

## THE RELATIONSHIP BETWEEN SERVICE QUALITY, PERCEIVED VALUE, AND VISITOR SATISFACTION WITH REVISIT INTENTION TO MUSEUMS

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### ABSTRACT

Museums are often considered attractions that are sufficient to visit only once. Therefore, understanding what elements can encourage museum visitors to return becomes important. This study aims to understand the influence of service quality, perceived value, visitor satisfaction, and revisit intention to museums. This study was conducted at a museum located in Bandung, Indonesia, involving 230 valid respondents who had previously visited the museum. Data analysis in this study used SmartPLS 4.0 to test the relationships among variables based on survey data using a quantitative method. The model was tested for validity and reliability using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted values. The results show that service quality has a significant relationship with perceived value and visitor satisfaction. Perceived value has a positive impact on visitor satisfaction. Visitor satisfaction has the greatest impact on revisit intention. Visitor satisfaction as a mediator strengthens the relationship between service quality, perceived value, and revisit intention. This study implies that future researchers need to further explore the factors that make visitors feel satisfied and comfortable to revisit museums.

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## INTRODUCTION

The tourism industry continues to transform, with emerging trends emphasizing the creation of meaningful and personal experiences for visitors. Museums have significant potential as cultural and educational tourism destinations that provide added value not only in the form of historical information but also deep emotional and cognitive experiences. However, public interest in museums remains a major challenge in museum development. Visitors are the primary key to the success of a museum in delivering its message. In general, people feel bored in museums because the system offered is too monotonous. Visitors are often left to observe objects without receiving clear information about the objects or how they were created (Masithoh & Widiartanto, 2020).

Facility comfort plays an important role in shaping tourists' perceptions of destination quality. Attributes such as cleanliness, exhibition space comfort, and rest areas are important elements in forming service quality perceptions. Ten dimensions including tangibles, reliability, security, responsiveness, communication, access, understanding, courtesy, and credibility were used to describe service experience and later extracted into five dimensions, namely empathy, reliability, responsiveness, tangibles, and assurance. These five dimensions form the SERVQUAL measurement scale, which has been widely used in academia (An et al., 2019). Comfort is also a significant factor in increasing tourists' intention to revisit a destination. Tourists who feel comfortable and satisfied with their experience tend to revisit and recommend the destination to others (Ragb et al., 2020).

Service quality in museums, including staff friendliness, clarity of information, cleanliness, and facility comfort, plays a crucial role in shaping visitors' intention to return. The concept of Destination Service Quality (DSQ) is introduced as a key dimension in determining overall destination quality, encompassing various sub-dimensions such as amenities. Facilities and services provided at tourism destinations, including museums, are essential in shaping tourists' perceptions of service quality (Dedeoğlu, 2019). Tourist satisfaction mediates the influence of service quality and tourist experience on revisit intention. Positive service quality and experience generate tourist satisfaction, which in turn encourages them to revisit the destination (Najmudin et al., 2023).

Perceived value is influenced by destination image and includes aspects such as reputation, quality, behavioral price, monetary price, and emotional response. Perceived value of benefits has a significant influence on the emotional experience felt during the visit, and positive emotional experiences encourage revisit intention. Differences in perception between first-time and repeat visitors are important, indicating that past experiences play a role in shaping revisit intention (Ragb et al., 2020). Value is a relative and subjective concept influenced by individual perceptions of benefits received and sacrifices made (Dedeoğlu, 2019). The concept of value for money reflects tourists' evaluation of the balance between expenditures and benefits gained. Low perceived value for money may weaken the impact of product quality on loyalty (Dedeoğlu, 2019). Good value for money has been identified as a cognitive attribute distinguishing destinations from competitors (Ragb et al., 2020).

