

**THE INFLUENCE OF VISITORS' EXPERIENTIAL VALUES ON
SATISFACTION, INTENTION TO REVISIT AND RECOMMEND:
AN EMPIRICAL INSIGHT**

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Abstract

The paper proposes to examine, the relationships between visitors' experiences, satisfaction, intentions to revisit and recommend. A survey of 250 domestic tourists, who visited Puri Beach Festival, Odisha, India, was used to assess the relationships between the constructs, by employing structural modelling and confirmatory factor analysis. According to the outcomes of the analysis, significant and positive influences of education, entertainment, esthetic and escapism on satisfaction, were determined. Satisfaction had exercised significant influence

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on Intention to Revisit and Recommend. Lastly, visitors' Intention to Revisit was found to significantly influence their Intention to Recommend. The study findings would be pertinent for destination managers, to enhance tourist experiences at the beach festival.

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1. Introduction

Festivals are an important indicator of tourism attractions and predictor of image building for destinations and a predictor of economic growth (Prentice and Anderson, 2003). They are in fact, experiential products as with any other tourism products (Grunwell et al., 2008). Understanding festival visitors' experience is imperative for the festival planners in the long run because it is an indicator of their future behaviors, their influence on economic growth with regards to consumption and exchange of goods or services (Mei, 2023; Marciszewska and Wanagos, 2024).

In the vibrant domain of tourism, understanding the complex interplay between tourists and destinations is a cornerstone for destination managers. It facilitates the creation of memorable and fulfilling experiences (Hosany et al., 2022; Widjaja et al., 2020). Extensive research has investigated the concept of the experience economy, focusing on dimensions such as entertainment, escapism, esthetics and education, that shape tourist perceptions (Pine and Gilmore, 1999; Tavitiyaman et al., 2022). These experiential dimensions significantly influence tourist satisfaction (Kuppelwieser et al., 2022), memory retention (Tom Dieck et al., 2023) and post-visit behaviors (Rasoolimanesh et al., 2022). Despite these insights, the nuanced relationship between travel experiences and behavioral outcomes, such as revisit intentions and word-of-mouth recommendations, remains

underexplored, particularly in the context of coastal tourism and events like the beach festival in Puri, Odisha, India (Hsu and Scott, 2020). Moreover, earlier studies have made an attempt to evaluate the experience of tourist, taking a single dimension such as facilities, attractions, services. Further, studies, based upon the tourists' experience and satisfaction, are limited to certain regional context and hence the outcomes could not be generalized (Ali et al., 2014). This study provides a valuable contribution to addressing these gaps and makes an attempt to find out how various experiential factors affect visitors' overall satisfaction, likelihood to return and willingness to recommend, by testing the model within the framework of Puri Beach Festival at Puri Beach, Odisha, India (Figure-1).

2. Literature Review & Hypotheses Development

2.1 Concept of Experience

Within the framework of the experience economy, the success of destinations is closely tied to the quality of experiences offered to tourists (Paulose and Shakeel, 2022). Pine and Gilmore (1999) introduced the experience economy paradigm, which posits that experiences can emerge from a wide range of products, services and activities, all shaped by consumers' underlying economic values. Notably, Pine and Gilmore's (1999) four realms of experience—entertainment, esthetics, education and escapism—help classify experiences, based on tourists' levels of active

versus passive participation and absorption versus immersion. These dimensions have been employed to investigate the influence of travel experiences on tourist behaviour (Chang et al., 2014), by offering valuable insights into how engagement shapes satisfaction and post-travel intentions. The experience economy model distinguishes four dimensions of experience: esthetics, entertainment, education and escapism. Scholars have applied the model across various tourism contexts, including sports tourism (Hwang and Lyu, 2015), music events (Semrad and Rivera, 2016), and food tourism (Soonsan and Somkai, 2023), as well as broader tourism studies (Lai et al., 2021; Lee et al., 2020; Piramanayagam et al., 2020).

