

Investigating the influence of attractiveness and value for money on revisit intention for Toraja-Londa's cultural sustainability

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ABSTRACT

This study examines the factors influencing revisit intention to cultural heritage sites, specifically focusing on the roles of perceived attractiveness and perceived value for money, with customer satisfaction serving as a mediating factor. The proposed conceptual model is empirically tested using data collected from 130 tourists who visited Toraja-Londa, a prominent cultural heritage destination. Employing Partial Least Squares Structural Equation Modeling (PLS-SEM), the analysis reveals a strong correlation between the antecedents of customer behavioral practices and revisit intention. The findings indicate that both perceived attractiveness and perceived value for money significantly enhance customer satisfaction, which in turn plays a crucial moderating role in shaping revisit intention. This research provides valuable insights for both theoretical and managerial perspectives, highlighting the importance of fostering a positive relationship between perceived attractiveness, value for money, satisfaction, and revisit intention. The study's findings offer practical implications for policymakers and stakeholders, enabling them to make informed decisions that enhance the sustainability and appeal of cultural heritage tourism destinations. By understanding the drivers of revisit intention, destination managers can develop targeted strategies to improve visitor experiences and encourage repeat visits.

ABSTRAK

Studi ini mengkaji faktor-faktor yang memengaruhi niat kunjungan ulang ke situs warisan budaya, khususnya berfokus pada peran persepsi daya tarik dan persepsi nilai uang, dengan kepuasan pelanggan sebagai faktor mediasi. Model konseptual yang diusulkan diuji secara empiris menggunakan data yang dikumpulkan dari 130 wisatawan yang mengunjungi Toraja-Londa, sebuah destinasi warisan budaya terkemuka. Dengan menggunakan Pemodelan Persamaan Struktural Kuadrat Terkecil Parsial (PLS-SEM), analisis ini mengungkapkan korelasi yang kuat antara anteseden perilaku pelanggan dan niat kunjungan ulang. Temuan menunjukkan bahwa persepsi daya tarik dan persepsi nilai uang secara signifikan meningkatkan kepuasan pelanggan, yang pada gilirannya memainkan peran moderasi krusial dalam membentuk niat kunjungan ulang. Penelitian ini memberikan wawasan berharga bagi perspektif teoretis dan manajerial, menyoroti pentingnya membina hubungan positif antara persepsi daya tarik, nilai uang, kepuasan, dan niat kunjungan ulang. Temuan studi ini menawarkan implikasi praktis bagi para pembuat kebijakan dan pemangku kepentingan, memungkinkan mereka untuk membuat keputusan yang tepat yang meningkatkan keberlanjutan dan daya tarik destinasi wisata warisan budaya. Dengan memahami faktor pendorong minat berkunjung kembali, pengelola destinasi dapat mengembangkan strategi yang tepat guna meningkatkan pengalaman pengunjung dan mendorong kunjungan berulang.

INTRODUCTION

Intangible cultural heritage, firmly ingrained in a community's customs and traditions, serves as a crucial witness to a particular group's historical and cultural identity, functioning as a symbolic representation and trademark of a nation. Cultural heritage tourism, which includes visits to places of historical, archeological, or cultural value, is a significant sector of the worldwide tourist business. Cultural heritage tourism is one of the global potential markets, and it is estimated that 4 out of 10 tourists choose their destination, considering the cultural heritage offered (UNWTO, 2015). Moreover, a recent transformation in the character of cultural tourism shifted from a mere increase in quantity to a qualitative alteration, such as that demand (Wong et al., 2020).

This alteration is characterized by focusing on the growing desire for "cultural experiences" (Richards, 2018). Therefore, to obtain a competitive advantage in the growing competition travel market, several destinations have given particular attention to their tangible and intangible cultural heritage (Rasoolimanesh et al., 2021). The components of the destination tourism site are in perfect alignment with the surrounding environment, exemplified by the architectural design, lighting arrangements, olfactory aspects, and ambient noise present in the pathways (Torres-Moraga et al., 2024).

Indonesia is a country that is rich in cultural tourism and is important to explore. One of the tourist destinations in Indonesia is located in Toraja Regency, the Province of South Sulawesi. It has a diversity of customs, culture, and tourism, which is one of the favorite tourist destinations and a priority for foreign and domestic tourists (Darmawan et al., 2019). Toraja-Londa has become one of the most famous heritage tourist destinations in

Sangbua Village, Kesu District, North Toraja Regency. Toraja-Londa has some unique tourist attractions, such as a natural cave used as a stone tomb to bury their ancestors (ancient graveyard). The burial is a belief inherited from the ancestors to honor their loved ones and relatives, *alukta*, commonly referred to as *aluk todolo* (See Figure 1). The attraction of Londa Cave (Figure 1) is closely related to tourist visits because it is a combination of natural wonders and the power of living traditions. Toraja-Londa tourism has a unique attraction for foreign and domestic tourists to visit the stone graveyard and a series of burial ceremonies (*rambu solo*).



