



RESEARCH ARTICLE

The Effect of Visitor Experience and Tourist Satisfaction on Revisit Intention at Galeri Indonesia Kaya (GIK)

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Abstract

Revisit intention is an important indicator of tourism destination sustainability and competitiveness, particularly as visitors increasingly seek meaningful and experience-based cultural tourism. Galeri Indonesia Kaya (GIK) was selected as the research setting because it represents a digital cultural tourism destination that integrates multimedia technology, interactive exhibitions, and audiovisual performances to create a technology-supported cultural experience distinct from conventional tourism attractions. This study aims to analyze the effect of Visitor Experience and Tourist Satisfaction on Revisit Intention at Galeri Indonesia Kaya. The study examines these relationships within a digital cultural tourism environment, where empirical studies remain less developed compared with conventional tourism destinations. A quantitative approach was applied through a survey involving 100 respondents selected using purposive sampling. Data analysis was conducted using multiple linear regression, hypothesis testing, coefficient of determination, and Root Cause Analysis. The results indicate that Visitor Experience has a positive but statistically insignificant effect on Revisit Intention ($p = 0.056$), whereas Tourist Satisfaction has a positive and statistically significant effect ($p = 0.040$). Simultaneously, Visitor Experience and Tourist Satisfaction significantly influence Revisit Intention ($p < 0.001$). The regression model explains 16.6% of the variation in Revisit Intention ($R^2 = 0.166$), while the remaining 83.4% is influenced by other factors outside the proposed model. The findings indicate that improving tourist satisfaction has a stronger relationship with encouraging repeat visits, while enhancing visitor experience requires continuous innovation, appealing facilities, and effective promotional strategies to strengthen revisit intention.

Keywords

Visitor Experience; Tourist Satisfaction; Revisit Intention; Multiple Linear Regression; Root Cause Analysis; Cultural Tourism.

1 | INTRODUCTION

The tourism sector has emerged as a major contributor to economic growth by creating employment opportunities, increasing regional income, and stimulating the development of related industries. The growth of tourism activities cannot be separated from broader economic conditions, including income distribution, investment capacity, market dynamics, and government policies that influence economic stability. Economic performance is shaped by various macroeconomic indicators, such as gross domestic product, trade activities, investment growth, and fiscal policies that determine the capacity of an economy to expand production, encourage consumption, and support sectoral development (Bangun & Afifuddin, 2024; Kirana, 2026). These economic conditions influence the ability of service-based industries, including tourism, to develop and respond to changing consumer demands. International trade activities also affect economic performance through changes in exchange rates, production capacity, and market competitiveness (Aulia *et al.*, 2025; Budiman *et al.*, 2026). The relationship between domestic economic conditions and global market movements shapes business decisions, consumption patterns, and industrial growth. Furthermore, trade regulations and fiscal policies influence market stability by establishing conditions that affect economic activity and investment decisions (Benzarti & Tazhitdinova, 2021; Kharisma & Furqon, 2021). Understanding these economic relationships provides a foundation for examining the development of industries that depend on consumer participation and service interactions, including tourism destinations that seek to maintain visitor interest and encourage repeated visits.

According to Statistics Indonesia (BPS), domestic tourist trips increased from approximately 703.0 million in 2022 to 749.11 million in 2023, indicating the recovery and continued growth of tourism activities in Indonesia. The increase reflects stronger domestic mobility and rising public participation in tourism-related activities following the recovery period. The development of tourism demand is closely associated with economic conditions, including household income, consumption patterns, and policy interventions that influence market activity (Kuswantoro & Rosianawati, 2016; El-Shagi *et al.*, 2022). Economic stability provides opportunities for tourism businesses and destination managers to improve services, develop attractive experiences, and respond to changing visitor expectations. Along with economic development, tourism destinations have increasingly shifted their focus from attracting visitors solely through physical attractions toward creating meaningful experiences that encourage satisfaction and loyalty. Visitor-oriented strategies have become necessary as competition among destinations continues to increase, requiring managers to understand factors that influence visitor decisions after their initial visits. Maintaining visitor interest is not only related to destination attractiveness but also involves service quality, engagement, and the ability to create memorable experiences. Therefore, the growth of tourism activities requires effective strategies to strengthen destination competitiveness and encourage repeat visits.

