

## HOW VISITOR SATISFACTION AND INTENTION TO REVISIT ARE CREATED BY EVENT QUALITY AND PERCEIVED VALUE? A LESSON FROM THE LOCAL FOOD FESTIVAL IN BREBES

Andi Yulianto<sup>\*)</sup>, Roby Setiadi<sup>\*)1</sup>, Herniah<sup>\*\*)</sup>

<sup>\*)</sup>Universitas Muhadi Setiabudi

Jl. Pangeran Diponegoro No.KM2, RW. 11, Pesantunan, Wanasari, Brebes, Central Java 52212, Indonesia

<sup>\*\*)</sup>Universitas Pejuang Republik Indonesia

Jl. G. Bawakaraeng No.72, Lariang Bangi, Makassar, South Sulawesi 90151, Indonesia

**Abstract:** The emergence of many festivals and events shows that Arranging festivals centered around specific themes has the potential to boost economic development on both local and national scales. To investigate how events can improve visitors' perception of event quality, perceived value, trust, visitor satisfaction, and behavioral intentions, the annual food festival during the 344th anniversary celebration of Brebes was selected to explore these relationships. A total of 350 questionnaires were distributed to visitors and the data analysis was performed on 335 valid questionnaires using structural equation modeling. The results show that event quality has a positive and significant effect on perceived value ( $\beta = 0.205$ ;  $p$ -value  $0.037 < 0.05$ ). In addition, perceived value has a positive and significant effect on trust ( $\beta = 0.0585$ ;  $p$ -value  $0.000 < 0.05$ ). Finally, trust has a positive impact on event satisfaction ( $p$ -value  $0.000 < 0.05$ ), which in turn affects the intention to revisit ( $p$ -value  $0.004 < 0.05$ ). Drawing from these observed outcomes, this research provides practical and theoretical insights for event management entities and festival organizers to continue hosting annual theme-centered festivals during specific occasions and destinations to improve visitors' attachment to the values and authenticity offered.

**Keywords:** event quality, event satisfaction, intention to revisit, perceived value, food festival

**Abstrak:** Munculnya banyak festival dan acara menunjukkan bahwa mengorganisir festival berbasis tema dapat meningkatkan pertumbuhan ekonomi pada tingkat lokal dan nasional. Untuk meneliti bagaimana acara dapat meningkatkan persepsi kualitas acara, nilai yang dirasakan, kepercayaan, kepuasan pengunjung, dan niat perilaku, festival makanan tahunan selama perayaan ulang tahun ke-344 Brebes dipilih untuk mengeksplorasi hubungan ini. Sebanyak 350 kuesioner didistribusikan kepada pengunjung dan analisis data dilakukan pada 335 kuesioner yang valid menggunakan pemodelan persamaan struktural. Hasilnya menunjukkan bahwa kualitas acara memiliki efek positif dan signifikan pada nilai yang dirasakan (estimasi standar 0,205; nilai  $p$  0,037 < 0,05). Selain itu, nilai yang dirasakan memiliki efek positif dan signifikan pada kepercayaan (estimasi standar 0,0585; nilai  $p$  0,000 < 0,05). Akhirnya, kepercayaan berdampak positif pada kepuasan acara (nilai  $p$  0,000 < 0,05), yang pada gilirannya memengaruhi niat untuk berkunjung kembali (nilai  $p$  0,004 < 0,05). Berdasarkan temuan empiris ini, studi ini menawarkan implikasi praktis dan teoritis bagi organisasi manajemen acara dan tuan rumah festival untuk menjaga festival berbasis tema tahunan yang diadakan pada acara dan destinasi tertentu untuk meningkatkan keterikatan pengunjung pada nilai dan keaslian yang ditawarkan.