Figure 1. Natural caves were used as a stone tomb to bury the ancestors

Source: Author collection, 2025

The region's natural and cultural wealth has increased tourist visits and contributed to local revenues. Based on Table 1, there was an increase in the number of tourists by 17.84% in 2019, but it experienced a considerable decline in 2020 by -69.90 % due to the COVID-19 virus spreading. During times of lockdown and social restrictions, many people feel the need to take a holiday or recreation for relaxation and refreshment after large-scale social restrictions. Thus, the visits increased by 12.94% in 2021, then by 112.76% (2022), and in 2023, by 14.88%. In 2022, visitor growth during 2018-2023 was the greatest at 112.76%. This increase can be influenced by several factors, such as efforts to restore the regional economy

after the lockdown, one of which is the permission to reopen the tourism sector and permit a series of traditional *rambu solo*' activities or burial ceremonies. As mentioned before, one of the tourist attractions in North Toraja that received the most significant visit in 2022 was Toraja-Londa, which had a total visit of 13,400 domestic and 932 foreign tourists.

Table 1. Tourist visit in North Toraja 2018-2023

Year	Visitors	Growth rate (%)
2018	310,114	-
2019	365,438	17.84
2020	109,999	-69.90
2021	124,231	12.94
2022	264,314	112.76
2023	303,640	14.88
Total	1,477,736	

Source: [Central statistics agency of North Toraja Regency \(2024\)](#)

The study of cultural tourism visits is experiencing rapid development, especially in cultural consumption, cultural motivation, heritage conservation, cultural tourism from an economic perspective, and its relationship with the creative economy. In practice, cultural tourism is built from three mutually dependent frameworks, namely: resources (tangible and intangible heritage), competencies (reading and interpreting cultural resources), and meanings (learning, identity, narrative, citizenship, etc.) (Richards, 2018). The estuary of these frameworks leads to visitors getting satisfaction and being interested in revisiting (Acharya et al., 2023). The willingness of tourists to revisit a destination is influenced by their behaviors, which include the selection of destinations to visit, the ensuing evaluation of destination decisions (perceived attractiveness), and future behavioral intentions (Coudounaris & Eroze, 2017). Retaining recurrent visitors is significantly less expensive (value for

money) than attracting new ones, so numerous destinations depend on them (Tsai, 2016). Intentions to visit tourist destinations are significantly predicted by experience and how they perceive the location's attractiveness (Gohary et al., 2020).

Tourist visitors' attraction to tourist destinations is a highly pertinent source that significantly influences their desire to return. Therefore, perceived attractiveness and value for money influence tourists' intention to revisit the location. Perceived attractiveness is the interpretation or value visitors obtain from uniqueness, characteristics, specialty, and beauty. Meanwhile, perceived value for money is defined as the overall value obtained by a visitor against the costs he has incurred, which includes a sense of happiness, comfort, enjoyment of tourist attractions, and the worth of the money spent.

These two variables are factors that can affect visitor satisfaction, which is defined as the assessment that visitors feel of the outcome they get; a sense of satisfaction will arise if the outcome exceeds the expectations of the visitor, but on the other hand, if the result is lower or does not match the expectations of the visitor, a feeling of displeasure or dissatisfaction will arise. Tourist satisfaction plays a crucial role in determining the long-term viability of a tourism business from an economic perspective. A failure to satisfy the tourists' needs prevents the chance to remain competitive in the market for an extended period of time (Asmelash & Kumar, 2019). Thus, the level of satisfaction experienced by tourists plays a crucial role in determining the extent to which tourism can be sustained in a specific heritage site.

Therefore, it is critical to maintain the intention to revisit and ensure sustainability from the economic and cultural perspectives through the variables discussed. In this case, investigating the

role of tourists revisiting a destination or cultural heritage site by considering attractiveness and value for money can be deemed important. Thus, by deriving data from cultural sites and exploring the visitors' perspective, this study investigates factors influencing the evaluation of interest in revisiting Toraja-Londa cultural heritage tourism. Study findings are expected to offer important policy implications for management and theoretical viewpoints that strengthen the link between variables influencing revisit intention and satisfaction, thereby empowering policymakers to make better organizational decisions. Additionally, it motivates policymakers to implement enhancements that align with the findings of this study.