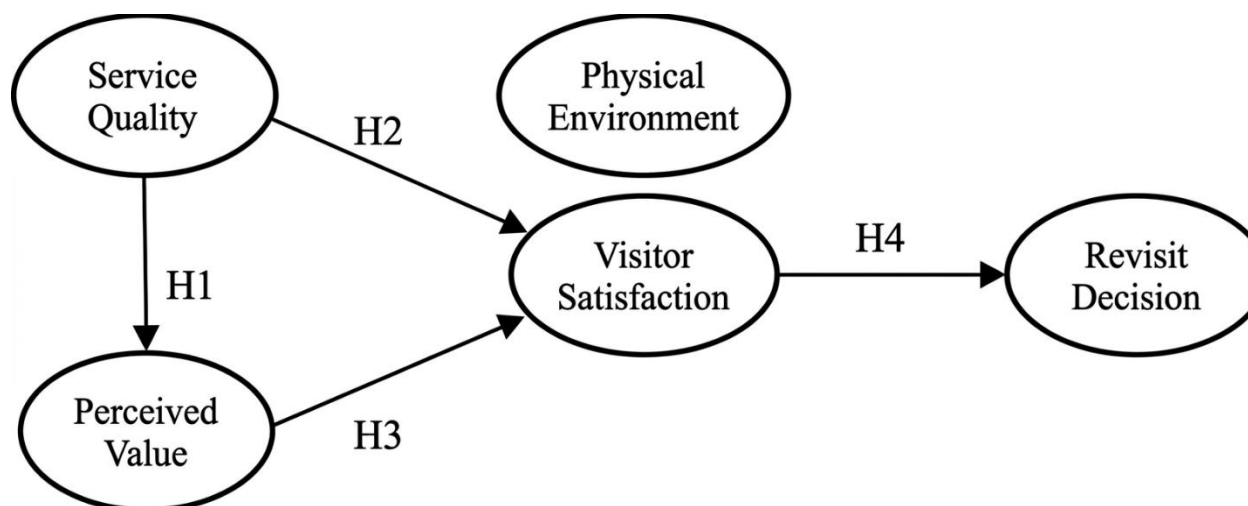
Customer satisfaction is closely related to loyalty and revisit intention. Satisfied customers tend to become repeat customers, providing stable revenue streams (An et al., 2019). Positive perceptions of destination quality significantly influence revisit intention and recommendation behavior (Dedeoğlu, 2019). Emotional aspects also influence visitor satisfaction and behavioral intention. Tourist motivation consists of push factors originating internally and pull factors related to destination attributes (Woyo & Slabbert, 2020). The interaction between internal motivation and external attraction influences tourist enjoyment (Suhartanto et al., 2020). Personal interaction characterized by friendliness, empathy, and professionalism is considered an important aspect of service delivery quality in museums (Md Ali et al., 2019).

Revisit intention reflects the likelihood of an individual returning to a destination in the future and is often used to measure destination loyalty together with word-of-mouth (An et al., 2019). Visitor satisfaction is a strong predictor of revisit intention and recommendation behavior (Dedeoğlu, 2019). Dimensions such as relaxation and solitude have

been identified as strong predictors of revisit and recommendation intention (Woyo & Slabbert, 2020). Information sources such as signage, panels, and orientation boards influence service performance perception and help visitors navigate and understand museum collections effectively (Md Ali et al., 2019). Good service creates positive perceptions, increases the likelihood of recommendation, and encourages revisit intention (Md Ali et al., 2019).

Despite the extensive discussion on service quality, perceived value, and satisfaction in tourism studies, there is still limited research that integratively examines how Destination Service Quality (DSQ), perceived value (including value for money), and emotional experience simultaneously influence visitor satisfaction and revisit intention in the context of museums. Therefore, the main problem addressed in this study is how service quality, perceived value, and visitor experience collectively shape visitor satisfaction and subsequently affect revisit intention in museum tourism.

This study contributes theoretically by developing an integrated model that links DSQ, perceived value, emotional experience, and visitor satisfaction to revisit intention within the museum context, thereby enriching the application of SERVQUAL and destination quality theories in cultural tourism research (An et al., 2019; Dedeoğlu, 2019). Practically, this research provides managerial implications for museum administrators in designing service strategies, improving facility comfort, enhancing information delivery systems, and strengthening value for money perceptions to increase visitor satisfaction, loyalty, and sustainable museum competitiveness (Ragb et al., 2020; Najmudin et al., 2023).



**Figure 1.** Model Structure

H1: Service quality has a positive influence on perceived value.

H2: Service quality has a positive influence on overall visitor satisfaction.

H3: Perceived value has a positive influence on overall visitor satisfaction.

H4: Visitor satisfaction has a positive influence on visitors' decision to revisit.