Galeri Indonesia Kaya (GIK) represents a digital cultural tourism destination in Indonesia that integrates multimedia technology, interactive exhibitions, and audiovisual performances to introduce Indonesian arts and cultural heritage to visitors. The application of digital technology changes the way cultural information is communicated by allowing visitors to interact with cultural content through visual, audio, and digital experiences. Compared with conventional cultural attractions that often depend on physical collections and direct explanations, GIK encourages visitor involvement through interactive media, digital displays, and creative forms of cultural interpretation. The emergence of digital cultural destinations reflects a shift in visitor preferences, where technological accessibility and experiential value increasingly influence tourism decisions. Providing attractive experiences requires destination managers to maintain service quality, improve visitor engagement, and develop programs that remain relevant to changing expectations. Continuous innovation in facilities and cultural programs is necessary to maintain visitor interest amid increasing competition among tourism destinations. GIK demonstrates how cultural preservation can be integrated with technological development, although maintaining visitor satisfaction requires consistent attention to experience quality, service delivery, and the ability to respond to evolving patterns of visitor behavior.

Previous studies have examined various factors influencing economic activities, including demand patterns, consumer behavior, and market responses (Chakraborty & Maitra, 2022; Grübler *et al.*, 2022). These studies indicate that changes in consumer preferences and market conditions influence how industries develop strategies to maintain competitiveness and respond to changing demands. Similar patterns can be observed in the tourism sector, where visitor behavior plays an important role in determining destination performance and sustainability. In tourism research, visitor experience and tourist satisfaction are frequently associated with revisit intention because positive experiences and satisfaction levels influence visitors' decisions to return. Destinations that provide engaging experiences, reliable services, and relevant attractions are more likely to develop stronger relationships with visitors. However, the relationship between visitor experience, tourist satisfaction, and revisit intention in digital cultural tourism destinations requires further examination, particularly as interactive technologies continue to reshape how visitors interact with cultural content. Digital platforms and immersive media create new forms of engagement, making it necessary to assess whether established tourism behavior patterns remain applicable within technology-supported cultural attractions.

Accordingly, the present study examines the effects of visitor experience and tourist satisfaction on revisit intention at Galeri Indonesia Kaya. The analysis is based on Experience Theory and Expectation Confirmation Theory to understand

visitor behavioral intentions in digital cultural tourism. A quantitative research approach was applied through a visitor survey, and the collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the relationships among latent variables. The findings demonstrate the role of visitor experience and tourist satisfaction in explaining revisit intention at digital cultural tourism destinations. The results provide empirical evidence regarding visitor behavior and may support destination managers in developing strategies to improve visitor experience, strengthen satisfaction, and encourage repeat visits. The remainder of the paper is structured as follows. Section 2 discusses the theoretical foundation and hypothesis development. Section 3 explains the research methodology. Section 4 presents the findings and discussion. Finally, Section 5 concludes the study by discussing the main conclusions, implications, limitations, and recommendations for future research.

2 | BACKGROUND THEORY

Experience Theory explains that visitor experiences influence perceptions, emotional responses, and subsequent behavioral intentions. In tourism research, visitors evaluate destinations not only through functional aspects of services and facilities but also through emotional, sensory, cognitive, and social interactions developed during their visits. Memorable tourism experiences can strengthen visitors' attachment to destinations and encourage positive behavioral responses, including satisfaction, recommendations, and revisit intention. Previous studies have demonstrated that memorable experiences and experience quality influence visitor evaluations and future behavioral decisions. Eviana (2025) found that memorable tourism experiences affect revisit intention through tourist satisfaction, indicating that positive experiences play an important role in shaping visitor loyalty. Similarly, Juliana *et al.* (2023) reported that holistic experience, experience quality, and vivid memory influence visitor satisfaction and revisit intention in tourism destinations. However, many empirical studies have focused on conventional tourism attractions, such as heritage sites, natural destinations, and recreational areas. Digital cultural tourism destinations introduce different patterns of interaction because technology becomes part of the visitor experience. Therefore, examining how experience formation occurs in technology-supported cultural attractions is necessary to understand whether established relationships between experience and behavioral intention remain applicable.

Expectation Confirmation Theory (ECT) explains post-consumption behavior through the relationship between initial expectations, perceived performance, and satisfaction. The theory proposes that satisfaction emerges when visitors compare their expectations before visiting a destination with their actual experiences after consumption. When destination performance meets or exceeds expectations, visitors develop positive evaluations that encourage stronger behavioral intentions. Conversely, differences between expectations and actual experiences may reduce satisfaction and weaken future visiting decisions. Within tourism studies, ECT has frequently been applied to explain the relationship between satisfaction and revisit intention. Damanik and Yusuf (2022) demonstrated that perceived value, visitor management, expectations, and satisfaction influence visitors' intention to revisit heritage destinations. Wang *et al.* (2025) further explained that tourist expectations, experiences, and satisfaction interact in shaping revisit intention. These findings indicate that satisfaction functions as an important mechanism connecting visitor experiences with future behavioral decisions.