The structure of this paper is divided into five sections. Section 2 provides a concise theoretical overview of the research and hypotheses. In Section 3, we present the procedural methodology. Section 4 is dedicated to a comprehensive evaluation and discussion of the results. Finally, Section 5 presents the conclusion and discusses future research directions.

LITERATURE REVIEW

Perceived attractiveness (PA)

Perceived attractiveness refers to how individuals or groups view a person's physical appearance, traits, or qualities as appealing or desirable. Various factors, including biological, psychological, and cultural influences, shape these perceptions. They may vary significantly between individuals and communities and across time due to different beauty standards and societal norms. The development of studies investigating the influence of perceived attractiveness have been developed by many researchers, including investigations related to the relationship between vacation satisfaction. The level of attractiveness of vacationing

(Hendrik & Jeurung, 2017) and improving the quality of security, comfort, and ease of access can increase the attractiveness and frequency of visits (Aziana et al., 2016). The relationship with tourism lies in the extent to which interest in interesting spots and cultural richness in unique destination areas will affect tourist satisfaction (Asmelash & Kumar, 2019). Meanwhile, Son & Lee (2011) argue that satisfaction is a factor in increasing interest in revisiting.

Furthermore, Yacob et al., (2019) show that the level of attractiveness in a tourist spot area can increase the rate of return visits. In line with that, in the study of Nursyamsiah & Setiawan (2023) it was proven through their hypothesis that satisfaction at the level of attractiveness had a significant positive effect on the rate of return visits (Nursyamsiah & Setiawan, 2023). Čulić et al. (2021) study emphasized that the security factor is one of the determinants of increasing interest in returning. Therefore, based on the study above, the level of attractiveness is one of the important elements that influences the level of visitor or customer satisfaction and the intention to revisit.

Perceived value for money (PV)

Perceived value is essentially how customers perceive a product or service (Yum & Kim, 2024). Perceived value for money refers to the consumer's evaluation of the worth or benefits they derive from a product or service relative to the amount they spend on it (McDougall, 2000). It is a subjective assessment and can vary significantly from one individual to another based on various factors. It represents visitors' subjective assessments, which involve a complex interaction of elements beyond the straightforward price-quality ratio (Satyal, S., Subedi, G., & Pokhrel, 2023). These characteristics may include the perceived quality of the experience, contentment with the services provided, and the emotional connection

formed with the location. For example, a traveler may sense outstanding value even at a higher price if the experience is real, engaging, and memorable (Jianwei, 2023). In contrast, a low price may not convert into perceived value if the experience falls short of expectations in terms of quality or authenticity. Perceived value for money plays a critical role in shaping consumer purchasing decisions. Tangible and intangible factors influence it, including product quality, price, brand, and emotional satisfaction. In simpler terms, if consumers feel that the benefits (or utility) they get from a product or service outweigh the cost they pay, they perceive that they have received good value for their money.

Furthermore, some studies have explored implicit or explicit aspects of perceived value for money in the context of cultural heritage tourism. For example, research on the influence of "perceived value" on revisit intention sheds light on the non-monetary components of perceived value for money. These studies underline the role of tour guide interpretation service, virtual experience quality, and overall location image in determining perceived value and return intention. The data show that a pleasant experience, independent of price, strongly influences a tourist's opinion of value for money and willingness to return (Jiang et al., 2024).

Customer Satisfaction (CS) and Revisit Intention (RI)

To manage the sustainability of tourist destinations, some efforts are needed to ensure that visitors get a memorable experience, interesting interactions, and added value so that they are aggregated in the level of satisfaction. Satisfaction is one factor that attracts customers' interest in returning (Lim et al., 2024). According to Hossain et al. (2021), four dimensions influencing satisfaction

(staff and access, attraction, facilities, and environment) impacted the revisit. Meanwhile, a study by Muslimin et al. (2022) shows that responsiveness, empathy, and assurance are the main dimensions influencing consumer satisfaction in heterogeneity (Darmawan et al., 2021).

Destination satisfaction can be evaluated in the form of attribute satisfaction or overall satisfaction. Attribute satisfaction assesses visitor satisfaction on various destination attributes, while overall satisfaction measures the level of visitor satisfaction comprehensively. Depending on the type of destination studied, common destination attributes considered by existing studies are nature, society, cultural uniqueness, services, infrastructure, accommodation, and food. In addition, addressing individuals' basic psychological needs, such as relatedness, contributes to a deeper meaning in life (Karagoz & Ramkissoon, 2023a). In addition, commitment has a big influence on the level of satisfaction, which continues to the intention to revisit (Perez-aranda et al., 2023). The initial critical point related to the level of satisfaction is when interacting with frontline employees in managing heterogeneous visitors and how to build an empathetic response (Johnstone et al., 2023).