**Kata kunci:** kualitas acara, kepuasan acara, niat untuk berkunjung kembali, nilai yang dirasakan, festival makanan

### Article history:

Received  
14 June 2023

Revised  
18 July 2023

Accepted  
22 August 2023

Available online  
31 December 2023

This is an open access  
article under the CC BY  
license ([https://  
creativecommons.org/  
licenses/by/4.0/](https://creativecommons.org/licenses/by/4.0/))



<sup>1</sup> Corresponding author:  
Email: [rsetiadi.umus@gmail.com](mailto:rsetiadi.umus@gmail.com)

## INTRODUCTION

As the number of tourists in Indonesia continues to increase, various cities and regencies are eager to host events to gain national publicity, branding opportunities, urban development, and community pride. These events can boost awareness of a region as a tourism destination, attract potential investors, and increase commercial activity. However, some studies suggest that hosting events may not provide significant economic benefits to the host community (Giesecke and Madden, 2007). Some locals argue that hosting an international event could be costly due to the need to construct required infrastructure (Gursoy et al. 2017). Moreover, the existing conception on event management promotes the idea that hosting festivals with thematic focuses not only stimulates economic expansion on local and national scales, but also cultivates a favorable perception of the festival's hosting region (Cho et al. 2019; Xi et al. 2019). Previous studies have highlighted intention to revisit as an index for estimating future public interest in theme-based festivals that are potentially conducted on an annual basis. Furthermore, these studies have investigated the cognitive processes by which festival attendees formulate their intentions to revisit (Pai et al. 2021). Nonetheless, a requirement exists for more comprehensive exploration to analyze the factors that affect community intention to revisit to theme-based festivals, both directly and indirectly. While prominent service quality attributes have been proposed and their impact on intention to revisit identified (Tanford and Jung, 2017), event management research literature still has little to say about event quality and its connection with the intention to revisit formed through cognitive processes.

From a psychological standpoint, Gronroos (1982) presented the thought of seen administration quality as an action to measure a person's emotional subjective perception of service experience. Building upon this theoretical basis, the SERVPERF scale and the SERVQUAL scale (Pai et al. 2021) (comprising aspects: tangible, dependability, responsiveness, affirmation, and compassion) were formulated and applied to assess the anticipated service encounter in the domain of tourism and hospitality studies (Cronin and Taylor, 1992). Researchers can utilize these two scales to quantify the extent of the quality of service associated with festivals, because the expected

experience of an individual's special interest at the festival will be more detailed than the experience of other services from hotels, restaurants, and other destinations (Yuan et al. 2005). Several research investigations have corroborated the utilization of service quality measurements encompassing aspects like item, comfort, venue, hospitality, and event to forecast visitor mental processes like apparent worth, trust, and fulfillment, which collectively shape celebration loyalty (Pai et al. 2021; Wong et al. 2018). Chaudhuri and Holbrook (2001) discovered that there is a positive influence of perceived value on trust, and this trust subsequently influences intention to revisit positively. However, Hsieh and Liu (2010) found that perceived value does not have a direct impact on customer trust. The findings from Helal et al. (2023) also reveal that tourists' behavioral intentions were not affected by their perceived value, and there was no statistically significant link in the mediation path. Liu et al. (2023) found that trust does not have a significant direct impact on festival satisfaction when studying festivals during the pandemic.

To better grasp the manner in which theme-oriented festivals influence the formation of visitors' intention to revisit, it's imperative for event management organizations and festival organizers to recognize the core attributes of event quality that foster elevated levels of trust (Akhoondnejad, 2016), perceived value (Wong et al. 2018), fulfillment (Konuk, 2019; Song et al. 2014), and the intention to revisit among festival attendees. The Social Exchange Theory (SET) was used to investigate the factors that influence the local residents' support for events in their community (Gursoy et al. 2017; Giango et al. 2022). The study found that locals are more likely to support tourism projects if the positive outcomes they experience exceed the negative consequences. According to Nunkoo and Gursoy (2016) SET relies on power and trust in social exchange relationships; establishing anticipated cooperation hinges on the mutual trust between the parties involved. The locals' perception of the potential impacts of tourism is influenced by their evaluation of the exchange involved. People who see it as beneficial are more likely to have a different view from those who see it as detrimental. Therefore, residents who believe that hosting events can have a positive impact on their community and overall well-being are more likely to support the idea (Gursoy et al. 2017).