## METHOD

This study applies a quantitative approach as its primary methodology, using a self-administered questionnaire as the data collection instrument. The quantitative method was conducted among tourists who had experience visiting the Museum to measure service quality, perceived value, overall satisfaction, and revisit intention. To ensure data validity, this study only involved individuals who had direct experience visiting the Museum. Respondents who did

not meet these criteria, namely those who had never visited the Museum, were manually removed from the data analysis by the researcher.

The sampling technique used in this study was purposive sampling, a non-probability sampling method in which respondents were selected based on specific criteria, namely individuals who had previously visited the Museum. This technique was chosen to ensure that all respondents possessed relevant experience and were able to provide valid evaluations regarding service quality, perceived value, satisfaction, and revisit intention.

All question items in the survey instrument used a five-point Likert scale measurement, where respondents selected answers ranging from 1 representing “strongly disagree” to 5 representing “strongly agree.” The questionnaire was distributed using Google Form (GForm) as an online data collection tool. The online survey questionnaire was distributed starting on October 30, 2024, targeting individuals who had visited the Museum, and was shared through WhatsApp groups, personal contacts, and Instagram. The questionnaire was first distributed via the WhatsApp platform, obtaining 112 respondents, followed by gradual distribution through Instagram from November 13, 2024, until December 4, 2024, obtaining 236 respondents. Of the 236 respondents, 6 did not meet the criteria, leaving 230 respondents eligible for analysis.

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. To assess the significance of the hypothesized relationships, a bootstrapping procedure was performed with repeated resampling to generate t-statistics and p-values. Bootstrapping is a non-parametric technique that enhances the robustness of statistical estimation by resampling the original data and estimating the stability of path coefficients. A relationship is considered statistically significant if the t-value exceeds 1.96 at a 5% significance level.

The questionnaire consisted of 31 questions, including 6 demographic questions to gather information regarding gender, age, origin, education, income, and respondent status, inspired by research (2019). In evaluating the measurement model (outer model), indicator reliability was assessed using outer loading values. An outer loading value greater than 0.70 indicates that the indicator has strong convergent validity and adequately represents its latent construct. Indicators with loading values below 0.70 were evaluated for potential removal to improve construct reliability and validity, while still considering theoretical justification.

## RESULTS AND DISCUSSION

The results of the demographic analysis reveal several important findings. First, the proportion of female respondents was 65.2%, while male respondents accounted for 34.8%. Second, the respondents' ages varied, but the majority were young, with those aged 19 to 21 representing 28.69%. Respondents categorized as older, above 30 years old, each had proportions below 5%. Bandung accounted for 33.04% of respondents, other regions accounted for 41.3%, while Jakarta had the lowest proportion at 13.91%. Therefore, it can be concluded that this survey covered many regions in Indonesia. Fourth, senior high school or vocational high school graduates had the highest proportion at 70.87%, followed by bachelor's degree holders at 16.96%, while others had proportions below 10%. Fifth, the majority of respondents had low income, with those earning Rp1,000,000 representing the highest proportion at 51.3%. Those earning Rp6,000,000 had the lowest proportion at 1.74%. Lastly, 71.3% of respondents were students, 20% were workers, and 6.96% were neither students nor workers. The smallest group was retirees at 1.74%.

Based on these findings, the demographic profile indicates that the majority of respondents were young female students. Most respondents came from Bandung and other regions, with the majority having a senior high school or vocational high school education level. Most respondents also had low income, indicating reliance on other income sources such as parents.



**Table 1.** Respondents' Demographic Characteristics

Variable	Frequency	Percentage
<b>Gender</b>		
Male	80	34,8%
Female	150	65,2%
<b>Age</b>		
12	2	0,86%
13	3	1,30%
15	3	1,30%
16	2	0,86%
17	14	6,08%
18	10	4,34%
19	16	6,95%
20	66	28,69%
21	33	14,34%
22	17	7,39%
23	14	6,08%
24	5	2,17%
25	10	4,34%
26	6	2,60%
27	3	1,30%
28	1	0,43%
29	5	2,17%
30	2	0,86%
31	7	3,04%
32	4	1,73%
33	2	0,86%
34	1	0,43%
42	1	0,43%
45	1	0,43%
48	1	0,43%
52	1	0,43%
<b>Domicile</b>		
Bandung	76	33,04%
Jakarta	32	13,91%
Bogor	16	6,96%
Depok	11	4,78%
Others	95	41,30%
<b>Education Level</b>		
SD	5	2,17%
SMP	19	8,26%
SMA/K	162	70,87%
D1	1	0,43%
D3	39	16,96%
S1	3	1,30%