2.2 Realms of Experiential Value

2.2.1 Entertainment Experience

Entertainment is often regarded as one of the most engaging and accessible forms of experiential involvement in tourism (Manthiou et al., 2014). Examples include attending a performance by a renowned musician, at a music festival, enjoying live shows in amusement parks (Hosany and Witham, 2010), or observing cultural or natural attractions. Pine and Gilmore's (1999) experiential framework emphasizes that entertainment is not merely passive consumption—it involves active emotional resonance, that enhances the overall travel experience blending sensory stimulation with emotional engagement. Empirical studies further support this view. Hosany and Witham (2010) and Carvache-Franco et al. (2020) found that entertainment plays a pivotal role in shaping tourists' satisfaction and their perception of value.

H1: Satisfaction is impacted by Entertainment Experience of Tourists

2.2.2 Education Experience

Educational experiences require the active involvement of individuals, as enhancing

knowledge or developing skills demanding cognitive or physical engagement (Pine and Gilmore, 2011; Garrod and Dowell, 2020). According to Lee et al. (2020), many destinations now encourage tourists to interact with local communities, to deepen their understanding of the places they visit. Educational experiences are enriched through focused attention and meaningful participation, allowing tourists to gain insights and develop new competencies as they explore attractions. In such contexts, individuals not only absorb information but also engage in interactive learning, which contributes significantly to their overall satisfaction (Luoh et al., 2020).

H2: Satisfaction is impacted by Educational Experience of Tourists

2.2.3 Escapism Experience

Tourists often seek to escape reality, by engaging in physically or mentally stimulating activities during vacations, such as water sports, bungee jumping, horseback riding, or golfing, which exemplify escapist experiences (Garrod and Dowell, 2020; Pine and Gilmore, 2011) and often experiencing a renewed sense of self and heightened satisfaction (Lee et al., 2020). Empirical studies by Komarac and Ozretić Došen (2022) support this perspective, indicating that escapism-oriented activities not only enhance satisfaction but also increase tourists' intention to revisit the destination.

H3: Satisfaction is impacted by Escapism Experience of Tourists

2.2.4 Esthetics Experience

Fundamentally, the entertainment domain encompasses sensing, the educational domain involves learning, the escapist domain entails going and doing and the aesthetic domain signifies being present. The concept of esthetics in tourism extends beyond visual appeal to encompass sensory stimulation and emotional

connection, both of which contribute to tourist satisfaction (Kirillova and Wassler, 2019). In tourism environments, esthetic elements can evoke a range of emotions and influence spatial behaviors and preferences. Variables such as a sense of belonging, interest and emotional resonance, deepen the understanding of the esthetic dimension. This dimension plays a critical role in satisfaction by enabling both visual and emotional immersion, enhancing the memorability and meaningfulness of the travel experience (Soonsan et al., 2025).

H4: Satisfaction is impacted by Esthetic Experience of Tourists

2.2.5 Satisfaction and Intention to Revisit

Several scholars have emphasized the positive relationship between tourists' experiences and their satisfaction (Soonsan et al., 2025). Within the framework of the four realms of experience, different experiential dimensions contribute to satisfaction in distinct ways (Garrod and Dowell, 2020). For instance, Liu et al. (2018) demonstrated that esthetic and entertainment experiences significantly enhance satisfaction while Qu and Ping (1999) identified escapism as the most influential factor in determining visitor satisfaction. Tourist satisfaction plays a pivotal role in shaping future travel intentions and post-visit expressions (Wu, 2016). Numerous studies emphasize that understanding visitor behavior and destination selection is essential for effective tourism management (Rezaei et al., 2017; Wu et al., 2018). Satisfaction directly influences tourists' decision-making, destination competitiveness and marketing success (Su et al., 2017; Wu et al., 2018). As a critical indicator, tourist satisfaction reflects a destination's strengths, weaknesses and potential for attracting repeat visitors. High levels of satisfaction often lead to increased destination loyalty, with satisfied tourists more likely to return (Rasoolimanesh et al., 2022;

Suh et al., 2021). Moreover, the overall quality of the travel experience is a significant determinant of satisfaction (Cajiao et al., 2022; Hao and Chon, 2022).