Furthermore, the impact of satisfaction certainly leads to interest in returning customers. In addition to bringing in new customers, managing 'ex-customers' to return is an effort to ensure the sustainability and well-managed of tourist destinations. Memorable tourism experiences have a dominant impact on the interest in returning with e-word of mouth and are also good as moderating variables in building customer engagement, authentication, and the image of cultural tourism destinations (Rasoolimanesh et al., 2021) (Wijayanti et al., 2024). Tourists' reminiscence memories may focus only on

sentiments of relatedness since memorable tourist experiences involve social relationships, proximity, and interdependence (Karagoz & Ramkissoon, 2023a). Strong ties from memorable experiences will strengthen social support, known as tourist citizenship behavior (CTB), which will encourage a positive social environment with good community attitudes and is proven to encourage satisfaction in visiting tourist areas (Rodriguez-sanchez et al., 2025). Lim et al (2024) explored tourist experiences and promotion to revisit by illuminating the immense potential of the recent technology of augmented reality (AR) and virtual reality (VR). From another perspective, customer social responsibility (CSR) and legitimacy contribute to the intention to revisit (Blanco-gonz et al., 2023). This study shows that consumers' revisit intentions improve when they perceive the positive benefits of an organization in society.

Therefore, analysis of destination satisfaction, revisit intention, and investigation of the factors influencing them are essential for destination managers to improve the overall visitor destination experience and develop effective destination marketing strategies.

RESEARCH METHOD

The quantitative technique served as the foundation for completing the study's objectives. The unit of analysis in this study was a person, whereas the response relates to individual responses from e-commerce customers who had never used parcel locker services before. This study performs survey research using voluntary sampling, a non-probability sampling approach. According to Lacobucci (2010), a sample size of 30-500 was considered appropriate for structural equation modeling (Lacobucci, 2010). Kock & Hadaya (2018) explained some

approaches in determining sample size and proposed the inverse square root method and the gamma-exponential method as alternatives for minimum sample size estimation in PLS-SEM.

Thus, based on previous studies, this study accommodated a moderate sample size requirement with a 10-times rule greater than 10 times the maximum number of inner or outer model links pointing at any latent variable in the model (Kock & Hadaya, 2018) (Memon et al., 2020). Thus, 130 sample sizes applied were based on four variables with 26 indicators. The model development is based on a conceptual framework derived from four variables previously explored: perceived attractiveness, perceived value for money, customer satisfaction, and revisit intention.

Figure 2 depicts the study model structure, which consists of three independent variables and one dependent variable, namely revisit intention. Customer satisfaction serves as an intervening variable in this model. This study considers PLS-SEM because of SEM's ability to reveal statistically significant constructs and emphasize predictions while constructing statistical models.

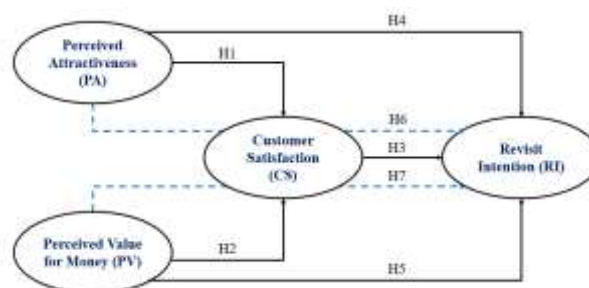


Figure 2. Structural model of the study

Using the established model in Figure 2, we conducted an exploration by mapping seven hypotheses. The following are the hypotheses:

1. Perceived attractiveness has a positive and significant influence on customer satisfaction.

2. Perceived value for money has a positive and significant influence on customer satisfaction.
3. Customer satisfaction has a positive and significant influence on revisit intention.
4. Perceived attractiveness has a positive and significant influence on revisit intention.
5. Perceived value for money has a positive and significant influence on revisit intention.
6. Perceived attractiveness positively and significantly influences revisit intention through customer satisfaction as an intervening variable.
7. Perceived value for money positively and significantly influences revisit intention through customer satisfaction as an intervening variable.

RESULT AND DISCUSSION

Study area description

Toraja-Londa is one of the cultural assets of Toraja heritage, which is hundreds of years old, and is located in Lembang Sangbua, Kesu District, North Toraja Regency (See Figure 3). Access to the Toraja-Londa tourist attraction can be reached about 5 km from Rantepao City. Toraja-Londa is one of the unique tourist attractions that stands out from others due to its distinct nature. It is a burial place for ancestors in the Kesu District, located in the form of a natural cave.