Variable	Frequency	Percentage
S2		
<b>Income</b>		
< 1.000.000	118	51,30%
1.000.000 - 3.000.000	55	23,91%
3.000.000 - 5.000.000	47	20,43%
> 5.000.000	10	4,35%
<b>Status</b>		
Student	164	71,30%
Worker	46	20,00%
Neither Student nor Worker	16	6,96%
Retired	4	1,74%

Table 1 presents the demographic profile of the respondents who participated in this study. A total of 230 valid responses were analyzed. Based on gender, the majority of respondents were female (65.2%), while male respondents accounted for 34.8%. In terms of age distribution, most respondents were 20 years old (28.69%), followed by 21 years old (14.34%), indicating that the sample was predominantly composed of young visitors.

Regarding domicile, respondents mostly came from areas categorized as “Others” (41.30%) and Bandung (33.04%), followed by Jakarta (13.91%), Bogor (6.96%), and Depok (4.78%). In terms of education level, the majority of respondents had completed SMA/K (70.87%), followed by S1 (16.96%), while other education levels were represented in smaller proportions. Based on income, more than half of the respondents (51.30%) had an income of less than Rp 1,000,000, and most respondents were students (71.30%), followed by workers (20.00%).

These demographic characteristics indicate that the respondents were predominantly young students with relatively low income levels, which is relevant in interpreting their perceptions of service quality, perceived value, satisfaction, and revisit intention, particularly in relation to value for money considerations.

After describing the respondent profile, Table 2 presents the results of the measurement model evaluation, which assesses the validity and reliability of the research constructs, including Service Quality, Perceived Value, Visitor Satisfaction, and Revisit Intention. The evaluation includes outer loading values to measure indicator reliability, as well as Cronbach’s Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) to assess internal consistency reliability and convergent validity.

**Table 2.** Measurement Model Results

Variable	Code	Indicator	Loading	Cronbach’s Alpha	CR	AVE
Service Quality	X1.1	The museum environment feels clean and comfortable	0.673	0.837	0.878	0.507
	X1.2	The atmosphere in the museum feels comfortable	0.713			
	X1.3	I feel safe and secure while in the museum	0.698			
	X1.4	The available facilities are very comfortable	0.719			
	X1.5	The service in the museum is very fast	0.767			
	X1.6	Staff are available when needed	0.750			
	X1.7	Staff are able to answer questions	0.655			
Perceived Value	X2.1	I feel I receive individual attention	0.665	0.770	0.845	0.523
	X2.2	I feel the service provided is valuable	0.767			

Variable	Code	Indicator	Loading	Cronbach's Alpha	CR	AVE
Visitor Satisfaction	X2.3	The service quality has a good reputation	0.783	0.811	0.845	0.514
	X2.4	The ticket price is acceptable considering what I receive	0.741			
	X2.5	The price is worth it to visit	0.649			
	X3.1	This museum exceeds my expectations	0.750			
	X3.2	This museum does not disappoint me	0.713			
	X3.3	I feel happy visiting this museum	0.709			
	X3.4	Overall, I am satisfied being in this museum	0.735			
Revisit Intention	X3.5	I gain benefits while in this museum	0.677	0.836	0.877	0.505
	X3.6	I can enjoy the facilities offered well	0.715			
	Y1	I plan to revisit this museum	0.723			
	Y2	I intend to visit this museum again with others	0.708			
	Y3	I will visit this museum more frequently	0.704			
	Y4	This museum will become my main preference compared to other museums	0.684			
	Y5	I will recommend this museum to people planning to visit	0.758			
	Y6	I will share positive experiences about this museum with others	0.672			
	Y7	I will suggest this museum to my acquaintances	0.721			

Referring to the test results in Table 2, the measurement model analysis was conducted on the four variables, namely Service Quality, Perceived Value, Visitor Satisfaction, and Revisit Intention. For the Service Quality variable, all indicators contributed adequately to the latent variable "Service Quality." The reliability test results after re-measuring each indicator showed a Cronbach's Alpha value of 0.837, which exceeds the standard value of 0.7, indicating that this variable is reliable. The indicators also demonstrated composite consistency with a Composite Reliability value of 0.878, which is above the standard value of 0.7. The AVE value was 0.523, slightly above 0.5, indicating that more than 50% of the variance in the indicators is explained by this latent variable.