Visitor experience has been recognized as a key determinant of tourist satisfaction because it reflects visitors' responses during interactions with destinations, services, and tourism activities. Positive experiences can improve destination evaluations and encourage visitors to develop stronger intentions to return. Muhammad *et al.* (2025) found that tourist experience influences revisit decisions through the mediating role of tourist satisfaction, demonstrating that satisfaction strengthens the relationship between experience and behavioral intention. Tourist satisfaction is also widely identified as a major predictor of revisit intention. Visitors who perceive their experiences positively are more likely to revisit destinations and recommend them to others. Thipsingh *et al.* (2022) found that tourist satisfaction influences temporal revisit intention, while Meryawan *et al.* (2025) reported that destination service quality affects return intention through visitor satisfaction. Similarly, Harahap *et al.* (2025) confirmed that tourist satisfaction acts as a bridge between memorable tourism experience and revisit intention. Although previous studies have established relationships among experience, satisfaction, and revisit intention, most investigations have focused on traditional tourism destinations. Digital cultural tourism destinations, such as Galeri Indonesia Kaya, involve technology-based interactions that may influence visitor perceptions and satisfaction formation. Therefore, examining these relationships within digital cultural tourism provides an opportunity to understand visitor behavior in destinations where cultural experiences are delivered through interactive technologies.

Based on Experience Theory, Expectation Confirmation Theory, and previous empirical findings, visitor experience is expected to influence tourist satisfaction and revisit intention, while tourist satisfaction is expected to strengthen revisit intention. The present study examines these relationships at Galeri Indonesia Kaya using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the relationship among the proposed variables

within a digital cultural tourism destination.

3 | METHOD

This study applied a quantitative approach with an explanatory research design to examine the relationships among Visitor Experience, Tourist Satisfaction, and Revisit Intention at Galeri Indonesia Kaya (GIK), Jakarta. The explanatory design was selected because the research focused on testing the proposed hypotheses and assessing the relationships among latent variables through statistical analysis. A quantitative approach was considered suitable as it allows empirical testing of theoretical relationships and provides measurable evidence regarding the association among research variables. The research population consisted of visitors who had experienced exhibitions and interactive facilities at Galeri Indonesia Kaya. Since the total number of visitors fluctuates and the exact population size was unavailable, purposive sampling was applied as a non-probability sampling technique. Respondents were selected based on three criteria: (1) minimum age of 17 years, (2) having visited Galeri Indonesia Kaya at least once, and (3) willingness to participate voluntarily. A total of 100 valid questionnaires were collected and used for analysis, meeting the recommended requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM).

Data were collected through a structured self-administered questionnaire distributed directly to visitors of Galeri Indonesia Kaya during the study period. The questionnaire consisted of two sections. The first section obtained demographic information, including gender, age, educational background, occupation, and visit frequency. The second section measured the research variables using indicators adapted from previous tourism studies. Visitor Experience was assessed through dimensions related to visitors' perceptions, emotions, and interactions during tourism activities. Tourist Satisfaction was measured based on visitors' overall evaluations of destination performance, while Revisit Intention was assessed through intentions to return, recommend the destination, and consider the destination for future visits. Previous tourism studies have applied these constructs to examine visitor behavior, particularly the relationship between memorable experiences, satisfaction, and revisit intention (Agata & Pramesti, 2025; Acharya *et al.*, 2023). Research on destination satisfaction also indicates that satisfaction plays an important role in shaping visitors' future behavioral decisions (Abdilla & Wardi, 2025). All measurement items employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Before statistical analysis, the collected questionnaires were reviewed to identify incomplete responses and ensure compliance with the predetermined criteria. Responses that did not meet the requirements were removed from further analysis. The remaining data were coded and processed using SmartPLS software. The measurement model assessment involved indicator reliability through outer loading values, internal consistency reliability through Cronbach's Alpha and Composite Reliability (CR), convergent validity through Average Variance Extracted (AVE), and discriminant validity through the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT). The structural model was assessed through path coefficients, coefficient of determination (R^2), and predictive relevance (Q^2). Hypothesis testing was performed using bootstrapping with 5,000 resamples. A relationship was considered statistically significant when the *t*-value exceeded 1.96 and the *p*-value was below 0.05.