H5: Tourists' Revisit Intention is impacted by their Satisfaction

2.2.6 Satisfaction and Intention to Recommend

Tourist satisfaction is a precursor, that must always be maintained by destinations because consumer evaluations at places of visit, produce feelings of satisfaction or dissatisfaction. Satisfied consumers will tend to make repeat visits (Sharma and Nayak, 2019; Gohary et al., 2020) and provide recommendations to others to visit (Prayag et al., 2017; Widjanarko et al., 2025).

H6: Tourists' Intention to Recommend is impacted by their Satisfaction

2.2.7 Intention to Revisit and Intention to Recommend

The intention to return, indicating the likelihood of visiting the same location again, can be characterized as a distinct aspect of post-consumption behavior and a crucial component of tourism loyalty (Sharma and Nayak, 2018). When visitors return to the same location and recommend it to others, it can bring economic advantages to that destination. Intention to recommend is the desire that travelers share with their friends, family or future tourists, regarding the place they have previously visited (Prayag and Ryan, 2012; Guntoro and Hui, 2013; Lee et al., 2020).

H7: Tourists' Intention to Recommend is impacted by their Revisit Intention

3. Statement of the Problem

Despite the importance of experience economy, which is a vital and useful concept, to understand the economic value that offers

experiential products or services to consumers and its subsequent impact on tourists' satisfaction, a more detailed understanding of the factors that influence the visitors' intention to revisit warrants an in-depth analysis. This study addressed this gap, by determining the extent to which satisfaction of the visitors mediated the relationship between intention to revisit and intention to recommend and providing suitable practical recommendations to the destination planners.

4. Need of the Study

The study is justified since it offers insightful information about the impact the tourists' experience has on their satisfaction, intention to revisit and intention to recommend. The findings can help the tourism planners, to understand visitors' experiences better, which will help provide effective approaches to enhance their satisfaction and to strategize business plans, to increase the footfall of tourists to the destination for a sustainable business and regional economic growth.

5. Objectives of the Study

1. To identify which specific experiential factors are most influential in shaping visitor satisfaction and revisit intentions, potentially revealing valuable insights for destination development
2. To analyse how visitor satisfaction, as influenced by experiential values, impacts their likelihood of returning to the destination.
3. To assess how both satisfaction and revisit intention, shaped by experiential values, influence visitors' willingness to recommend the destination to others.
4. To investigate whether satisfaction and revisit intention act as mediators in the relationship between specific experiential values and recommendation intention.

6. Research Methodology

6.1 Sample Selection

The study utilized an explanatory and quantitative research approach, targeting domestic tourists who attended the Puri Beach Festival in Puri, Odisha. This research was designed to clarify the cause-and-effect relationships between the variables examined. Explanatory research was deemed suitable as it allowed for testing hypotheses, derived from theoretical frameworks and prior studies. This method also enabled efficient data collection and yielded access to a diverse group of participants. For respondent selection, purposive sampling was applied, relying on specific characteristics relevant to the research objectives. In the context of experiential values and tourist satisfaction, this approach helped to concentrate on particular categories of tourists or experiences, to assess their influence on satisfaction levels. Specifically, the inclusion criterion required that participants had recently visited the destination and they were able to form an informed opinion about it. Efforts were made to ensure balanced representation across gender and to include tourists from different states, to improve the sample's representativeness. Additionally, participants were informed that their involvement in the study was entirely voluntary and their responses would remain anonymous. The data were collected from 250 participants.

6.2 Sources of Data

Primary data were used for this study. The data were obtained, with the help of a structured questionnaire, that included the items for assessment of the perception of the domestic tourists/visitors on their experience, satisfaction, intention to revisit and intention to recommend. The secondary sources of data were utilized to review the literature.

6.3 Period of Study

The data for the study were collected during and post event from 7th to 21th January 2025.

6.4 Tools used in the Study

The collected data were analyzed, using SPSS & AMOS 23 software. A two-step method, involving Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) was applied, to examine the overall quality of measurement and to test the veracity of hypotheses taken for the study (Anderson and Gerbing, 1988).

7. Data Analysis & Interpretation

The first step in analyzing the data was the analysis of the measurement model, through confirmatory factor analysis (CFA).