The Londa natural cave was used as a burial place for ancestors. Initially, it was a cemetery that could only be occupied by people with a certain social status and used only as a family tomb. Several families in Kesu district used this cave as a tomb as time passed. This Londa natural cave is approximately 1 km long, and inside, it has several levels of placement of bodies, which have meaning

as the social status of the person being buried. The higher the body's position, the higher the social status of the person being buried. This cave also has a *tau-tau* in front of the access road to enter the Londa cave. *Tau-tau* is a wooden statue, a replica of the buried person (See Figure 4).



Figure 3. Londa site gate

Source: Author collection



Figure 4. Statues made of wood, namely Tau-tau

Source: Author collection

Respondent demographic

The respondents of this research are tourists who have visited the Toraja-Londa Tourism site, Kesu sub-district, North Toraja Regency. This research uses a quantitative approach by distributing questionnaires to 150 tourists visiting the Toraja-Londa cultural heritage tourist site. The questionnaire used a five-point Likert scale, ranging from 1 (strongly disagree/unimportant) to 5 (strongly agree/important). The data was obtained in March 2024 via an online survey form and received 130 participants. Besides that,

ethical, informed consent was used to ensure the participant's privacy and confidentially before distributing the questionnaire and data collection.

The demographics of the respondents were investigated based on their basic characteristics, such as gender, age, degree of education, and frequency of visits. Of the respondents, 55.4% were female and 44.6% were male. Regarding age, younger respondents between 21 and 24 years were the most common (68.5%), followed by 24.6% of respondents between the ages of 17 and 21. In addition, most respondents (70.8%) were undergraduate students, followed by senior high school students (10.8%). Approximately 66.2% of the respondents had visited the Toraja-Lona cultural heritage site at least once, 23% had made a second visit, and 10.8% had visited the site more than twice.

Data analysis method

The study applies partial least squares Structural Equation Modeling (PLS-SEM) to evaluate and analyze the data. The Structural Equation Modeling (SEM) technique is a multivariate statistical analysis technique combining path analysis and factor analysis/regression, which provides simultaneous and efficient advantages (Lacobucci, 2010) (Hair et al., 2019) (Dash & Paul, 2021). PLS-SEM's main advantage is its capacity to estimate complex models with many constructs, indicator variables, and structural pathways without requiring distributional assumptions on the data.

According to the model depicted in Figure 2 and the analysis of existing literature, there are a total of 26 indicator variables that are spread out among each variable in the model. A survey was created using 26 indicator variables and distributed to respondents to investigate

their preferences. To evaluate how well the measured variables represented the proposed latent variables, we performed confirmatory factor analysis (CFA). To assess our theories, we ran route analysis. Due to its versatility in handling complex models, small sample sizes, non-normally distributed data, formative measures, and both exploratory and predictive research, partial least squares Structural Equation Modeling (PLS-SEM) was used for the data analysis (Lacobucci, 2010) (Hair et al., 2019) (Dash & Paul, 2021).

Measurement model

The degree of convergence of the construct in explaining the variance of its items is known as convergent validity. The average variance extracted (AVE) for each item on a concept is the statistic used to assess its convergent validity. Each indicator's loading on a construct must be squared to determine the mean value, which is the AVE. An AVE of 0.50 or more shows that the construct explains at least 50% of the variance of the items that comprise the construct; a value of 0.50 or higher is the minimum acceptable AVE. Following the model's measurement, two variables (PA₃ and PV₃) were eliminated since their values fell short of the acceptable value of AVE.

Table 2 displays the factor loadings as convergent validity testing after eliminating two invalid indicators over 0.50. Therefore, these indicators can be considered valid. The Average Variance Extracted (AVE) for all variables exceeded 0.50, with an average value of 0.653.

Table 2. Convergent validity testing

Indicators	Outer Loading Value	Critical Value	Model Evaluation
Perceived Attractiveness (PA)			
PA ₁	0.603	> 0.5	Valid
PA ₂	0.575		Valid
PA ₄	0.591		Valid
PA ₅	0.739		Valid
PA ₆	0.612		Valid
PA ₇	0.722		Valid
PA ₈	0.773		Valid
Perceived Value for Money (PV)			
PV ₁	0.673	> 0.5	Valid
PV ₂	0.607		Valid
PV ₄	0.687		Valid
PV ₅	0.700		Valid
PV ₆	0.681		Valid
PV ₇	0.565		Valid
PV ₈	0.556		Valid
Customer Satisfaction (CS)			
CS ₁	0.729	> 0.5	Valid
CS ₂	0.691		Valid
CS ₃	0.729		Valid
CS ₄	0.775		Valid
CS ₅	0.812		Valid
Revisit Intention (RI)			
RI ₁	0.718	> 0.5	Valid
RI ₂	0.673		Valid
RI ₃	0.733		Valid
RI ₄	0.633		Valid
RI ₅	0.757		Valid

As indicated in Table 3, all combined reliabilities had values over the 0.70 cut-off point. The results of this study provide evidence of convergent validity (Hair et al., 2019). The discriminant validity was established by ensuring that the average variance extracted (AVE) for each pair of constructs was more significant than the squared correlation of each latent variable. In the end, the internal consistency of all latent variables surpassed a criterion of $\alpha = 0.70$.