Ethical principles were maintained throughout the research process. Participation was voluntary, and respondents received information regarding the purpose of the study before completing the questionnaire. Informed consent was obtained from participants, while personal identification data were not collected. All responses were handled confidentially and used solely for academic analysis. Several methodological limitations require consideration. The use of purposive sampling may influence the extent to which the findings represent visitors beyond the selected criteria. Furthermore, the cross-sectional research design reflects visitor perceptions during a specific period and does not capture changes in behavioral patterns over time. To minimize potential weaknesses, the study employed measurement indicators adapted from previous tourism research and conducted reliability and validity assessments before hypothesis testing. The research procedure provides a structured approach for examining the relationships among Visitor Experience, Tourist Satisfaction, and Revisit Intention at a digital cultural tourism destination. The integration of validated measurement instruments and PLS-SEM analysis supports the evaluation of the proposed research model and facilitates the assessment of factors influencing visitor behavioral intentions.

4 | RESULTS AND DISCUSSION

4.1 Results

4.1.1 Descriptive Statistical Analysis

Descriptive statistical analysis was conducted to provide an overview of the characteristics of the research data before inferential analysis was performed. The descriptive statistics present information regarding the number of observations (*N*), minimum value, maximum value, mean, and standard deviation for each research variable. The variables

analyzed in this study consisted of Visitor Experience (X_1), Tourist Satisfaction (X_2), and Revisit Intention (Y). The results of the descriptive statistical analysis are presented in Table 1.

Table 1. Descriptive Statistical Analysis Results

Variable	N	Minimum	Maximum	Mean	Standard Deviation	Variable
Visitor Experience (X_1)	100	26	35	31.16	1.932	Visitor Experience (X_1)
Tourist Satisfaction (X_2)	100	18	25	21.78	1.599	Tourist Satisfaction (X_2)
Revisit Intention (Y)	100	16	25	21.32	1.948	Revisit Intention (Y)
Valid N (listwise)	100					

Based on Table 1, this study involved 100 respondents, all of whom provided complete and valid responses (Valid N = 100), indicating that all questionnaires were suitable for further statistical analysis. The Visitor Experience (X_1) variable had a minimum value of 26 and a maximum value of 35, with a mean score of 31.16 and a standard deviation of 1.932. The Tourist Satisfaction (X_2) variable ranged from 18 to 25, with a mean value of 21.78 and a standard deviation of 1.599. Meanwhile, the Revisit Intention (Y) variable recorded a minimum value of 16 and a maximum value of 25, with a mean of 21.32 and a standard deviation of 1.948. Overall, the mean values of all three variables were relatively close to their respective maximum values, indicating that respondents generally reported positive perceptions regarding their visitor experience, level of satisfaction, and intention to revisit Galeri Indonesia Kaya. Furthermore, the standard deviation values for all variables were considerably lower than their corresponding mean values, suggesting relatively low variability and a homogeneous distribution of responses. These findings indicate that the collected data adequately represent respondents' perceptions and provide a reliable basis for subsequent statistical analyses, including validity testing, reliability testing, classical assumption testing, and multiple linear regression analysis.

4.1.2 Validity Test

The validity test was conducted to determine whether each questionnaire item was capable of accurately measuring the intended research construct. In this study, item validity was assessed using the Pearson Product-Moment Correlation by comparing the calculated correlation coefficient (r -count) with the critical value (r -table). With a sample size of 100 respondents and a significance level of 5% ($\alpha = 0.05$), the critical value of r -table was 0.195. A questionnaire item was considered valid if its r -count exceeded 0.195 and the correlation coefficient was positive. The results of the validity test are presented in Table 2.

Table 2. Validity Test Results

Variable (Item)	r -count	r -table	Decision
PB1	0.395	0.165	Valid
PB2	0.35	0.165	Valid
PB3	0.47	0.165	Valid
PB4	0.324	0.165	Valid
PB5	0.504	0.165	Valid
PB6	0.47	0.165	Valid
PB7	0.409	0.165	Valid
PB8	0.563	0.165	Valid
KW1	0.398	0.165	Valid
KW2	0.453	0.165	Valid
KW3	0.702	0.165	Valid
KW4	0.438	0.165	Valid
KW5	0.707	0.165	Valid
RI1	0.824	0.165	Valid
RI2	0.824	0.165	Valid
RI3	0.609	0.165	Valid
RI4	0.609	0.165	Valid
RI5	0.6	0.165	Valid

Based on Table 2, all questionnaire items produced r -count values greater than the critical r -table value of 0.195, indicating that each measurement item met the established validity criterion. This finding demonstrates that every indicator has a significant correlation with its respective construct and is capable of accurately measuring the intended variables, namely Visitor Experience (X_1), Tourist Satisfaction (X_2), and Revisit Intention (Y). Therefore, all questionnaire items were declared valid and retained for subsequent statistical analyses, confirming that the research instrument

possesses adequate construct validity and is appropriate for reliability testing as well as further hypothesis testing.

