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RESEARCH ARTICLE

Determinants of Tourist Satisfaction and Revisit Intention in Kecak Dance Performance in Bali, Indonesia

Rezki Orientani*, Rizky Rivaldi Afgani

Department of Tourism, Faculty of Economics and Business, Universitas Terbuka, Tangerang Selatan, Indonesia

Correspondence:
Rezki Orientani
Email: rezki.orientani@ecampus.ut.ac.id
Address: Cabe Raya, Pondok Cabe, Pamulang, Tangerang Selatan 15437

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Abstract
Cultural tourism has experienced significant growth, driven by increasing tourist demand for authentic and immersive cultural experiences. One prominent example is the Tari Kecak performance, a cultural attraction that integrates elements of art, culture, and immersive visitor experience. Despite its strong cultural appeal, a gap remains between tourists' expectations and their actual experiences. This study aims to examine the influence of destination attributes, memorable tourism experiences (MTE), and value for money (VFM) on tourist satisfaction and revisit intention, with satisfaction serving as a mediating variable. A quantitative approach was employed by distributing online questionnaires to 220 tourists who had attended a Tari Kecak performance. The results reveal that memorable tourism experiences and destination attributes significantly influence tourist satisfaction, whereas value for money does not significantly affect satisfaction or revisit intention. Tourist satisfaction is shown to enhance revisit intention and serves as a key mediating variable. Specifically, satisfaction fully mediates the relationship between destination attributes and revisit intention, and partially mediates the relationship between memorable tourism experience and revisit intention. This study contributes to the cultural tourism literature by integrating destination attributes, memorable tourism experiences, and value for money in explaining tourist satisfaction and revisit intention. Practically, the findings help kecak dance organizers and destination managers develop immersive cultural experiences to improve tourist satisfaction and repeat visitation.

Keywords: Cultural performance tourism, destination attributes, memorable tourism experience, revisit intention, satisfaction.

INTRODUCTION

Over the past few decades, cultural tourism has evolved toward a more consumption-oriented form. This shift has been driven by rising income levels and consumption patterns, growing interest in cultural heritage, and increased efforts toward cultural preservation. However, challenges in sustaining tangible cultural heritage, coupled with tourists' increasing demand for more authentic and meaningful experiences, have drawn greater scholarly attention to the critical role of intangible cultural heritage in tourism development [1]. Within this context, cultural performances have emerged as a key component of cultural performance tourism, offering experience-based value rooted in meaning, identity, and emotional engagement.

The Kecak Dance in Bali represents a prominent form of intangible cultural heritage that has been commodified as a tourism performance. It has become a popular cultural attraction among both domestic and international tourists. The performance is staged at several key destinations, including Garuda Wisnu Kencana, Uluwatu Temple, and Melasti Beach. Each performance attracts approximately 2,000 spectators, underscoring its strong appeal as a cultural tourism product. According to data from Badan Pusat Statistik in 2024, Badung Regency has experienced a substantial recovery in the tourism sector following the pandemic, as reflected in the increase in domestic tourist visits from 42,741 in 2021 to 447,944, and further rising to 690,022 in 2023.

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Despite a significant rise in visitor numbers, this growth does not match the quality of the tourist experience. From a sustainable tourism perspective, this rapid growth may threaten the carrying capacity of cultural authenticity and cultural performances. Reviews on digital platforms highlight concerns about overcrowding, discomfort in the performance area, and a perception that ticket prices do not reflect the value received.

This phenomenon suggests a gap between a destination's popularity and the experience, especially when high visitor density negatively affects how tourists evaluate their visit. On the other hand, many visitors still highly appreciate the artistic quality and cultural atmosphere of the Kecak Dance. This situation shows that cultural tourism experiences depend not only on the attraction itself, but also on how tourists perceive the value of their spending. Consequently, a key question arises about the factors that shape visitor satisfaction and their intention to return to the performance.

In tourism literature, destination attributes are commonly defined by attractions, accessibility, and amenities. While these attributes form the core of a destination, Memorable Tourism Experience (MTE) highlights the emotional and psychological aspects stored in a tourist's memory [2,3]. Meanwhile, value for money represents a rational evaluation of the balance between benefits and costs. Interestingly, destinations that are highly attractive and easy to access can lead to overcrowding, which negatively impacts a tourist's intention to return [4]. This suggests that the influence of destination attributes is not always consistent. Previous studies indicate that revisit intentions are generally driven by satisfaction, which is shaped by destination attributes and the tourist's perception of price [5,6].