Table 3. Construct reliability testing

Variable	Cronbach's alpha	Critical Value	Description
(PA)	0.804	> 0.7	Reliable
(PV)	0.785		Reliable
(CS)	0.759		Reliable
(RI)	0.744		Reliable

Structural model

R-Square

R-square is the coefficient of determination on endogenous constructs, which explains the variation of exogenous variables on endogenous. This study has two endogenous latent variables: the customer satisfaction variable (CS) and the revisit intention variable (RI). Table 4 depicts the R-square on endogenous variables, namely the CS variable of 0.664 and the RI variable of 0.574. This can be interpreted as the customer satisfaction (CS) variable being influenced by the perceived attractiveness and perceived value for money variables by 66.4%. In comparison, the other 33.6% can be influenced by other variables not included in this study. The revisit intention variable is influenced by the perceived attractiveness, perceived value for money, and customer satisfaction variables by 57.4%. In comparison, the other 42.6% is influenced by other variables not included in this study.

Table 4. R-Squared testing

Variable	R-square
Customer Satisfaction (CS)	0.664
Revisit Intention (RI)	0.574

Prediction relevance (Q-Square)

Q-square is a value used as a metric to evaluate how well a model estimates parameter values. The value of Q-square also refers to the Goodness of Fit (GoF) value with the criterion that if the Q-square value > 0 , it can be concluded that the model built has good predictive relevance. In contrast, if the Q-square value < 0 , then the model built lacks predictive relevance. If the Q-square value is higher, it can be said that the model is getting better or fitter. In general terms, Q-square values greater than 0, 0.25, and 0.5 indicate small, medium, and significant predictive importance of the PLS-path model (Hair et al., 2019). The Q-square value in this study was explored using the blindfolding

procedure in Smart-PLS, and the results are in Table 5. Table 5 shows the results obtained: the Q-square value for the endogenous variable for customer satisfaction (CS) of 0.648 and revisit intention (RI) of 0.533. These two values show that the contribution of each variable is 64.8% and 53.3%. Next is the Q-square calculation stage using the involvement of the R-square value.

Table 5. Q-Squared testing

Variable	Q-square
Customer Satisfaction (CS)	0.648
Revisit Intention (RI)	0.533

Based on the Q-square calculation, it shows a value of 0.856, where the result is more significant than zero, so it can be concluded that the model built indicated good predictive relevance value (Hair et al., 2019). The model constructed can explain the information in the research by 85.6%.

Goodness of fit (Gof)

This phase, known as the goodness of fit analysis step, evaluates the model's quality. A comprehensive feasibility examination of the manually constructed and computed model occurs. The Gof requirements are 0.36 for big, 0.25 for medium, and 0.1 for small. Given that the Gof calculation results above yield a value of 0.576, which is more than 0.36, the model's appropriateness for the variables falls into the strong group, allowing for the completion of the hypothesis testing step.

Once the quality testing of the constructed model (assessment of the inner and outer model) is finished, the model hypothesis testing stage may be conducted, which is the last step to address the study objectives. Using Smart-PLS, hypothesis testing was conducted by comparing the t-statistic and p-value results in the bootstrapping procedure (See Figure 5).

Table 6. Hypothesis Testing

Hypothesis	Path	Original Sample	T-Statistics	P-Value	Evaluation
H1	PA → CS	0.339	4.185	0.000	Supported
H2	PV → CS	0.543	6.964	0.000	Supported
H3	CS → RI	0.177	1.238	0.216	Not Supported
H4	PA → RI	0.233	2.335	0.020	Supported
H5	PV → RI	0.575	6.373	0.000	Supported
H6	PA → CS	0.060	1.063	0.288	Not Supported
H7	PV → CS → RI	0.096	1.269	0.204	Not Supported

The criteria for testing the hypothesis declared accepted are if the Sig (P-value) value is < 0.05 and the T-statistic > 1.96. Table 6 presents a concise overview of the outcomes of evaluating the structural model. The regression coefficients of the independent variables on revisit intention were statistically significant, except for H3 (t-statistics = 1.238, p > 0.05), H6 (t-statistics = 1.063, p > 0.05), and H7 (t-statistics = 1.269, p > 0.05).