4.1.3 Reliability Test

The reliability test was conducted to evaluate the consistency and stability of the research instrument in measuring the study variables. In this study, reliability was assessed using Cronbach's Alpha, where a value greater than 0.70 indicates that the instrument has acceptable internal consistency and is considered reliable. The results of the reliability test are presented in Table 3.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Criterion	Decision
Research Instrument	0.725	> 0.70	Reliable

Based on Table 3, the research instrument achieved a Cronbach's Alpha value of 0.725, which exceeds the minimum acceptable threshold of 0.70. This result indicates that the questionnaire has satisfactory internal consistency and is capable of producing stable and consistent measurements. Therefore, the instrument was considered reliable and suitable for subsequent statistical analyses, including classical assumption testing, multiple linear regression analysis, and hypothesis testing.

4.1.4 Classical Assumption Tests

Before performing multiple linear regression analysis, the research data were subjected to classical assumption tests to ensure that the regression model met the required statistical assumptions. These tests included the normality test, multicollinearity test, and heteroscedasticity test. The results of each test are presented as follows.

4.1.4.1 Normality Test

The normality test was conducted to determine whether the residuals of the regression model were normally distributed. In this study, the Kolmogorov-Smirnov (K-S) test was employed. A significance value greater than 0.05 indicates that the residuals are normally distributed. The results of the normality test are presented in Table 4.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Value
Number of Samples (N)		100
Normal Parameters		
Mean		0
Standard Deviation		177.877.075
Most Extreme Differences		
Absolute		0.072
Positive		0.048
Negative		-0.072
Test Statistic		0.072
Asymp. Sig. (2-tailed)		0.200*

Based on Table 4, the Kolmogorov-Smirnov test produced a significance value of 0.200, which is greater than the significance level of 0.05. Therefore, the residuals are normally distributed, indicating that the normality assumption of the multiple linear regression model has been satisfied.

4.1.4.2 Multicollinearity Test

The multicollinearity test was performed to determine whether high correlations existed among the independent variables in the regression model. This test was evaluated using Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity when the Tolerance value exceeds 0.10 and the VIF value is less than 10. The results are presented in Table 5.

Table 5. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Decision
Visitor Experience	0.659	1.517	No Multicollinearity
Tourist Satisfaction	0.659	1.517	No Multicollinearity

Based on Table 5, all independent variables have tolerance values greater than 0.10 and VIF values below 10.00.

These results indicate that no multicollinearity exists among the independent variables, suggesting that each variable contributes independently to explaining the dependent variable.

4.1.4.3 Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the variance of the residuals remained constant across all observations. This study employed the Glejser test, in which a significance value greater than 0.05 indicates the absence of heteroscedasticity. The results are presented in Table 6.

Table 6. Heteroscedasticity Test Results

Variable	B	Std. Error	t	Sig. (p-value)	Decision
(Constant)	1.196	1.963	0.609	0.544	-
Visitor Experience	0.09	0.074	1.226	0.223	No Heteroscedasticity
Tourist Satisfaction	-0.122	0.089	-1.373	0.173	No Heteroscedasticity

Based on Table 6, the significance values for all independent variables are greater than 0.05, indicating that none of the variables significantly affect the absolute residuals. Therefore, the regression model does not exhibit heteroscedasticity, and the assumption of homoscedasticity has been satisfied.

4.1.5 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the simultaneous and partial effects of the independent variables, namely Visitor Experience (X_1) and Tourist Satisfaction (X_2), on the dependent variable, Revisit Intention (Y). This analytical technique was employed to estimate the magnitude and direction of the relationships between the independent and dependent variables. The general form of the multiple linear regression model is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

where Y represents Revisit Intention as the dependent variable, a denotes the regression constant (intercept), b_1 and b_2 represent the regression coefficients of the independent variables, X_1 refers to Visitor Experience, X_2 refers to Tourist Satisfaction, and e represents the error term or residual of the regression model. The results of the multiple linear regression analysis are presented in Table 7.