This underscores the significance for festival hosts to delve into a range of event quality attributes, which include item, comfort, venue, hospitality, and celebration programs/events, with the aim of upholding subject based celebrations and advancing celebration objectives inside a dynamically serious market environment (Yoon et al. 2010). Hence, the objective of this study is to pinpoint the quality characteristics inherent in theme-based festivals, using a case study of the food festival held in Brebes. This study is different from previous research in the regard to the development of SERVQUAL research in the context of organizing events in local context in Indonesia. In this case, the evaluation of theme-centric festivals' quality can be gauged through the dimensions of hospitality, venue, product, convenience, and program within a festival setting. This generates a research question of how event quality affects intention to revisit within the framework of a mental cycle model. Hence, the purpose of this study is to examine the relationship betwixt event quality (with the five sub-aspects of item, comfort, venue, hospitality, and event), trust, perceived value, satisfaction, and the intent to revisit. The results of this study are expected to provide reasonable and hypothetical ramifications to event management entities and celebration organizers, aiding in the creation of competitive designs for theme-oriented festivals and the continuation of subject based celebrations in unambiguous locations.

## METHODS

The study aimed to determine what the quality of service of the Food Celebration means for guests' apparent worth, trust, fulfillment, and goal to revisit during the 344th Anniversary of the Brebes in 2022. Previous studies suggested that the SERVQUAL service quality theoretical framework needs to be customized for application in theme-based festivals. This research examined whether event quality attributes could affect perceived value, satisfaction, trust, and intention to revisit by exploring the quality attributes of subject based celebrations. Event quality is operationally defined as the level of satisfaction and enjoyment that visitors experience during and after Brebes Food Festival which includes factors such as the event's organization, the content and program, the venue, the amenities, the branding and marketing, the customer service, and the overall experience. Perceived value in this study refers to the worth or utility that individuals

assign to a product or service offered at Brebes Food Festival based on their own subjective perception of its benefits, features, and cost relative to alternative options. Event trust in this study is defined as the level of confidence and reliability that a customer has in the Brebes Food Festival which involves the assurance that the event will meet or exceed the expectations of the attendees in terms of the overall quality of the event. Consumer satisfaction in this study refers to the attitude of visitors of the Brebes Food Festival has about a product or service after it has been purchased in the event. Lastly, intention to revisit is operationally defined as to the likelihood or intention of visitors of the Brebes Food Festival to revisit the place or destination in the future. To investigate the Festival Food Festival's quality in Brebes, the quality of service measurement scale created by Song et al. (2014) for assessing activity-related aspects was employed in this research.

According to Zeithaml et al. (1988), perceived value pertains to the overall evaluation of the value customers get by comparing the costs paid to obtain products or services. Cronin, Brady, and Hult (2001) found that customer-perceived service quality significantly impacted perceived value, event satisfaction, and intention to revisit. Chen and Kihan (2016) further validated the positive influence of event service quality on customers' perceived value when studying online shopping customers in Korea. Thus, it is evident that a direct correlation exists between perceived value and event service quality. When visitors are completely content with the service quality, their perceived value is likely to rise correspondingly. As a result, the study puts forward the following hypothesis:

*Hypothesis 1: Event quality has a positive impact on perceived value.*

Trust includes the ability to have confidence in unambiguous circumstances (Andaleeb and Anwar, 1996). Trust is a powerful procedure, not fixed, and requires time to establish (Fam et al. 2004). Thus, building trust helps customers to develop satisfaction beyond economic effects. Andaleeb and Anwar (1996) determined that the service quality offered during events positively affects clients' apparent worth and trust. Furthermore, quality of service during events directly shapes customer behavioral intentions. In essence, a relationship exists betwixt quality of service during events and trust. When visitors are completely content with the perceived quality of service during an event,

their level of trust also rises. Nevertheless, there are varying research outcomes regarding the connection between apparent worth and trust. Consequently, it is essential to delve into their interrelationship.

*Hypothesis 2: Event quality has a positive impact on trust.*

*Hypothesis 3: Event quality has a positive impact on satisfaction.*

*Hypothesis 4: Perceived value has a positive impact on trust.*

Cardozo (1965) showed that customer satisfaction has an important impact on customer buying conduct. As per Bolton and Drew (1991), customer loyalty encompasses one of the sentiments evoked by clients throughout the purchase cycle, which in turn will shape their future social expectations. Different research works explore the connection between satisfaction and perceived value. According to Eid and El-Gohary (2015) and Rasoolimanesh et al. (2016) the majority of these studies concur that perceived value exerts a positive influence on customer satisfaction. Similarly, according to Kim et al. (2015) and Jo et al. (2014), majority investigations validate that perceived value bears a favorable effect on tourist satisfaction. In examinations of trust and satisfaction, trust is characteristically employed as an intermediary factor to probe the connection between customer satisfaction and the intention to return. Han and Hyun (2015) demonstrate that trust can straightforwardly and decidedly influence satisfaction. To conclude, perceived value and satisfaction share an intimate relationship, where heightened perceived value leads to increased satisfaction, and the elevation of tourist satisfaction is a result of augmented tourist trust.