For the Perceived Value variable, the indicators showed significant contributions to this variable with good internal reliability, with a Cronbach's Alpha value above the standard value of 0.7, making this variable reliable. Composite Reliability (CR) showed sufficient consistency with a value of 0.845, which is above the standard value of 0.7, while the AVE value of 0.523 indicates adequate convergent validity.

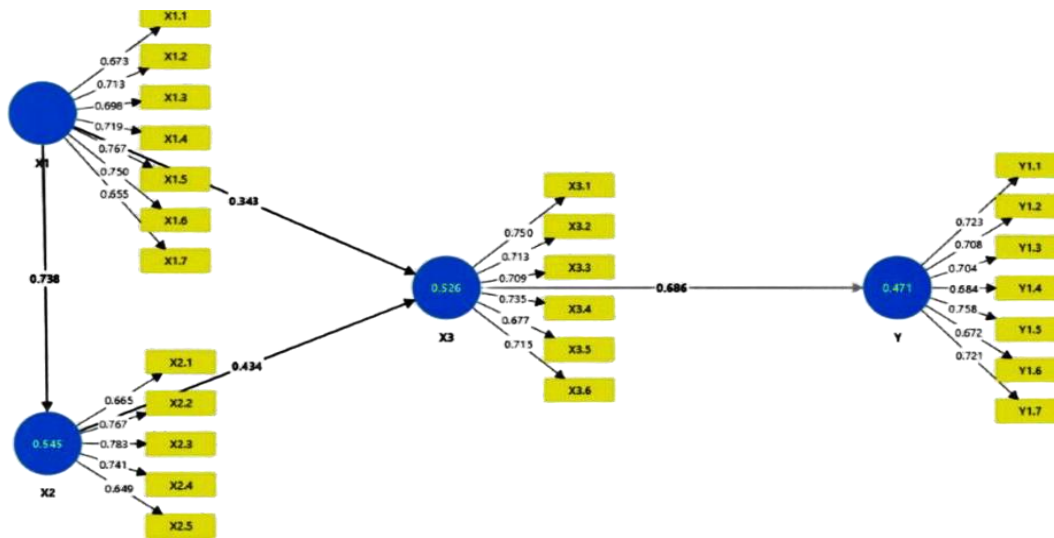
The Visitor Satisfaction variable also showed that all indicators had significant contributions with good internal reliability and composite reliability levels. Lastly, for Revisit Intention, all indicators had positive loading values with good internal reliability, indicated by a Cronbach's Alpha value of 0.836, which exceeds the standard value of 0.7, meaning this variable is reliable. CR showed relatively good consistency with a value of  $0.877 \geq 0.7$ , while the AVE value indicates that the construct explains half (50%) of the variance of the indicators. Based on these results, the measurement model is considered to have adequate performance and can be used for further analysis using the structural model.

**Table 3.** Discriminant Validity Test

Variabel	X1	X2	X3	Y
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X1	0.712			
X2	0.738	0.723		
X3	0.664	0.687	0.717	
Y	0.586	0.624	0.686	0.710

Note: X1 = Service Quality, X2 = Perceived Value, X3 = Visitor Satisfaction, Y = Revisit Intention



**Figure 2.** Validity Test Results

The validity test results based on Figure 2 show that the four variables, Service Quality (X1), Perceived Value (X2), Visitor Satisfaction (X3), and Revisit Intention (Y), have valid indicators with loading factors > 0.6. The Service Quality variable shows a strong explanatory contribution in the model, with an R-Square value of 0.738. The Perceived Value variable provides a moderate contribution, with an R-Square of 0.545. The other two variables, Visitor Satisfaction and Revisit Intention, also show moderate contributions with R-Square values of 0.526 and 0.471, respectively. These results indicate that the indicators of the four variables are valid, and the Service Quality variable provides the strongest relationship in the overall model, followed by Perceived Value, Visitor Satisfaction, and Revisit Intention. This model meets the requirements of validity and reliability to be used in analyzing the relationships among variables.

