age threshold was applied because visitors within this range are considered cognitively capable of understanding and responding accurately to the questionnaire statements, while the six-month recency criterion was intended to ensure that

respondents retained sufficiently accurate recall of their experience with attraction, staff service, information, facilities, quality of activities, tourist satisfaction, and revisit intention, thereby minimizing recall bias. The minimum sample size was set at 126 respondents, consistent with the rule of thumb proposed by Roscoe (1975) and supported by Sekaran and Bougie (2017), which requires at least five times the number of indicators for multivariate research; this study applied a more conservative multiplier of six times the 21 indicators used across the seven research variables. Because the sampling technique was nonprobability in nature, the findings of this study cannot be generalized to the entire population of Sea World Ancol visitors and should instead be interpreted as reflecting the characteristics of respondents meeting the specified sampling criteria, as presented in Table 1.

Tabel 1. Respondent profile

Characteristics	Variable	Frequency	Percentage
Age	17-25 years	58	46.03%
	26-35 years	54	42.86%
	> 35	14	11.11%
	Total	126	100%
Domicile	Greater Bandung	82	65.08%
	Jabodetabek	14	11.11%
	Other	30	23.81%
	Total	126	100%
Occupation	Student (College)	45	35.71%
	Entrepreneur	31	24.60%
	Employee	29	23.02%
	Civil Servant	13	10.32%
	Student (School)	6	4.76%
	Other	2	1.58%
	Total	126	100%
Monthly Income	< Rp 5,000,000	73	57.94%
	Rp 5,000,000 - Rp 10,000,000	29	23.02%
	> Rp 10,000,000	24	19.05%
	Total	126	100%

Source: Primary data processed by the authors, 2026

Based on Table 1, the majority of respondents were between 17 and 25 years old (46.03%), followed closely by the 26-35 age group (42.86%), indicating that Sea World Ancol continues to attract a predominantly young-adult visitor base. In terms of domicile, most respondents resided in the Greater Bandung area (65.08%), which is notable given that Sea World Ancol is located in Jakarta; this pattern suggests that the destination draws a considerable share of out-of-town leisure travelers rather than relying solely on the local Jabodetabek market. The majority of respondents were college students (35.71%), followed by entrepreneurs (24.60%) and employees (23.02%), while more than half of respondents (57.94%) reported a monthly income below Rp 5,000,000, indicating that the destination remains accessible to a broad middle-income visitor segment.

Measurement model assessment

Tabel 2. Loading Factors and Composite Reliability

Statement	Loading Factor	Composite Reliability
Attraction (A)		0.794
Sea World Ancol showcases a wide variety of marine life species in its display tanks.	0.789	
The interactive marine animal shows at Sea World Ancol capture my interest.	0.756	
The various interactive attractions available at Sea World Ancol provide a unique experience.	0.705	
Staff Service (SS)		0.835
The staff at Sea World Ancol are friendly.	0.865	
The staff at Sea World Ancol provide clear and informative educational explanations about marine life to visitors.	0.750	
The staff are responsive in understanding visitors' assistance needs.	0.759	
Information (I)		0.766
The information about marine life provided at Sea World Ancol is comprehensive.	0.522	
Information about marine life is easy to find throughout Sea World Ancol.	0.788	
The information provided at Sea World Ancol is presented clearly.	0.836	
Facilities (F)		0.827
I feel comfortable using the restroom facilities at Sea World Ancol.	0.772	
I believe the seating facilities at Sea World Ancol are sufficient to accommodate visitors' needs.	0.808	
I find that the public facilities at Sea World Ancol are well maintained and clean.	0.770	
Quality of Activities (QA)		0.824
The interactive activities at Sea World Ancol provide me with valuable knowledge.	0.714	
Sea World Ancol offers a variety of activities, ranging from observing marine life and watching animal shows to enjoying interactive attractions.	0.832	
My visit to Sea World Ancol provided an experience that was different from other tourist destinations.	0.794	
Tourist Satisfaction (TS)		0.834
My experience at Sea World Ancol met my expectations prior to my visit.	0.832	
I felt happy during my visit to Sea World Ancol.	0.798	
I felt comfortable during my visit to Sea World Ancol.	0.741	

Statement	Loading Factor	Composite Reliability
Revisit Intention (RI)		0.803
I intend to revisit Sea World Ancol in the future.	0.720	
I plan to visit Sea World Ancol again in the future.	0.842	
I am willing to revisit Sea World Ancol on a future occasion.	0.712	

Source: SEM-PLS Version 3.0 output processed by the authors (2026).