Hypothesis Model Assessment

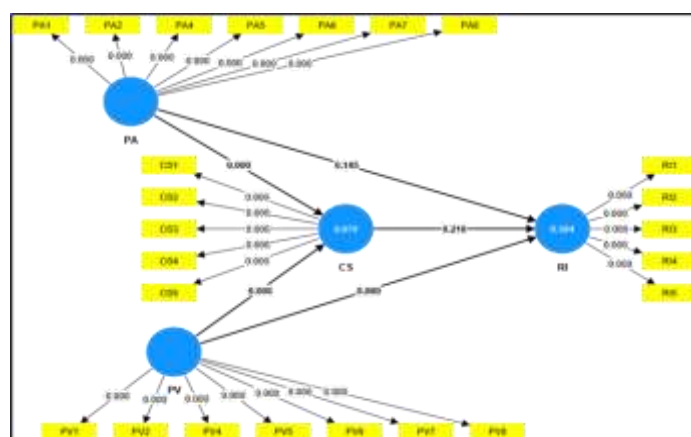


Figure 5. Bootstrapping Testing Model

Direct effect

The results of this study indicate that Perceived Attractiveness (PA) has a positive and significant impact on customer satisfaction (CS), as evidenced by a t-statistic value of 4.185 and a p-value of 0.000. The variable "Perceived Value for Money (PV)" has a significant and robust positive effect on "Customer Satisfaction (CS)" with a t-statistic value of 6.964 and a p-value of 0.000. The influence of Customer Satisfaction (CS) on Revisit Intention (RI) is positive but statistically negligible, as indicated by a t-statistic value of 1.238 and a p-value of 0.216. The perceived attractiveness (PA) positively and substantially impacts the intention to revisit (RI), as indicated by a t-statistic value of 2.335 and a p-value of 0.020. The perceived value for money (PV) has a significant and robust positive impact on the intention to revisit (RI), as indicated by a t-statistic of 6.373 and a p-value of 0.000.

Indirect effect

The perceived attractiveness (PA) has a positive but statistically negligible effect on the revisit intention (RI). This impact is mediated by customer satisfaction (CS), as indicated by a t-statistic of 1.063 and a p-value of 0.288. The relationship between Perceived Value for Money (PV) and Revisit Intention (RI) is positive but not statistically significant. This relationship is mediated by Customer Satisfaction (CS), with a t-statistic value of 1.269 and a p-value of 0.204.

Discussion

As a result of COVID-19's substantial social restrictions and lockdowns, many people feel compelled to take a vacation or engage in leisure activities to relax and rejuvenate. However, the mainstream method in tourism research is to treat revisit intention as a cognitive structure. Our study focuses

on the factors that influence revisit intentions, which are reflections of longing for previous travel experiences, and provides an in-depth look at perceived attractiveness and value for money from the perspectives of direct influence and indirect influence through satisfaction as moderators. To the best of the authors' knowledge, this study is the first attempt to experimentally examine perceived attractiveness, perceived value for money, and customer satisfaction and revisit intention in a single integrated model in the context of cultural heritage tourism.

Our findings contribute to the corpus of research on how perceived attractiveness and value for money influence people psychologically and behaviourally, adding value to tourism and consumer behavior literature. It also highlights the importance of customer satisfaction as a moderating factor in this connection. It expands our understanding of the behavioral effects of perceived attractiveness and considers the value of money for the intention to revisit in the context of cultural heritage tourism.

Previous tourism research has found that nostalgic feelings, meaning of life, and subjective well-being all benefit returning intention (Karagoz & Ramkissoon, 2023b). In addition, Blanco-Gonz et al. (2023) examine anxiety as a moderator of corporate social responsibility and legitimacy on revisit intention. The study's findings address this information from a new angle, demonstrating that perceived attractiveness and value for money for previous travel experiences favorably impact an individual's views of customer satisfaction and intention to revisit.

Firstly, our study's findings indicate that perceived attractiveness is a significant factor that directly determines customer satisfaction with the visit and the propensity for future visits. Defined, customer satisfaction represents how

customers experience beyond their expectations. Tangible assets (natural caverns, distinctive architecture, authentic views, unique and straightforward access) and intangibles (security and comfort) with empirical appeal promote satisfaction and intention to revisit. This result supported Čulić et al. (2021) that the security factor is one of the determinants of increasing interest in returning, and Gohary et al. (2020) state that experience and perceptions of the location's attractiveness substantially impact inclinations to visit tourist locations.

Secondly, perceived value for money will likely contribute to customer satisfaction as people reflect on and construct meanings around the perceived values they experienced beyond expectation. Therefore, perceived values are a powerful source of customer satisfaction. Customers can raise their perceptions of satisfaction through perceived values for money from past travel expenditures (affordable ticket, souvenir, and guide costs) and interactions with the people around them (cultural values and uniqueness).