Despite the growing literature on tourist satisfaction and revisit intention, several research gaps remain. First, limited studies have examined cultural performance tourism, particularly focusing on ecotourism [7,8], wellness tourism [9], cultural tourism [10,11], community-based tourism [2], and heritage tourism [12,13]. Second, little is known about the relative importance of experiential factors and economic considerations in shaping tourist behavior within cultural performances. Third, research investigating destination attributes, memorable tourism experiences, and value for money simultaneously remains scarce, especially in the context of intangible cultural performances. Therefore, further research is needed to provide a more comprehensive understanding of the factors influencing tourist satisfaction and revisit intention in cultural performance tourism. Based on these gaps, this study aims to expand the literature on satisfaction by integrating destination attributes, memorable tourism experiences, and value for money, as well as their impact on revisit intentions within the context of cultural performance tourism.

LITERATURE REVIEW

Cultural Tourism and Intangible Cultural Tourism Theory

Cultural destinations include various sites such as museums, festivals, historic buildings, and heritage sites, as well as attractions related to cuisine, language, and religion [14]. In this context, culture is a key part of tourism products, including buildings, traditions, arts, and their associated processes. Therefore, cultural tourism is not limited to visiting museums or historic sites; it also includes the way of life and contemporary culture of a community [15]. More than just a product, culture in tourism reflects a community's collective identity. Elements such as traditional architecture, customs, arts, and daily practices are the main attractions that enrich the tourist experience. This broader meaning shows that cultural tourism acts as a bridge connecting the past, present, and future [16,17]. It also plays a strategic role in strengthening local identity and building a destination's image regionally and globally. By properly packaging cultural attractions, a region can showcase the unique features that set it apart from other destinations.

Tourists not only learn about history but also have the chance to directly experience the life of a modern society that remains rooted in tradition [18,19]. This confirms that cultural tourism is sustainable, constantly evolving, and serves as a means for both education and recreation [16,20].

Destination Attribute (Attraction, Accessibility, Amenities)

The 3A theory is a classic framework in tourism studies used to assess the appeal and feasibility of a destination. This concept focuses on three core components: Attraction, Accessibility, and Amenities. These elements are seen as the main pillars for providing a high-quality experience for tourists [21,22]. The 3A theory emphasizes that a destination must not only have an interesting attraction but also be

supported by adequate accessibility and quality amenities. These three factors do not stand alone; they complement each other to build a destination's competitiveness and sustainability [23,24].

Conceptually, Attraction is the core element that draws tourists to visit, such as natural beauty, cultural richness, art activities, or special events. Meanwhile, accessibility refers to how easily tourists can reach the destination. This dimension includes transportation, infra-structure, information availability, and the ease of booking systems. Good accessibility not only smooths the flow of visitors but also improves travel comfort. Finally, Amenities refer to the supporting facilities provided to meet tourists' needs at the destination, such as accommodation, restaurants, information centers, parking areas, and sanitation facilities. Adequate amenities play a vital role in increasing visitor satisfaction and extending their length of stay [21,22].

Memorable Tourism Experience Theory

The study of Memorable Tourism Experience (MTE) is rooted in memory theory, which explains how experiences are stored and reconstructed in long-term memory. Kim et al. [25] explain that three main factors influence memory. First, events linked to emotions are more easily remembered; the stronger the emotion felt, the clearer the memory. Second, cognitive evaluation helps strengthen memory because individuals who deeply analyze and understand a situation will have clearer recollections of the event. Third, extraordinary or unique experiences are more likely to be remembered compared to ordinary ones. In a tourism context, these factors explain how an experience can become memorable and stay in a tourist's long-term memory. However, tourism experiences are individual and subjective, making them difficult for others to fully understand [26]. Active engagement during the trip—such as interacting with new environments, communicating, and being open to cross-cultural experiences—is also recommended as a factor that enriches the experience and increases the likelihood of forming an MTE [27].