Table 2 shows that twenty of the twenty-one indicators produced loading values above 0.70, indicating strong convergent validity. Indicator I1 ("the information about marine biota provided at Sea World Ancol is complete") produced a loading of 0.522, below the ideal threshold of 0.70 but still within the 0.50–0.60 tolerance range recommended by Ghazali (2015), and was therefore retained rather than removed. This comparatively lower loading indicates that, relative to ease of finding information (I2) and clarity of information delivery (I3), perceived completeness of marine biota information is a relatively weaker indicator of the information construct as experienced by Sea World Ancol visitors a plausible outcome given that completeness represents a more cognitively demanding judgment than clarity or accessibility. Table 2 also reports composite reliability values, which ranged from 0.766 for Information (I) to 0.835 for Staff Service (SS), well above the 0.70 threshold.

Tabel 3. Fornell-Larcker Criterion

Variable	A	F	I	QA	SS	TS	RI
Attraction (A)	0.751						
Facilities (F)	0.314	0.784					
Information (I)	0.426	0.420	0.729				
Quality of Activities (QA)	0.344	0.489	0.238	0.782			
Staff Service (SS)	0.437	0.504	0.251	0.451	0.793		
Tourist Satisfaction (TS)	0.575	0.535	0.524	0.492	0.573	0.791	
Revisit Intention (RI)	0.471	0.481	0.378	0.503	0.462	0.631	0.760

Source: SEM-PLS Version 3.0 output processed by the authors (2026).

Table 3 shows that the square root of AVE for every construct exceeds its correlation with every other construct, satisfying the Fornell-Larcker criterion and indicating that each construct captures more variance from its own indicators than it shares with other constructs. The cross-loading examination (not tabulated in full for brevity) confirms this pattern at the item level: every indicator loads highest on its intended construct, for example A1-A3 load highest on attraction (0.705-0.789) relative to their loadings on the remaining six constructs, and the same pattern holds for all other indicator sets.

RESULTS AND DISCUSSION

Model Fit Evaluation

Table 4. Goodness of Fit

Variables	AVE	R Square
Attraction (A)	0.564	
Facilities (F)	0.614	
Information (I)	0.531	
Quality of Activities (QA)	0.611	
Staff Service (SS)	0.629	
Tourist Satisfaction (TS)	0.626	0.580
Revisit Intention (RI)	0.578	0.399
Average	0.593	0.490

Source: SEM-PLS Version 3.0 output processed by the authors (2026).

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

GoF Value = $\sqrt{(0.593 \times 0.490)}$

GoF Value = $\sqrt{0.29057}$

GoF Value = 0.539

The overall suitability of the model was evaluated using the Goodness of Fit (GoF) index, calculated as the square root of the product of average AVE and average R^2 . The average AVE across the seven constructs is 0.593, and the average R^2 across the two endogenous constructs is 0.490, yielding a GoF value of 0.539. Referring to Cohen's (1988) criteria as adapted by Hardisman (2021), GoF values of 0.10, 0.25, and 0.36 represent small, medium, and large fit, respectively. A GoF value of 0.539 therefore falls into the large category, indicating that the overall model demonstrates a strong level of fit in explaining the relationships among attraction, staff service, information, facilities, quality of activities, tourist satisfaction, and revisit intention, and is considered adequate to proceed to hypothesis testing.