Thirdly, our findings showed that perceived values have a significant effect on revisit intention, which is associated with revisiting, place it to prioritizing for the next vacation, recommendation to visit, positive information regarding the cultural site, and recent information about the site, have an existential effect to the customers. These findings support the study conducted by Yum & Kim (2024) in the context of entertainment. Moreover, the research by Maulina et al. (2022) also supported the findings in the context of heritage building of Kota Tua Jakarta.

Fourth, the relationship between the customer satisfaction (CS) variable and revisit intention (RI) has a positive influence but is not statistically significant. This shows that visitor satisfaction or customer satisfaction (CS)

in the sample used has a positive influence but does not significantly influence a person's intention to return to the Toraja-Londa tourist attraction. This result differs considerably from that of Acharya et al. (2023) research found that intentions for future visits were significantly positively impacted by the degree of satisfaction with destinations for tourists and travel (Acharya et al., 2023). One probable explanation is that customer satisfaction with a tourism site does not necessarily predict future visits. This can be impacted by various reasons, including the desire for various experiences and particular moments to return (Nanggong et al., 2022). As a result, to anticipate this, destinations for tourism must provide frequent activity opportunities such as yearly festivals to entice new and returning visitors. Aside from that, the existence of new technology (Augmented reality and Virtual reality) that provides new experiences for investigating cultural tourism is surely an option, regardless of its drawbacks (Lim et al., 2024).

Fifth, there is a slight association between visitor satisfaction and inclination to return. This might be due to extra separate factors that directly influence the desire to return. Furthermore, the customer satisfaction variable has a positive but minor impact on the desire to return. This might be owing to the various heritage tourist options, such the Toraja-Londa site.

Sixth, customer satisfaction does not appear to be a significant mediator between perceived attractiveness and revisit intention. Therefore, promoting attractive activities that complement tourist visits, such as sports events like running, conferences, and others, can enhance the appeal of a destination. Currently, there is a lack of complementary activities that serve as additional attractions for tourist visits. Developing such activities could increase the destination's attractiveness and encourage longer stays or repeat visits. By

diversifying offerings beyond traditional sightseeing, destinations can cater to a broader range of interests and preferences. This approach can also help to differentiate the destination from competitors and create a more dynamic tourism experience. Ultimately, the absence of complementary activities represents a missed opportunity for enhancing the overall visitor experience and fostering sustainable tourism growth.

Finally, and most crucially, the study's findings show the mediating role of customer satisfaction in the link between perceived attractiveness, perceived value for money, and revisit intention. The findings show that customer satisfaction is a weak modulator of perceived attractiveness and desire to return. In addition, this study has important implications for destination managers and marketers. To stimulate and guide people to travel, destinations and tourism companies must develop marketing programs.

This study contributes to policymakers, including local governments, tourism managers, and other stakeholders, to ensure the sustainable management of cultural heritage tourism destinations. In addition to attracting new visitors, stimulating repeat visits is also crucial. Therefore, the findings of this study demonstrate that the level of visit satisfaction is significantly influenced by attractiveness and value for money.

CONCLUSION

This study finds that all variables simultaneously are predictors of revisit intention from the tourist's perspective. The perceived value of money is the strongest predictor of customer satisfaction and revisit intention, indicating that tourists consider the value of money in tourist sites. The extent to which a tourist attraction fulfills customer

expectations during a visit directly influences visitor satisfaction and their likelihood of returning. Conversely, there is a positive correlation but insignificant between the level of visitor satisfaction and their likelihood of revisiting intention. This may occur due to additional distinct elements directly impacting the desire to revisit. In light of the findings above, to boost visitor numbers, managers should focus on targeting "niche" markets that are more specialized and affordable (Johnstone et al., 2023).

They should also ensure that comprehensive information is provided about specific objects or ideas represented by the artifacts. These niche markets should be prioritized to attract new visitors and increase revenue potential. Promoting and fostering meaningful engagements between tourists and local communities is imperative, enabling them to gain insights into unique local cultures, histories, and traditions. Visitors should be allowed to witness the local inhabitants' vibrant culture to acquire authentic and accurate knowledge about the communities they visit.

This can mitigate tourist disillusionment resulting from insufficient interpretation by untrained guides. Clear rules should be supplied to tourists regarding permissible and prohibited activities in each place. This would help minimize conflicts and tensions between local populations and tourists. It is imperative to prioritize enhancing communication between hosts and guests, streamlining the registration and handling of tourist complaints, and ensuring that tourism is accessible to all. This study has limitations, including exploring cultural, historical, and religious sites, which may yield varying outcomes, and our discoveries may not universally apply to all tourism encounters worldwide.

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