Value for Money Theory

Value for Money (VFM) is a dimension of perceived value that emphasizes how consumers compare the benefits received against the sacrifices made [28,29]. Several studies show that VFM is closely linked to customer satisfaction. When consumers feel that the price paid is fair or even lower than the benefits gained, satisfaction tends to increase. Conversely, a mismatch between cost and service quality can lead to negative perceptions, which reduce satisfaction and loyalty [30,31]. These findings confirm that perceived economic value is a vital part of post-consumption evaluation. In tourism, VFM reflects whether the costs of tickets, transport, and facilities are worth the overall experience. However, Demirgüneş [28] argues that destination management should not be driven by economic aspects alone. Therefore, managers must balance economic factors with non-economic dimensions so that tourists feel the full value of their visit. Ultimately, the perception of price fairness can influence how tourists evaluate and remember their travel experiences.

Satisfaction and Revisit Intention

Tourist satisfaction refers to 'the degree of pleasure and positive evaluation felt by tourists after comparing their experience with their initial needs, preferences, and expectations' [32]. From a post-visit evaluation perspective, tourists feel satisfied when their experience meets or exceeds the expectations they held before the trip.

Revisit intention is the desire or plan to return to a destination previously visited. In the tourism industry, revisit intention is considered crucial for the 'sustainability of a destination's competitive-ness [33]. In the context of tourism experiences, visiting attractions that meet needs such as knowledge, relaxation, and pleasure can increase engagement and create memories for tourists. Memorable tourism experiences influence satisfaction, often driven by natural beauty and landscape [34].

Aligning with these findings, Cheung et al. [35] show that MTE has a positive influence on tourist satisfaction because it allows them to experience local culture deeply. Furthermore, tourists who have positive experiences and feel satisfied are more likely to intend to return. This finding is supported by Keskin et al. [11], who state that tourist satisfaction accompanied by positive feelings is a key predictor of revisit intention, especially when needs and expectations are optimally met. We formulated the hypothesis into the research framework in Figure 1.

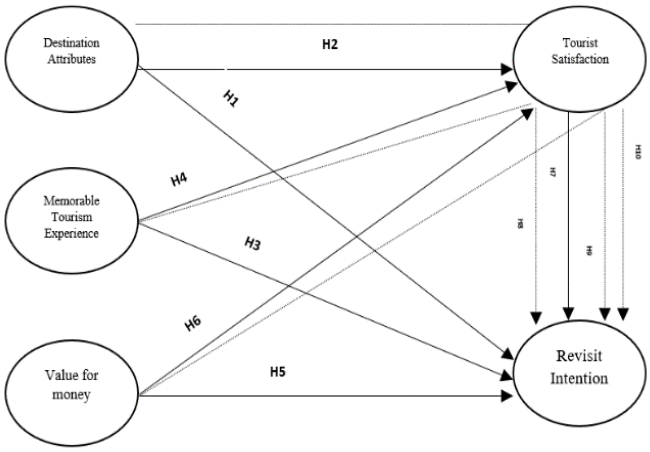

Figure 1. Research Framework

Source: Data Processed (2025), Notes:

H1: Destination attributes (attraction, accessibility, and amenities) positively influence revisit intention.
H2: Destination attributes (attraction, accessibility, and amenities) positively influence tourist satisfaction.
H3: Memorable tourism experience positively influences revisit intention.
H4: Memorable tourism experience positively influences tourist satisfaction.
H5: Value for money positively influences revisit intention.
H6: Value for money positively influences tourist satisfaction.
H7: Tourist satisfaction positively influences revisit intention.
H8: Tourist satisfaction mediates the relationship between destination attributes and revisit intention.
H9: Tourist satisfaction mediates the relationship between memorable tourism experience and revisit intention.
H10: Tourist satisfaction mediates the relationship between value for money and revisit intention.

MATERIAL AND METHOD

This study employs a quantitative approach using a survey method to examine the relationships between destination attributes, memorable tourism experiences (MTE), and value for money on satisfaction and revisit intention regarding Kecak Dance performances. The unit of analysis in this study is individual tourists who have experienced a Kecak Dance performance.

The research instrument consists of a questionnaire developed based on indicators for each variable, measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was adapted from a prior study to ensure content validity.