Table 7. Multiple Linear Regression Analysis Results

Variable	B (Regression Coefficient)	Std. Error	Standardized Beta	t-value	Sig. (p-value)	Decision
Constant	8.081	3.065	-	2.636	0.01	Significant
Visitor Experience (X_1)	0.222	0.115	0.221	1.931	0.056	Not Significant
Tourist Satisfaction (X_2)	0.29	0.139	0.238	2.083	0.04	Significant

Based on the regression coefficients presented in Table 7, the estimated multiple linear regression equation is as follows.

$$Y = 8,081 + 0,222X_1 + 0,290X_2 + e$$

Based on the regression equation, the constant value of 8.081 indicates that when both Visitor Experience and Tourist Satisfaction are assumed to be zero, the predicted value of Revisit Intention is 8.081. Although this condition is theoretical, the constant represents the baseline level of revisit intention in the absence of the independent variables included in the model. The regression coefficient for Visitor Experience ($\beta = 0.222$) is positive, indicating that an increase in visitor experience tends to increase revisit intention. Specifically, every one-unit increase in Visitor Experience is associated with an increase of 0.222 units in Revisit Intention, assuming the other independent variable remains constant. However, the significance value ($p = 0.056$) exceeds the significance level of 0.05, indicating that the effect is not statistically significant. Therefore, Visitor Experience was not found to have a significant direct influence on Revisit Intention in this study. The regression coefficient for Tourist Satisfaction ($\beta = 0.290$) is also positive, suggesting that higher levels of tourist satisfaction lead to a greater intention to revisit Galeri Indonesia Kaya. Specifically, a one-unit increase in Tourist Satisfaction increases Revisit Intention by 0.290 units, holding the other variable constant. Since the significance value ($p = 0.040$) is lower than 0.05, Tourist Satisfaction has a positive and statistically significant effect on Revisit Intention. These findings indicate that visitor satisfaction plays a more substantial role than visitor experience in encouraging repeat visits

to Galeri Indonesia Kaya.

4.1.6 Hypothesis Testing

4.1.6.1 Simultaneous Significance Test (F-test)

The F-test was conducted to determine whether the independent variables, namely Visitor Experience (X_1) and Tourist Satisfaction (X_2), simultaneously influence Revisit Intention (Y). The decision criterion was based on the significance value (p-value), where a significance level below 0.05 indicates that the independent variables jointly have a significant effect on the dependent variable. The results of the F-test are presented in Table 8.

Table 8. F-test Results

Source of Variation	Sum of Squares	df	Mean Square	F	Sig. (p-value)	Decision
Regression	62.521	2	31.261	9.680	0	Significant
Residual	313.239	97	3.229			
Total	375.760	99				

Based on Table 8, the regression model produced an F-value of 9.680 with a significance value of 0.000, which is lower than the significance level of 0.05. Furthermore, the calculated F-value exceeded the critical F-value ($9.680 > 3.09$), indicating that the regression model is statistically significant. Therefore, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) was accepted, demonstrating that Visitor Experience and Tourist Satisfaction simultaneously have a significant effect on Revisit Intention.

4.1.6.2 Partial Significance Test (t-test)

The t-test was performed to evaluate the individual effect of each independent variable on Revisit Intention. A variable is considered to have a significant effect if its significance value (p-value) is less than 0.05. The results of the partial significance test are presented in Table 9.

Table 9. t-test Results

Variable	B (Regression Coefficient)	Std. Error	t-value	Sig. (p-value)	Decision
Constant	8.081	3.065	2.636	0.01	Significant
Visitor Experience (X_1)	0.222	0.115	1.931	0.056	Not Significant
Tourist Satisfaction (X_2)	0.29	0.139	2.083	0.04	Significant

Based on Table 9, the Visitor Experience variable obtained a t-value of 1.931 with a significance value of 0.056, which is greater than the significance level of 0.05. Although the regression coefficient is positive, the result is not statistically significant, indicating that Visitor Experience does not have a significant partial effect on Revisit Intention. Therefore, the corresponding research hypothesis was not supported.

In contrast, Tourist Satisfaction produced a t-value of 2.083 with a significance value of 0.040, which is below 0.05. This result indicates that Tourist Satisfaction has a positive and statistically significant effect on Revisit Intention. Therefore, the research hypothesis regarding the influence of Tourist Satisfaction was supported, suggesting that higher levels of tourist satisfaction increase visitors' intention to revisit Galeri Indonesia Kaya.

4.1.7 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to measure the proportion of variance in the dependent variable that can be explained by the independent variables included in the regression model. A higher R^2 value indicates that the independent variables have greater explanatory power in predicting the dependent variable. The results of the coefficient of determination analysis are presented in Table 10.