Structural Model Evaluation

Table 5. F-Square

	TS	RI
Attraction (A)	0.108	
Facilities (F)	0.028	
Information (I)	0.110	
Quality of Activities (QA)	0.042	
Staff Service (SS)	0.096	
Tourist Satisfaction (TS)		0.663
Revisit Intention (RI)		

Source: SEM-PLS Version 3.0 output processed by the authors (2026).

Referring to Cohen (1988), an f^2 value of 0.02-0.15 indicates a weak effect, >0.15-0.35 a moderate effect, and >0.35 a large effect. Table 5 shows that all five predictors of tourist satisfaction attraction (0.108), staff service (0.096), information (0.110), facilities (0.028), and quality of activities (0.042) fall into the weak effect-size category individually, indicating that no single attribute dominates the formation of satisfaction and that satisfaction is instead shaped by the joint, distributed contribution of all five attributes. Facilities produces the smallest effect size

(0.028) among the five predictors, consistent with its non-significant path coefficient reported later in Table 7 (H4). In contrast, the effect of tourist satisfaction on revisit intention ($f^2 = 0.663$) falls into the large category, underscoring that satisfaction is by far the most influential proximal driver of visitors' intention to return, far outweighing the individual contribution of any single perceived-performance attribute.

Table 6. Hypothesis Test Result

Hypothesis	Description	Path Coefficients	t-statistic	p-value	Information
H1	A → TS	0.257	3.480	0.001	Supported
H2	SS → TS	0.254	3.591	0.000	Supported
H3	I → TS	0.253	3.779	0.000	Supported
H4	F → TS	0.142	1.514	0.132	Not Supported
H5	QA → TS	0.160	1.921	0.057	Not Supported
H6	TS → RI	0.631	9.347	0.000	Supported
H7	A → TS → RI	0.162	3.377	0.001	Supported
H8	SS → TS → RI	0.160	3.394	0.001	Supported
H9	I → TS → RI	0.160	3.467	0.001	Supported
H10	F → TS → RI	0.090	1.435	0.154	Not Supported
H11	QA → TS → RI	0.101	1.808	0.073	Not Supported

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

The hypothesis testing results in Table 6 show that seven of the eleven hypothesized relationships were supported by empirical data, as reflected in t-statistic values above 1.96 and p-values below 0.05, while the remaining four relationships (H4, H5, H10, H11) were not statistically significant. These results should be read in conjunction with the effect size findings in Table 5: facilities and quality of activities produced the smallest f^2 values among the five predictors of tourist satisfaction (0.028 and 0.042, respectively), consistent with their non-significant path status in Table 6, while the effect of tourist satisfaction on revisit intention produced a large f^2 (0.663), consistent with its path coefficient being the largest in the model. To highlight the relative importance of each relationship, the eleven hypotheses are discussed below in descending order of path coefficient magnitude rather than in numerical order.

The hypothesis testing results show that H6 was supported by empirical data, with tourist satisfaction exerting a positive effect on revisit intention at a path coefficient of 0.631, the strongest relationship in the overall model. This finding confirms that satisfaction is the most influential proximal driver of visitors' intention to return, far exceeding the direct effect of any perceived performance attribute on satisfaction itself, consistent with Kamila and Ernawadi (2026) at Dusun Bambu as well as Huu et al. (2024) and Eviana (2025), who each confirmed satisfaction as the strongest predictor of revisit intention at different destinations.

The hypothesis testing results show that H1 was supported by empirical data, with attraction exerting a positive effect on tourist satisfaction at a path coefficient of 0.257, the largest direct predictor among the five perceived performance attributes tested. This finding indicates that the diversity of marine biota, the appeal of interactive shows, and the distinctiveness of rides at Sea World Ancol are perceived by visitors as meeting or exceeding their expectations, producing confirmation, which under ECT constitutes a prerequisite for satisfaction. This result is consistent with Sugiyama et al. (2024) and Rini (2023) at water tourism and nature-based

destinations, as well as with Sipangkar and Ernawadi (2025), who found a similar pattern at Sarae Hills using a nearly identical set of perceived performance attributes.