Data were collected through an online questionnaire distributed to tourists during May 2025 and June 2025. Following the performance, tourists were invited to participate voluntarily and were provided with a survey link to complete the questionnaire. The survey link was distributed directly to visitors after the event, ensuring that respondents had experienced the Kecak Dance performance prior to completing the questionnaire. A total of 220 valid responses were obtained. This sample size was considered adequate for PLS-SEM analysis because it exceeded the minimum sample size recommendations [36].

The Demographic and Visit Characteristics of Respondents

The respondents for this study are tourists who have witnessed a Kecak Dance performance in Bali, specifically at Garuda Wisnu Kencana (GWK), Uluwatu Temple, or Melasti Beach. A purposive sampling technique was utilized, with the primary criterion being that respondents must have attended a performance at one of these locations at least once.

This study involved 220 respondents who had witnessed Kecak Dance performances in Bali. In terms of gender distribution, the sample comprised 48.6% males and 51.4% females. The majority of respondents belonged to Generation Z (56.8%) and Generation Y (31.4%). Regarding their regional origin, most participants (69.5%) were from outside of Bali (Table 1).

The primary motivation for the respondents' visits was leisure or vacation (37.7%). Regarding their visiting experience, 50,5% respondents had previously witnessed a Kecak Dance performance (repeat visitors), while 49.5% were first-time visitors. Furthermore, the majority of respondents indicated that their most recent visit occurred within the last 1–6 months, suggesting the data reflects relatively recent experiences.

Table 1. Demographic and Visit Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	107	48.6
	Female	113	51.4
Generation	Gen Z	125	56.8
	Gen Y	69	31.4
	Others	26	11.8
Origin	Bali	67	30.5
	Other	153	69.5
Visit Purpose	Leisure/ Vacation	83	37.7
	Other	137	62.3
Visiting Experience	First-time visitor	109	49.5
	Repeat Visitor	111	50.5

Source: Data Processed (2025)

Evaluation of Measurement Model

The measurement model (outer model) was evaluated by testing indicator reliability (outer loadings), construct reliability (composite reliability), Average Variance Extracted (AVE), and discriminant validity using the Fornell-Larcker criterion. Subsequently, the structural model (inner model) was assessed by examining path coefficients, the coefficient of determination (R^2), and the significance of relationships between variables through bootstrapping.

All indicators in this study were adapted from established measurement scales utilized in previous research. Memorable tourism experiences are shaped by meaningful, emotional moments that contribute to long-lasting memories [37]. Revisit intention assesses the tourists' propensity to return to the performance in the future [38]. Value for Money reflects the perceived congruence between the costs incurred and the quality of the experience received [39]. Satisfaction was measured by tourists' overall evaluation of performance and their overall experience [40]. Finally, Destination Attributes encompass the attractiveness of the performance, the accessibility of the venue, and the supporting facilities provided for visitors [41].

The evaluation of the measurement model commenced with an assessment of indicator reliability using the outer loading values for each item. The majority of the indicators exceeded the recommended threshold of 0.708, signifying robust indicator reliability. Although several indicators yielded outer loading values below 0.708, they remained above 0.60, which is considered acceptable for inclusion in the analysis. Consequently, all indicators were retained within the research model. Following [14], indicators with outer loading between 0.40 and 0.70 may be retained when construct reliability and convergent validity remain satisfactory. Furthermore, DA1, DA4, and VFM3 were retained because they represent theoretically important dimensions of destination attributes and value for money, thereby contributing to the content validity of the constructs (Table 2).

Table 2. Outer Loading

Indicator	Item	Outer Loading
Memorable Tourism Experience (MTE)	MTE1	0.757
	MTE2	0.923
	MTE3	0.761
Destination attributes (DA)	DA1	0.698
	DA2	0.813
	DA3	0.797
	DA4	0.644
Value for Money (VFM)	VFM1	0.825
	VFM2	0.868
	VFM3	0.633
Satisfaction (SAT)	SAT1	0.784
	SAT2	0.901
	SAT3	0.848
Revisit Intention (IN)	IN1	0.775
	IN2	0.903
	IN3	0.835

Source: Data Processed (2025)