Table 10. Coefficient of Determination (R^2) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.408	0.166	0.149	179.702

Based on Table 10, the regression model produced an R Square (R^2) value of 0.166, indicating that 16.6% of the variation in Revisit Intention can be explained by the independent variables, namely Visitor Experience and Tourist Satisfaction. The remaining 83.4% of the variation is explained by other factors not included in the present research model. Furthermore, the Adjusted R Square value of 0.149 indicates that, after adjusting for the number of predictors, the

explanatory power of the model remains relatively modest. Although the regression model is statistically significant, its explanatory capability is limited, suggesting that additional variables should be incorporated in future studies to better explain tourists' revisit intention. This finding implies that factors such as destination image, service quality, perceived value, destination attractiveness, electronic word-of-mouth, or tourist motivation may also contribute substantially to revisit intention beyond the variables examined in this study.

4.1.8 Root Cause Analysis (RCA)

The coefficient of determination analysis showed that the regression model explains only 16.6% of the variation in Revisit Intention, indicating that 83.4% of the variation is influenced by factors outside the variables examined in this study. Although Visitor Experience and Tourist Satisfaction significantly contribute to the regression model simultaneously, the relatively low explanatory power suggests the existence of other underlying factors affecting visitors' intention to revisit Galeri Indonesia Kaya. Therefore, a Root Cause Analysis (RCA) was conducted to systematically identify the potential root causes of the low revisit intention and to formulate practical managerial recommendations based on the empirical findings of this study.

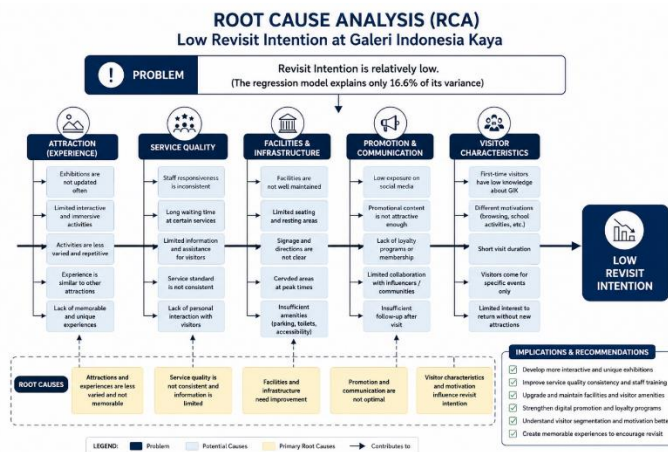


Figure 1. Root Cause Analysis (RCA) of Low Revisit Intention at Galeri Indonesia Kaya

The RCA reveals that low revisit intention may not only be associated with visitor experience and tourist satisfaction but also with other managerial and contextual factors, including attraction quality, service quality, facilities and infrastructure, promotion and communication, and visitor characteristics. These factors potentially contribute to the unexplained variance identified by the regression model and provide a more comprehensive understanding of revisit intention. Accordingly, Galeri Indonesia Kaya should prioritize improving interactive attractions, maintaining consistent service quality, enhancing visitor facilities, strengthening promotional strategies, and developing customer engagement programs to encourage repeat visits and improve the overall visitor experience.

4.2 Discussion

The partial hypothesis testing results indicate that Visitor Experience has a positive but statistically insignificant effect on Revisit Intention. The regression coefficient of 0.222, t-value of 1.931, and significance value of 0.056 demonstrate that the relationship does not meet the required significance level of 0.05. Although the positive coefficient indicates that better visitor experiences tend to increase revisit intention, the effect does not reach statistical significance. Therefore, the first hypothesis stating that Visitor Experience positively influences Revisit Intention is not supported. The finding indicates that a satisfying experience during a single visit does not necessarily encourage visitors to return to Galeri Indonesia Kaya. Visitors may perceive the gallery primarily as a cultural destination intended for educational and recreational activities rather than a place that continuously offers new experiences. Although visitors may appreciate their initial visit, the absence of significant changes in exhibitions, programs, or activities may reduce their motivation to revisit. Therefore, visitor experience alone may not be sufficient to increase revisit intention without continuous innovation, interactive cultural programs, and distinctive activities that provide different experiences for future visits. From a theoretical perspective, visitor experience may have an indirect relationship with revisit intention through other behavioral factors, such as tourist satisfaction. Previous tourism research indicates that revisit intention is influenced by various factors, including destination image, perceived value, emotional attachment, accessibility, promotional activities, and social influence. Therefore, improving visitor experience should be integrated with broader destination management efforts to strengthen visitors' willingness to return.