**Table 4.** Standardized Path Coefficients of the Structural Model

	Path coefficients	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
X1 -> X2.	0.738	0.037	19.690	0.000
X1 -> X3	0.343	0.090	3.792	0.000
X2 -> X3	0.434	0.086	5.074	0.000
X3 -> Y1	0.686	0.039	17.504	0.000

Based on Table 4, the results of the path analysis conducted from the structural model are presented. This analysis is based on path coefficients, T-statistics, and P-values set at a significance level of 0.05 ( $\alpha = 0.05$ ). The first analysis describes the relationship between Service Quality (X1) and Perceived Value (X2). The results show that the path coefficient is 0.738, indicating a strong and important relationship. The T-statistic of 19.690 and P-value of 0.000



$\leq 0.05$  indicate that this relationship is statistically significant. These results indicate that Service Quality has a positive and significant relationship with Perceived Value.

The second analysis examines the relationship between Service Quality (X1) and Visitor Satisfaction (X3). The results show that this relationship has a path coefficient of 0.343, indicating a moderate relationship. The T-statistic of 3.792 and P-value of  $0.000 \leq 0.05$  indicate that this relationship is statistically significant. Thus, it can be concluded that Service Quality has a positive and significant relationship with Visitor Satisfaction.

The analysis also shows that the relationship between Perceived Value (X2) and Visitor Satisfaction (X3) has a path coefficient of 0.434, indicating a moderate relationship. The T-statistic of 5.074 and P-value of  $0.000 \leq 0.05$  indicate that this relationship is statistically significant. Therefore, it can be stated that Perceived Value positively and significantly influences Visitor Satisfaction.

The last relationship in the model examines the relationship between Visitor Satisfaction (X3) and Revisit Intention (Y1). The path coefficient of 0.686 indicates a very strong relationship. The T-statistic of 17.504 and P-value of  $0.000 \leq 0.05$  indicate that this relationship is statistically significant. It can be concluded that Visitor Satisfaction has a positive and significant relationship with Revisit Intention.

It can be concluded that the relationships among all variables in this model are statistically significant at the 0.05 significance level. The strongest relationship in the model occurs between Visitor Satisfaction (X3) and Revisit Intention (Y1), indicating that visitor satisfaction is very important in increasing revisit intention alongside the relationship of service quality. In addition, the multiple paths in the model show that Service Quality (X1) not only directly influences Visitor Satisfaction but also indirectly through Perceived Value (X2) as a mediating variable.

Service Quality (X1) has a significant relationship with Perceived Value (X2) (coefficient 0.738,  $p < 0.05$ ) and Visitor Satisfaction (X3) (coefficient 0.343,  $p < 0.05$ ). Perceived Value (X2) has a strong relationship with Visitor Satisfaction (X3) (coefficient 0.434,  $p < 0.05$ ). Visitor Satisfaction (X3) strongly influences Revisit Intention (Y1) (coefficient 0.686,  $p < 0.05$ ). Service Quality also has a positive relationship with Revisit Intention mediated by Visitor Satisfaction ( $p$ -value  $0.0002 \leq 0.05$ ). Finally, Perceived Value has a positive relationship with Revisit Intention mediated by Visitor Satisfaction ( $p$ -value  $0.000 \leq 0.05$ ).

The results of this study are consistent with the findings of the main reference article written in (2019), which revealed that service quality and perceived value have positive relationships with satisfaction and revisit intention. It also partially mediates the causal relationship between service quality and satisfaction. In this study, the path testing is similar to the findings of An et al., where service quality was proven to have a significant direct effect on perceived value with a path coefficient of 0.738 and  $p$ -value  $< 0.05$ . Service quality serves as an important foundation in creating value that makes visitors perceive something more positively. Perceived value also has a significant direct relationship with visitor satisfaction with a coefficient of 0.434, classifying the mediating role of perceived value as explained (An et al., 2019).

The article presented in (2020) is also similar to this study, where the results showed that experience quality is the largest determining factor in building tourist loyalty toward creative tourism objects. This study also emphasizes that perceived value is one of the key factors influencing tourist loyalty (Suhartanto et al., 2020). Finally, visitor satisfaction is emphasized as a key element in encouraging revisit intention, supporting the concept of tourist loyalty. This article is also in line with research conducted in (2023), which revealed that service quality and tourist experience have a positive impact on revisit intention. In addition, it was found that service quality and tourist experience indirectly influence revisit intention through satisfaction mediation.