Table 3. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
DA	0.725	0.741	0.829	0.549
IN	0.793	0.825	0.877	0.705
MTE	0.768	0.972	0.857	0.668
SAT	0.799	0.804	0.882	0.715
VFM	0.686	0.730	0.823	0.611

Source: Data Processed (2025)

Table 4. Discriminant Validity (Fornell–Larcker Criterion)

	DA	IN	MTE	SAT	VFM
DA	0.741				
IN	0.640	0.839			
MTE	0.373	0.602	0.817		
SAT	0.670	0.773	0.708	0.846	

Source: Data Processed (2025)

Construct and convergent validity were evaluated using Cronbach's Alpha, composite reliability (CR), and average variance extracted (AVE). The results presented in Table 3 indicate that the composite reliability values range from 0.823 to 0.882, while Cronbach's Alpha values range from 0.686 to 0.799. In addition, the AVE values range from 0.611 to 0.715, all exceeding the recommended threshold of 0.50. These suggest that all constructs demonstrate adequate reliability and convergent validity.

Discriminant validity was subsequently assessed using the Fornell-Larcker criterion. The results indicate that the square root of the AVE for each construct is greater than its correlations with other constructs in the model (Table 4). This finding demonstrates that each construct is empirically distinct, thereby confirming that discriminant validity has been established.

Structural Model Evaluation

Before evaluating the structural model, a collinearity test was conducted using the Variance Inflation Factor (VIF). The results indicate that all indicators have VIF values ranging from 1.243 to 2.334, which are below the recommended threshold [35]. This suggests there are no multicollinearity issues in the research model.

Subsequently, the coefficient of determination (R^2) was used to assess the predictive power of the model (Table 5). The R^2 value for tourist satisfaction (SAT) is 0.693, indicating that 69.3% of the variance in tourist satisfaction is explained by constructs of Memorable Tourism Experience (MTE), destination attributes (Attraction, Accessibility, Amenities), and Value for Money (VFM). Meanwhile, the R^2 value for revisit intention (IN) is 0.598, indicating that 59.8% of the variance in revisit intention is explained by tourist satisfaction. According to the interpretation guidelines [35], these R^2 values fall within the moderate to substantial category, suggesting that the research model has satisfactory explanatory power.

Hypothesis Testing

The result of the analysis indicates that destination attributes do not have a significant effect on revisit intention ($\beta = 0.129$; $t = 1.722$; $p = 0.086$); thus, H1 is not supported. However, destination attributes have a positive effect on tourist satisfaction ($\beta = 0.356$; $t = 4.922$; $p < 0.001$), indicating that the quality of attractions, accessibility, and amenities serves as an important foundation in shaping tourist satisfaction. Therefore, H2 is supported. Moreover, Memorable Tourism Experience (MTE) is positively associated with both revisit intention ($\beta = 0.232$; $t = 3.182$; $p = 0.002$) and tourist satisfaction ($\beta = 0.336$; $t = 4.368$; $p < 0.001$). The results of the structural model testing are presented in Table 6.

These results indicate that memorable experiences obtained from the Kecak dance performance improve tourist satisfaction and encourage tourists to revisit the performance. Additionally, tourist satisfaction also has a positive effect on revisit intention ($\beta = 0.310$; $t = 3.758$; $p < 0.001$). Therefore, H3, H4, and H7 are supported. However, perceived value for money does not show a significant effect on revisit intention ($\beta = 0.097$; $t = 1.213$; $p = 0.226$) or on tourist satisfaction ($\beta = 0.106$; $t = 1.795$; $p = 0.074$). This suggests that tourists' intentions to revisit the Kecak dance performance are not mainly driven by pricing factors, but rather by the experiences they obtain. Therefore, H5 and H6 are not supported.

The mediation analysis indicates that satisfaction fully mediates the relationship between destination attributes and revisit intention (β = 0.110; t = 2.650; p = 0,008). Moreover, satisfaction partially mediates the relationship between memorable tourism experience and revisit intention (β = 0,104; t = 2.719; p = 0,007). However, the mediating role of satisfaction on the relationship between value for money and revisit intention is not significant (β = 0,033; t = 1.729; p = 0,085). Therefore, H8 and H9 are supported, H10 is not supported.