The CFA results in the goodness-of-fit indicators, for experiential value dimensions on visitors' satisfaction, intention to revisit and intention to recommend (Table-1), revealed a good model fit, with the CFA chi square at 486.863, with 195 degrees of freedom ($p < 0.05$) and $\chi^2/df = 1.901$ (Hair, et al., 2010). Besides, other goodness of fit statistics indicated a good theoretical model fit, based on the values: Comparative Fit Index (CFI) 0.959; Normed Fit Index (NFI) 0.919; Incremental Fit Index (IFI) 0.960; Tucker-Lewis Fit Index (TLI) 0.952 and Root Mean Square Error of Approximation (RMSEA) 0.045 (Hair et al., 2010).

In the second step, the reliability of the scales was evaluated, with the help of constructs and their items with their standardized loadings, construct reliability, average variance extracted and Cronbach's alpha values and the results are presented in Table 2.

All the Cronbach's alpha values were greater than 0.7 ($p < 0.05$), demonstrating reliability (Nunnally, 1978). The construct

reliability of Experience Economy Dimensions, 'Education' was 0.81 for with the AVE value of 0.71, 'Entertainment' dimension 0.89 for with AVE of .63, Esthetics' dimension, 0.86 for with AVE of 0.61, and 0.89 for 'Escapism' dimension, 0.87 with AVE of 0.71. Similarly, for the dimension of 'Satisfaction' it was 0.81 with AVE of 0.58, 'Intention to Revisit' dimension was 0.88, with AVE of 0.73, followed by dimension 'Intention to Recommend' 0.84, being with AVE of 0.66. Further, discriminant validity of the constructs was found to be within the accepted limit (Fornell and Larcker, 1981).

Finally, the Table 3 presents the standardized coefficients, t-values and results of hypotheses and figure 2 displays the structural equation model for visitors' satisfaction, intention to revisit and intention to recommend. The analysis demonstrated that the entertainment factor had exerted significant effect on Satisfaction ($\beta = 0.234$, $t = 2.637$, $P < 0.05$), thereby supporting Hypothesis 1. In other words, the quality and diversity of entertainment such as the annual dance festival, directly influenced visitors' overall satisfaction with the event. These results revealed the need for festival organizers, to thoughtfully plan and improve entertainment activities, to enhance visitor satisfaction and potentially shape future behavioural intentions. The education factor also significantly affected Satisfaction ($\beta = 0.271$, $t = 2.218$, $P < 0.05$), lending support to Hypothesis 2. This finding demonstrated that visitors' satisfaction levels varied depending on their educational background. It indicated that either specific educational groups responded differently to the festival's offerings or that their satisfaction was indirectly influenced by other education-related factors. In the same way, the escapism dimension had also exercised meaningful impact on Satisfaction ($\beta = 0.322$, $t = 3.268$, $P < 0.05$), confirming Hypothesis 3. The

results revealed that the extent to which participants at the Puri Beach Festival felt detached from their daily routines, which is the essence of escapism, greatly influenced their event satisfaction. A higher level of immersion in the festival experience, increased the likelihood of attendees feeling satisfied. This sense of escapism may be driven by factors like the festival's ambience, engaging activities, and quality of services. The esthetic dimension also significantly influenced Satisfaction ($\beta = 0.225$, $t = 3.213$, $P < 0.05$), supporting Hypothesis 4. Visual elements such as decorations, the overall atmosphere and the aesthetic appeal of the festival grounds, contributed to visitor satisfaction. A more visually appealing environment could enhance the overall experience, boosting satisfaction levels. Further, the satisfaction variable had reported substantial impact on the Intention to Revisit ($\beta = 0.306$, $t = 4.406$, $P < 0.05$), supporting Hypothesis 5. In the context of the Puri Beach Festival, satisfied tourists were more inclined to return in the future. Positive experiences increased their intention to revisit the festival. Satisfaction also significantly influenced the Intention to Recommend ($\beta = 0.692$, $t = 6.938$, $P < 0.05$), affirming Hypothesis 6. In other words, visitors, who had a satisfying experience, were more likely to suggest the festival to others, thus becoming advocates for the event. Finally, the Intention to Revisit had a strong and positive effect on the Intention to Recommend ($\beta = 0.197$, $t = 3.643$, $P < 0.05$), confirming Hypothesis 7. Visitors, planning to return to the festival, were also more likely to recommend it to friends, family or colleagues.