From a theoretical perspective, these findings can be explained using Expectation-Confirmation Theory (ECT), which states that satisfaction is formed when perceived performance meets or exceeds prior expectations. In this study, Service Quality and Perceived Value represent post-consumption evaluations of performance. When visitors perceive that the museum's services, facilities, and prices meet their expectations, confirmation occurs, leading to higher

satisfaction and subsequently stronger revisit intention. The strong path from Visitor Satisfaction to Revisit Intention (0.686) supports the central argument of ECT that satisfaction is the key determinant of repurchase or revisit behavior.

Furthermore, the results also reinforce the SERVQUAL framework, particularly the dimensions of tangibles, responsiveness, assurance, empathy, and reliability. The strong effect of Service Quality on Perceived Value (0.738) indicates that visitors evaluate value not only based on price but also on the quality of tangible facilities, staff responsiveness, and overall service assurance. This suggests that improvements in SERVQUAL dimensions directly enhance visitors' cognitive evaluation of value and indirectly increase loyalty through satisfaction.

Compared more critically with previous studies, this research not only confirms the positive relationships identified by An et al. (2019) and Suhartanto et al. (2020), but also demonstrates a stronger mediating mechanism of Visitor Satisfaction in the museum context. While prior studies often emphasized direct effects of service quality on loyalty, the present findings highlight that the indirect pathway through Perceived Value and Satisfaction is more substantial. This suggests that in museum tourism, emotional and cognitive evaluations (value and satisfaction) play a more central role than purely functional service attributes.

In terms of managerial implications, museum management should prioritize improving core service quality dimensions such as cleanliness, comfort, staff responsiveness, and clarity of information, as these directly enhance perceived value. Managers should also design pricing strategies that reflect value for money, especially considering that most visitors are young students with low income. Enhancing interactive experiences, improving signage and interpretive information, and creating emotionally engaging exhibitions can strengthen expectation confirmation and satisfaction. Ultimately, strategies aimed at increasing visitor satisfaction will have the greatest impact on revisit intention and positive word-of-mouth, ensuring long-term sustainability and competitiveness of the museum.

## CONCLUSION

Based on the observations and analyses conducted, this study shows that service quality strongly influences perceived value (coefficient 0.738) and visitor satisfaction (coefficient 0.343), indicating that good service makes visitors perceive higher value and feel more satisfied. In addition, perceived value significantly increases visitor satisfaction (coefficient 0.434), highlighting its important role in achieving satisfaction. Visitor satisfaction significantly influences revisit intention (coefficient 0.686), meaning that visitors' satisfaction during their visit becomes a major reason for them to return. The mediation effect of visitor satisfaction, where service quality and perceived value have positive effects on revisit intention through visitor satisfaction as a mediating variable, is consistent with the findings of previous researchers. Therefore, this study demonstrates the importance of service excellence, perceived value, and visitor satisfaction in fostering loyalty and strengthening the likelihood of revisit intention.

From a managerial perspective, museum managers should prioritize improving specific dimensions of service quality, particularly cleanliness, facility comfort, staff responsiveness, and clarity of information, as these aspects directly strengthen perceived value and satisfaction. Training programs for frontline staff should emphasize friendliness, empathy, and the ability to provide clear explanations of collections. In addition, managers should evaluate ticket pricing strategies to ensure value for money, especially considering that the majority of visitors are students with relatively low income. The development of interactive exhibitions, digital guides, clear signage systems, and comfortable rest areas can enhance visitor experience and emotional engagement, which in turn increases satisfaction and revisit intention. Museums should also implement regular visitor satisfaction surveys and feedback systems as part of continuous service quality improvement.

This study experienced several limitations that affected the optimality of the results, including difficulties in obtaining respondents willing to participate, which caused delays in data processing despite wide distribution.

Therefore, the researcher provides opportunities for future researchers to further develop and improve aspects that were not yet optimal. It is expected that future researchers can be more specific in determining the museum tourism object as the focus of the study so that the relationships among all variables can be explained more clearly and in greater depth. In addition, the inclusion of several relevant variables is necessary to strengthen the validity and findings of this study.

For future research, it is recommended to conduct comparative studies between different types of museums (e.g., history museums, art museums, interactive or digital museums) or between museums in different cities to examine whether the relationships among service quality, perceived value, satisfaction, and revisit intention differ across contexts. In addition, longitudinal studies are strongly recommended to observe changes in visitor perceptions and revisit intention over time, particularly before and after service improvements or exhibition innovations are implemented. Such approaches would provide deeper insights into causal relationships and the sustainability of visitor loyalty in the long term.

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