Table 5. Coefficient of Determination (R^2)

Variabel	R Square
Revisit Intentions (IN)	0.598
Satisfaction (SAT)	0.693

Source: Data Processed (2025)

Table 6. Path Coefficient

Hypothesis	Original Sample	T Statistics	P Values	Result
DA -> IN_	0.,129	1.722	0.086	Not-Significant
DA -> SAT	0.356	4.922	0	Significant
MTE -> IN_	0.232	3.182	0,002	Significant
MTE -> SAT	0.336	4.368	0	Significant
Hypothesis	**Original Sample**	**T Statistics**	**P Values**	**Result**
SAT -> IN_	0.31	3.758	0	Significant
VFM -> IN_	0.097	1.213	0.226	Not-Significant
VFM -> SAT	0.106	1.795	0.074	Not-Significant
DA -> SAT -> IN_	0.11	2.65	0.008	Significant
MTE -> SAT -> IN_	0.104	2.719	0.007	Significant
VFM -> SAT -> IN_	0.033	1.729	0.085	Not-Significant

Source: Data Processed (2025)

Notes: DA= Destination Attributes, IN= Revisit Intention, SAT= Satisfaction, MTE= Memorable Tourism Experience, VFM= Value for Money.

DISCUSSION

This study examines the key factors influencing tourist satisfaction and revisit intention in the context of cultural performance tourism, specifically the Kecak Dance in Bali. The results indicate that memorable tourism experience (MTE) and destination attributes have a significant influence on tourist satisfaction, while value for money does not show a significant effect. Furthermore, satisfaction has been shown to play an important role in driving revisit intention and in mediating the relationships among several variables in the research model.

The results of the study indicate that Memorable Tourism Experience (MTE) significantly influences tourist satisfaction and revisit intention. This finding confirms that, in the context of cultural tourism, tourists seek not only entertainment but also meaningful and authentic experiences. Experiences embedded in tourists' memories serve as important references in evaluating destinations and shaping future behavioral intentions. Therefore, the more memorable the experience perceived by tourists, the higher their level of satisfaction and the likelihood of revisiting the destination. This finding is consistent with Tsai et al. [42], who demonstrated that MTE plays a significant role in enhancing tourist satisfaction and revisit intention. The results of this study also support Kim [43], who identified MTE as one of the strongest predictors of tourists' behavioral intentions, and are further reinforced by Chen and Rahman [44], who argued that deep cultural experiences can create enduring impressions and foster tourist loyalty. In the context of Kecak Dance performances, unique, authentic, and culturally immersive experiences are likely to leave lasting impressions on tourists, ultimately increasing satisfaction and encouraging revisit intentions.

From a sustainability perspective, this result highlights that experiential quality is essential not only for improving tourist satisfaction but also for contributing to the long-term sustainability of cultural performances. When tourists are more deeply engaged emotionally and culturally, they are more likely to value cultural authenticity, which contributes to the preservation of intangible cultural heritage.

Furthermore, this study found that destination attributes significantly influenced tourist satisfaction, although they did not significantly influence revisit intention. This finding suggests that attraction, accessibility, and amenities remain important factors in shaping tourists' evaluations of their tourism experiences.

These results are consistent with Akbar and Sibarani [45], who found that attraction and accessibility positively influenced visitor satisfaction, and Biswas et al. [46], who reported that destination attributes significantly influenced tourist satisfaction. However, destination attributes were not found to significantly influence revisit intention. This finding is consistent with Sotero and Luisa [47], who reported that destination attributes were not a significant predictor of revisit intention, while tourism sustainability emerged as a more influential factor. Conversely, the results of this study differ from the findings of Wahim et al. [48] and Nguyen-Viet et al. [49], who found that destination attributes positively influenced revisit intention. One possible explanation is that the Kecak Dance is a form of cultural performance tourism, where tourists' decisions to return are more influenced by memorable experiences and emotional engagement than by destination attributes alone. Therefore, while destination attributes contribute to tourist satisfaction, they are not necessarily strong enough to directly drive revisit intentions.