8. Findings & Discussion

The findings of the study revealed that the perceived experiences of entertainment, education, esthetics, and escapism did have positive and significant influence on tourist satisfaction. These results concurred with the

study by **Dieck et al. (2018)**, which demonstrated how the four realms of experience influenced visitor satisfaction. Hypothesis 1, which posited that the education dimension positively influences satisfaction, was supported. This finding was consistent with **Luoh et al. (2020)**, who observed that individuals, actively engaging in interactive learning environments, tended to report higher satisfaction. Similar conclusions were drawn in the studies of **Pine and Gilmore (1999)**; **Lee et al. (2020)** and **Garrod & Dowell (2020)**. Hypothesis 2 was also confirmed, indicating that the entertainment dimension significantly influenced satisfaction. This agreed with the foundational work of **Pine and Gilmore (1999)** and also supported by **Lai et al. (2019)**; **Hosany and Witham (2010)** and **Carvache-Franco et al. (2020)**, all of whom emphasized the role of entertainment in enhancing tourist satisfaction. The study also supported Hypothesis 3, affirming that the escapism dimension significantly influenced satisfaction. This finding concurred with the findings by **Komarac and Ozretić Došen (2022)**, who highlighted the role of escapism in boosting satisfaction and revisit intentions. **Lee et al. (2020)** further emphasized that tourists, who immerse themselves in an environment, experience a sense of escape and self-transformation, leading to satisfaction. Supporting Hypothesis 4, the esthetic experience was also found to have significant positive impact on satisfaction. This result resonated with the findings of **Kirillova and Wassler (2019)** and **Soonsan et al. (2025)**, who argued that esthetic experiences went beyond visual appeal, to include sensory and emotional responses, that would enhance satisfaction. The study confirmed Hypothesis 5, indicating that tourist satisfaction positively affected revisit intention. This finding was in alignment with previous studies by **Rasoolimanesh et al., 2022**; **Suh**

et al., 2021; Cajiao et al., 2022; Hao and Chon, 2022, that highlighted the pivotal role of satisfaction in encouraging return visits. Further analysis confirmed Hypothesis 6, revealing that satisfaction positively influenced tourists' intention to recommend. This concurred with the research by Widjanarko et al. (2025); Sharma and Nayak (2019); Gohary et al. (2020) and Prayag et al. (2017), who emphasized that satisfied tourists were more likely to recommend destinations to others, acting as informal brand ambassadors. Finally, Hypothesis 7 was supported, showing that tourists' intention to revisit significantly influenced their intention to recommend. This was also consistent with findings by Sharma and Nayak (2018), who noted that repeat visitation is a key indicator of loyalty and can have economic benefits for destinations. The study's findings also aligned with those of Prayag and Ryan (2012); Guntoro and Hui (2013) and Lee et al. (2020), all of whom reported that recommendation intention reflected tourists' willingness to share positive experiences with others.

9. Suggestions

Findings from the current study demonstrated that dimensions of economic experience can be utilized in managing beach festivals and similar activities, suggesting that the Puri Beach Festival could serve as a destination for tourists, seeking satisfaction and fostering their desire to return and recommend it to others. It is suggested that the destination managers need to understand the importance of satisfaction, evaluate tourists' satisfaction consistently and track changes over time. In other words, through the utilization of the experience economy framework, this paper offers a conceptual and concrete view of the significance of experiences at the Puri Beach Festival location. This research recommends that event planners/managers of destinations should

recognize tourists' experiences as the key element to enhance visitor satisfaction, attract repeat tourists and generate favorable recommendations for the destination.