The regression analysis results demonstrate that Tourist Satisfaction has a positive and statistically significant effect on Revisit Intention. The relationship is supported by a regression coefficient of 0.290, a t-value of 2.083, and a significance

value of 0.040, which is below the significance threshold of 0.05. The results indicate that increased tourist satisfaction significantly strengthens visitors' intention to revisit Galeri Indonesia Kaya. Therefore, the second hypothesis is supported. The significant influence of tourist satisfaction emphasizes the importance of fulfilling visitor expectations through quality services, adequate facilities, engaging exhibitions, and a pleasant atmosphere. Visitors who perceive that their expectations are fulfilled tend to develop positive evaluations of the destination and show greater willingness to return. Satisfaction also encourages favorable recommendations through word-of-mouth communication and strengthens visitors' emotional relationships with the destination. The findings support the expectation-confirmation theory, which explains that satisfaction occurs when actual experiences align with or exceed initial expectations. In tourism studies, satisfied visitors are more likely to revisit destinations because they perceive greater benefits and lower uncertainty regarding future visits. Therefore, destination managers should maintain visitor satisfaction through continuous service improvement, facility management, exhibition development, and responsive visitor assistance to establish long-term loyalty.

The simultaneous hypothesis testing results show that Visitor Experience and Tourist Satisfaction jointly have a significant effect on Revisit Intention. The F-value of 9.680 and significance value of 0.000 indicate that the regression model is statistically significant. These results confirm that both independent variables collectively influence visitors' intention to revisit Galeri Indonesia Kaya. However, the coefficient of determination ($R^2 = 0.166$) shows that the model explains 16.6% of the variation in revisit intention, while 83.4% is influenced by other factors outside the research model. The result indicates that revisit intention represents a complex behavioral process involving psychological, social, and destination-related aspects. Other variables, such as destination image, perceived value, service quality, attractiveness, accessibility, electronic word-of-mouth, tourist motivation, and emotional attachment, may provide additional explanations for visitors' decisions to revisit. The findings indicate that visitor experience and tourist satisfaction are important factors in shaping revisit intention, although improvements in both aspects may not independently produce substantial increases in repeat visits. Strengthening revisit intention requires integrated destination management through continuous attraction development, service improvement, digital marketing strategies, visitor relationship management, and engagement programs. The Root Cause Analysis also identifies managerial factors associated with attractions, facilities, promotional activities, and visitor characteristics that may influence revisit intention beyond the variables examined in the regression model.

The findings provide several managerial implications for the management of Galeri Indonesia Kaya. First, the significant influence of tourist satisfaction demonstrates the importance of maintaining service quality, comfortable facilities, attractive exhibitions, and responsive visitor assistance. Consistent efforts to fulfill visitor expectations are necessary to encourage positive evaluations and increase revisit intention. Second, the insignificant effect of visitor experience indicates the need for continuous development of interactive exhibitions, cultural performances, and immersive programs. Creating diverse and distinctive experiences may encourage visitors to perceive greater value from future visits. Third, the relatively low explanatory power of the regression model indicates that revisit intention is influenced by various factors beyond visitor experience and tourist satisfaction. Therefore, management should strengthen destination branding, digital promotion, visitor relationship management, and loyalty programs. Integrated strategies involving service quality, innovation, and visitor engagement are expected to strengthen visitor relationships and encourage repeat visitation over time.

5 | CONCLUSIONS AND FUTURE WORK

This study analyzed the influence of Visitor Experience and Tourist Satisfaction on Revisit Intention at Galeri Indonesia Kaya through multiple linear regression analysis. The results showed that Visitor Experience had a positive but statistically insignificant effect on Revisit Intention, while Tourist Satisfaction had a positive and statistically significant effect. Furthermore, the simultaneous analysis confirmed that Visitor Experience and Tourist Satisfaction significantly affected Revisit Intention. However, the coefficient of determination showed that the research model explained 16.6% of the variation in revisit intention, indicating that other factors outside the proposed variables may also influence visitors' decisions to return. The findings indicate that increasing tourist satisfaction should become a primary focus for destination managers by maintaining service quality, improving facilities, developing attractive exhibitions, and providing responsive visitor services. Although visitor experience did not demonstrate a significant direct effect, continuous innovation through interactive exhibitions, cultural programs, and engaging activities remains necessary to create meaningful experiences that encourage repeat visits. Destination managers should also strengthen promotional activities, visitor relationship management, and loyalty programs to build stronger relationships with visitors. The integration of regression analysis and Root Cause Analysis identifies several managerial factors associated with attractions, facilities, promotional strategies, and visitor characteristics that may influence revisit intention. Future research should consider additional variables, including destination image, perceived value, service quality, destination attractiveness, electronic word-of-mouth,

tourist motivation, and emotional attachment. Further studies may also involve larger sample sizes and apply advanced analytical methods, such as Structural Equation Modeling (SEM), to obtain a broader understanding of the factors influencing revisit intention.

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