An interesting finding of this study is that value for money (VFM) does not significantly influence tourist satisfaction. This result contrasts with several previous studies that found that the perception of economic value is a pivotal factor in shaping tourist satisfaction [50]. Furthermore, the ticket price of Kecak Dance performances may represent only a small proportion of tourists' overall travel expenditure in Bali, thereby reducing the importance of price-related evaluations in determining satisfaction. These findings suggest that in the context of Kecak dance performances, tourists tend to prioritize memorable experiences over the costs incurred. Rather than focusing on price or expenditure, tourists are more oriented toward non-financial factors such as aesthetic experience, cultural authenticity, and the symbolic meaning of the cultural performance. However, this finding is consistent with Rehman et al. [6], who found perceived price reasonableness did not directly affect tourist satisfaction. One possible explanation is that tourists evaluate cultural performance tourism differently from other tourism products, placing greater emphasis on experiential and emotional value than on economic considerations alone. This reinforces the perspective that cultural tourism consumption is often driven by emotional, social, and symbolic factors rather than purely economic value [28,29]. The non-significant effect of value for money further suggests that tourists perceive cultural performances not only as commodified products, but as rich cultural experiences embedded in identity and heritage values.

This study further underscores that tourist satisfaction serves as a vital mediator in shaping revisit intention. The results demonstrate that satisfaction mediates the relationship between destination attributes and tourism experiences on the intention to return. This finding is consistent with established consumer behavior models in tourism, which posit that satisfaction is a key driver of tourist loyalty, manifesting as both revisit intention and positive word-of-mouth recommendations [51,52]. Consequently, tourist satisfaction is essential as it acts as a bridge to future loyalty behavior; thus, delivering a satisfying tourism experience remains a critical strategy for destination managers to sustain tourist loyalty.

In this context, satisfaction is crucial in preventing tourism growth from compromising experiential quality, which is essential for maintaining both tourist loyalty and the sustainability of cultural tourism destinations. Theoretically, this study contributes to the literature on cultural tourism, particularly on tourist behavior in the context of cultural performances. The findings establish that Memorable Tourism Experience (MTE) serves as a primary determinant of satisfaction and revisit intention for Kecak dance performances. This reinforces the notion that experiential factors exert a more dominant influence than economic considerations within the cultural tourism sector.

From a practical perspective, the findings of this research offer significant implications for the management of Kecak dance performances and cultural tourism destinations. Stakeholders should prioritize strategies aimed at cultivating memorable experiences by reinforcing cultural authenticity, providing adequate supporting facilities, and innovating performance delivery. Furthermore, incorporating interactive elements that allow for direct tourist engagement is crucial for enhancing overall satisfaction and driving revisit intentions.

CONCLUSION

This study concludes that Memorable Tourism Experience (MTE) and destination attributes significantly influence tourist satisfaction, which subsequently drives revisit intention. These findings highlight the importance of balancing

tourism growth with the sustainability of cultural performances. In contrast, Value for Money (VFM) has no significant effect on either tourist satisfaction or revisit intention. In the context of the Kecak dance performance, tourist behavior is primarily shaped by experiential and destination factors rather than financial considerations. Furthermore, tourist satisfaction serves as a mediating variable, fully mediating the relationship between destination attributes and revisit intention, and partially mediating the relationship between MTE and revisit intention. However, the mediating effect of Value for Money (VFM) on revisit intention through satisfaction is not significant.

Theoretically, the findings strengthen the role of Memorable Tourism Experience (MTE) and destination attributes as key determinants of tourist satisfaction and revisit intention in cultural tourism. Practically, destination managers and organizers of Kecak Dance performances should prioritize the development of memorable and immersive offerings such as cultural storytelling, authenticity, and audience engagement. In addition, maintaining high-quality destination attributes is essential to improve tourist satisfaction and encourage repeat visitation.

This study is limited to the context of Kecak dance performances in Bali and relies on survey data, which may not fully capture the depth of tourists' experiences. In addition, only selected variables were examined, while other potential determinants were not included. Future research may explore different forms of cultural tourism, apply mixed-method approaches, and incorporate additional variables such as authenticity, emotional attachment, or perceived experiential value.

Author Contribution: Rezki Orientani conceived the study, collected and analyzed the data, interpreted the findings, and prepared the manuscript. Rizky Rivaldi Afgani contributed to data collection, reviewed the manuscript, and provided feedback on the study. Both authors read and approved the final manuscript.

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