The hypothesis testing results show that H2 was supported by empirical data, with staff service exerting a positive effect on tourist satisfaction at a path coefficient of 0.254, the second-largest direct predictor in the model. This finding indicates that staff friendliness, clarity of educational explanations, and responsiveness directly contribute to visitors' positive evaluations, consistent with Sitepu and Rismawati (2021), who found that service quality encompassing the staff service dimension influences satisfaction at a cultural heritage destination, as well as Eviana (2025), who found a similar pattern at a historic destination in Jakarta.

The hypothesis testing results show that H3 was supported by empirical data, with information exerting a positive effect on tourist satisfaction at a path coefficient of 0.253, alongside the strongest statistical significance among the five direct predictors ($t = 3.779$). This finding indicates that the completeness, accessibility, and clarity of marine biota information substantially shape visitors' perceived performance, consistent with Sitepu and Rismawati (2021). Because information serves a distinctive cognitive-educational function in edutainment tourism, this finding suggests that expanding and modernizing interpretive signage and digital information tools represents a relatively high-leverage investment for Sea World Ancol's management.

The hypothesis testing results show that H7 was supported by empirical data, with tourist satisfaction mediating the effect of attraction on revisit intention at a path coefficient of 0.162, the strongest mediated effect among the five attributes. This finding confirms that the strength of attraction reaches revisit intention primarily through the prior formation of satisfaction, consistent with Sugijama et al. (2024) and Masriah et al. (2024), who confirmed the mediating role of satisfaction between attraction and revisit intention at water tourism and nature-based destinations.

The hypothesis testing results show that H9 was supported by empirical data, with tourist satisfaction mediating the effect of information on revisit intention at a path coefficient of 0.160 ($t = 3.467$). Together with H8, this finding indicates that information and staff service reach revisit intention through nearly equivalent mediation strength, confirming the ECT premise that satisfaction bridges more than one perceived performance attribute simultaneously.

The hypothesis testing results show that H8 was supported by empirical data, with tourist satisfaction mediating the effect of staff service on revisit intention at a path coefficient of 0.160 ($t = 3.394$), consistent with Rini (2023), who directly confirmed the mediating role of satisfaction between staff service and revisit intention.

In contrast to the five paths above, H5 was not supported by empirical data: quality of activities exerted a positive but statistically non-significant effect on tourist satisfaction, with a path coefficient of 0.160 but a p-value of 0.057, narrowly missing the conventional 5 percent threshold. This finding nuances Rini (2023), who reported a significant effect of quality of activities on satisfaction at a nature-based destination, and suggests that within an indoor marine edutainment setting, activity quality may be perceived as a secondary extension of the core attraction rather than as an independent performance dimension.

The hypothesis testing results further show that H4 was not supported by empirical data: facilities produced the weakest direct effect on tourist satisfaction among the five predictors, with a path coefficient of 0.142 and a p-value of 0.132. An explanation consistent with ECT is that facilities function as a hygiene factor at an established, long-operating destination such as Sea World Ancol: visitors treat the adequacy of basic facilities as an implicit baseline expectation

rather than as a performance dimension capable of generating positive disconfirmation. This contrasts with Sugiyama et al. (2024) and Masriah et al. (2024), who found facilities to have a significant effect at outdoor nature-based destinations, but aligns with Taufik and Ernawadi (2025), who likewise found that perceived quality experience does not significantly influence tourist satisfaction at Carita Alam.

Consistent with the non-significance of H4 and H5, the results show that H11 and H10 were also not supported: the mediating role of tourist satisfaction between quality of activities and revisit intention (path coefficient 0.101) and between facilities and revisit intention (path coefficient 0.090) was not statistically significant. Both non-significant mediation results are a direct consequence of the non-significant direct effects observed for H4 and H5: because facilities and quality of activities do not significantly influence satisfaction, their indirect paths to revisit intention are correspondingly weakened. This confirms that mediation through satisfaction in this model is conditional on the strength of an attribute's direct effect on satisfaction, rather than a mechanism that operates uniformly across all five perceived performance attributes.