10. Conclusion

Based on the objectives and the hypotheses, the results of this study found the importance of tourist experience and their satisfaction as the main antecedents, that contribute to intention to revisit and recommend. This finding provides a theoretical contribution, by enriching the literature on tourist behavior, especially related to the factors that drive the intention to recommend tourist destinations to others. Practically, the results of this study can be a reference for tourism planners in designing strategies, that are oriented towards increasing memorable tourist experiences and tourist satisfaction. In short, managers can effectively increase the number of recommendations from tourists who have visited, which ultimately contributes to increasing the number of visits and the sustainability of tourist destinations.

11. Limitations of the Study

The first limitation of this study was that it utilized a survey method to collect data from respondents, who were required to express their opinions, based solely on the questions presented on a pre-set rating scale. The second limitation was that the time taken for the collection of primary data was very short and as a result, the findings may not completely represent the respondents from the entire population.

12. Scope for Future Research

The study used structured questionnaire to collect data from the respondents. Therefore, to obtain more comprehensive and detailed insights from participants, future study might utilize observation method or focus group discussions, for a deeper understanding of tourists' experiences and perspectives. The

future study may also employ social media analysis, involving sentiment analysis and engagement metrics, that may provide insights into the tourists' engagement level with the destination or experience.

13. References

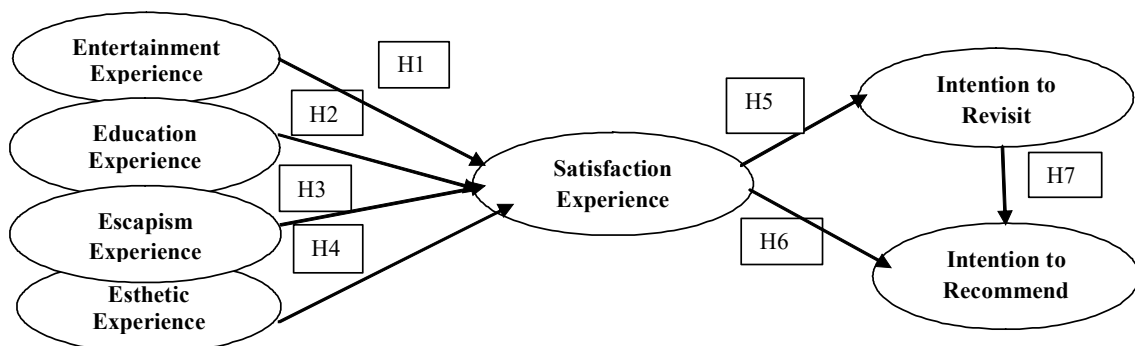
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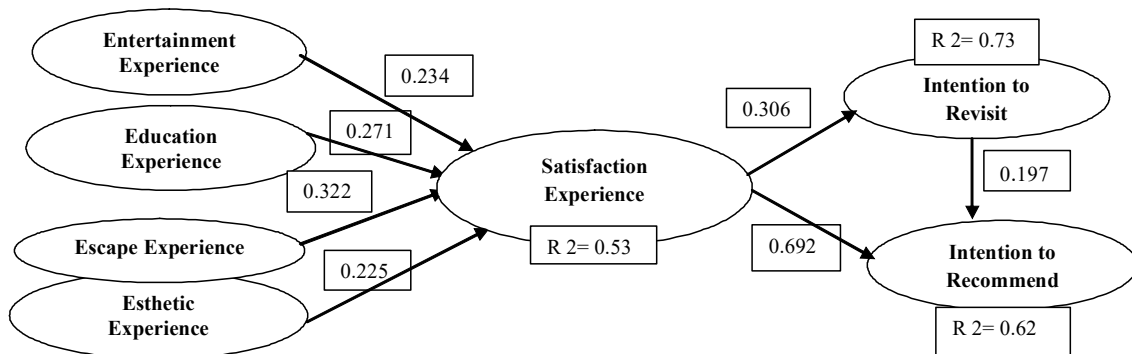
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Fig-1: Conceptual Framework for Evaluating Visitors' Satisfaction, Intention to Revisit & Recommend



Source: Source: Authors' Compilation

Figure-2: Structural Equation Model for Visitors' Satisfaction, Intention to Revisit and Recommend



Source: Author's Calculation, Results of Structural Model, $p < 0.05$

Table- 1: Goodness-of-fit indicators for Experiential Value Dimensions on Visitors' Satisfaction, Intention to Revisit and Recommend

Goodness of Fit Statistics	Results
X ² /df	1.901
Comparative Fit Index (CFI)	0.967
Normed Fit Index (NFI)	0.921
Incremental Fit Index (IFI)	0.958
Tucker-Lewis Fit Index (TLI)	0.955
Root Mean Square Error of Approximation (RMSEA)	0.058

Source: Author's calculation based on primary data

Table-2: Constructs, Items with Standardized Loadings, CR, AVE & CA

Items	Mean	Standard Deviation (SD)	Standardized Loadings (SL)	Construct Reliability (CR)	Average Variance Extracted (AVE)	Cronbach's Alpha (α)
Education Experience						
I gained adequate knowledge and experience about the destination	3.50	0.81	0.84	0.88	0.71	0.88
My learning experience from the destination was immense	3.71	0.80	0.83			
The experiences I gained from the destination doubled my curiosity to acquire new things.	3.83	0.76	0.92			
I had a full-fledged learning from the account of my visit to the destination.	3.81	0.86	0.82			

Entertainment Experience						
The destination provided me with activities that were really entertaining and fun-filled.	3.71	0.87	0.82	0.89	0.63	0.84
The activities I attended in the destination were engrossing and enduring.	3.55	0.78	0.78			
My happiness knew no bound being a part of the beach festival	3.65	0.90	0.79			
I felt and observed that the participants in the destination were engaged and had thorough enjoyment.	3.73	0.77	0.86			
Esthetics Experience						
The festival background was very harmoniously assembled	3.19	0.91	0.73	0.86	0.61	0.89
The experiences I had with the overall ambience of the beach festival was truly wonderful.	3.42	0.90	0.75			
The overall setting of the beach festival was appealing and eye-catching	3.36	0.93	0.74			
The beach festival destination was a sight to watch with a massive attraction	3.48	0.91	0.76			
Escapism Experience						
I was completely absorbed with the endearing environment of the beach festival	3.12	1.00	0.71	0.87	0.71	0.89
I had an enriching experience shaped by the uniqueness of the destination	3.13	1.02	0.74			
I had a new kind of feeling of living and experiencing the destination in more ways than one.	3.04	1.09	0.72			
The destination made me to imagine and experience as someone else.	3.05	1.11	0.70			

Satisfaction						
This destination satisfied my expectation.	4.07	0.77	0.88	0.81	0.58	0.80
I am satisfied with the way the beach festival was managed and organized.	3.84	0.73	0.87			
I feel the beach festival will grow in leaps and bounds in the days to come	4.17	0.89	0.94			
Intention to Revisit						
I will visit the destination again in the future for a more enthralling experience.	4.24	0.84	0.88	0.88	0.73	0.90
This beach festival is worth visiting again	4.10	0.83	0.89			
I will surely think of coming again to the destination for its beautiful surroundings and hospitality	4.13	0.96	0.90			
Intention to Recommend						
I will strongly suggest others to visit this festival	4.16	0.94	0.91	0.84	0.66	0.87
I will encourage my close friends and relatives to visit the destination	3.98	0.89				
I had a very good overall experience which can be shared with others	4.01	0.88				

Source: Author's calculation based on primary data

Table 3: Standardized Coefficients, t-values and Results of Hypotheses

Hypothesis	Path	Standardized Coefficients	t-value	Hypothesis Supported
H1	Entertainment > Satisfaction	0.234	2.637	YES
H2	Education > Satisfaction	0.271	2.218	YES
H3	Escape > Satisfaction	0.322	3.268	YES
H4	Esthetic > Satisfaction	0.225	3.213	YES
H5	Satisfaction > Intention to Revisit	0.306	4.406	YES
H6	Satisfaction > Intention to Recommend	0.692	6.938	YES
H7	Intention to Revisit > Intention to Recommend	0.197	3.643	YES

Source: Author's calculation based on primary data, $P < 0.05$