This study found that attraction, staff service, and information consistently contribute significantly to revisit intention, both directly and through satisfaction, whereas facilities and quality of activities do not. [Likely] This suggests that Sea World Ancol visitors evaluate their visit primarily on the basis of core attraction quality, staff service, and the completeness of educational information, while physical facilities and activity variety tend to be treated as supporting factors that do not marginally add to satisfaction once they exceed an acceptable minimum threshold. Sea World Ancol's management should therefore prioritize investment in renewing marine biota attractions, providing service excellence training for frontline staff, and expanding digital educational information systems, while continuing to maintain basic facilities at a level that meets visitors' implicit expectations.

CONCLUSION

This study examined how attraction, staff service, information, facilities, and quality of activities shape the revisit intention of Sea World Ancol visitors through the mediating role of tourist satisfaction, within the framework of expectancy confirmation theory. Of the eleven hypothesized relationships, seven were supported by empirical data. Attraction, staff service, and information each exert a positive and significant effect on tourist satisfaction, with attraction emerging as the strongest direct predictor; tourist satisfaction exerts a positive and highly significant effect on revisit intention, the strongest relationship in the model; and tourist satisfaction mediates the effects of attraction, staff service, and information on revisit intention. Conversely, facilities and quality of activities exert a positive but non-significant effect on tourist satisfaction, and the mediating role of tourist satisfaction between these two attributes and revisit intention was likewise not supported.

This study contributes to tourism marketing research in two specific ways. First, it extends the empirical application of expectancy confirmation theory, replicated and selectively adapted from the model of Kamila and Ernawadi (2026), to the context of indoor marine edutainment tourism—a destination type that has received comparatively less empirical attention than outdoor water park tourism and nature-based tourism. Second, it demonstrates that the mediating role of satisfaction within the ECT framework is conditional rather than a uniform mechanism operating across all perceived performance dimensions simultaneously: facilities and quality of activities

failed to mediate their effects on revisit intention solely because their direct effects on satisfaction itself were non-significant, confirming that within ECT, the strength of an indirect path depends on the strength of the preceding direct path rather than merely on the presence of the attribute itself.

From a managerial perspective, the findings suggest that Sea World Ancol's management should make the renewal and diversification of attraction its foremost strategic priority, given that attraction exerts the strongest direct effect on tourist satisfaction among the five attributes tested and simultaneously the strongest mediated effect on revisit intention through the same satisfaction pathway. Concretely, this can be achieved through the periodic introduction of newly themed marine biota displays, renewed animal show concepts, and the development of interactive educational experiences to convey a sense of novelty to visitors. This priority should be accompanied by strengthening staff service through regular training in service excellence, marine biota knowledge, and responsiveness, as well as expanding information through bilingual panels, QR codes, and electronic attraction schedule boards, as these three attributes are the only ones empirically shown to bridge perceived performance with repeat visitation intention. Facilities and quality of activities should still be maintained at an adequate level, but as hygiene factors that preserve visitors' baseline expectations rather than as primary levers for enhancing satisfaction or revisit intention.

This study has several limitations. The nonprobability purposive sampling technique limits the generalizability of the findings beyond respondents sharing characteristics similar to the study sample, and the cross-sectional design captures visitors' perceptions at only a single point in time, precluding any explanation of the temporal dynamics underlying the formation of satisfaction and revisit intention. The model also explains only 58.0 percent of the variance in tourist satisfaction and 39.9 percent of the variance in revisit intention, indicating that a substantial portion of the variance in revisit intention remains unexplained by the variables examined in this study. Future research is encouraged to replicate this model at other marine edutainment destinations to test the generalizability of attraction's predominance, to incorporate additional ECT constructs such as perceived value or destination image to broaden the model's explanatory power, to test moderating variables such as visit frequency or type of travel companion given the central role of satisfaction, and to adopt a longitudinal design capable of tracking whether the effect of satisfaction on revisit intention persists or decays over successive visit intervals.

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