*Hypothesis 5: Perceived value has a positive impact on event satisfaction.*

*Hypothesis 6: Trust has a positive impact on event satisfaction.*

Gyte and Phelps (1989) first proposed the concept of return intention. Revisit intention pertains to tourists' inclination to get back to places they have recently visited and to buy the travel industry related goods and services (Kozak, 2002). Scholarly investigations into satisfaction and the intention to revisit spans all content-rich industries. According to Petrick and Backman (2001) and Trinanda and Sari (2020), the majority of research findings indicate that the two concepts can exert a positive influence either directly or indirectly. In conclusion, tourist satisfaction affects

the intention to revisit. When travelers find satisfaction in the events and services of a destination, it increases the likelihood of them revisiting and providing positive recommendations for the destination.

*Hypothesis 7: Event satisfaction has a positive impact on the intention to revisit.*

In this study, the quality of the festival is gauged through the initial aspects of item, comfort, venue, hospitality, and event, in accordance with the derivation of SERVQUAL in theme-based events. The hypothesis model of the research postulates that the second-order event quality construct can influence the value of tourist festivals, trust, satisfaction, and intention to revisit. The schematic representation of this model can be seen in Figure 1.

Questionnaires were distributed to obtain respondent data from February 7, 2022, to March 31, 2022. The initial survey of satisfaction, trust, service quality, and intention to revisit was conducted among travelers partaking in the 344th Brebes Anniversary Food Festival, selected through simple random sampling. Out of the 100 questionnaires distributed, 97 were deemed valid for analysis. The statistical analysis conducted using software revealed a Cronbach's alpha value of 0.966 for the pre-surveyed questionnaire, which exceeded 0.8, indicating a high level of reliability. Additionally, during the pre-survey interactions with respondents, it was noted that the "parking comfort" item was not able to effectively evaluated because of lacking leaving offices for the large number of visitors' vehicles. To calculate the number of sample, this study utilized Lemeshow formulae given the fact that the number of population is unknown:

$$n = \frac{Z^2(1-p)}{d^2}$$

Information: n (number of samples); z (normal table value with a certain alpha = 1.96); p (maximum estimate = 75% = 0.75); d (alpha (0.05) or 5% of the 95% confidence level).

Based on the formula, the number of samples can be determined as follows:

$$\begin{aligned} n &= \frac{1.96^2(1-0.75)}{0.05^2} \\ &= \frac{3.8416(0.25)}{0.0025} \\ &= 384 \end{aligned}$$

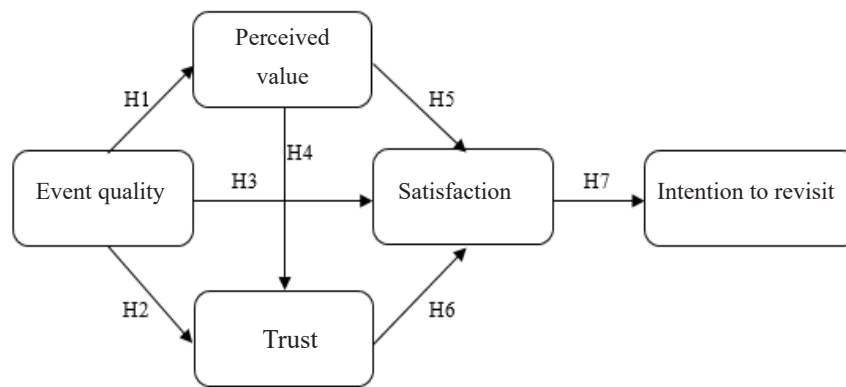


Figure 1. Research model

A total of 384 questionnaires were randomly distributed, resulting in the collection of 335 valid questionnaires, indicating an effective response rate of 87.24%. The official questionnaire was distributed from February 21, 2022, to March 31, 2022. The location chosen was the 344th Brebes Anniversary Food Festival site. In this review, diverse estimation things were utilized to minimize estimation inaccuracies, including potential method biases. A 10-point Likert scale was adopted to rate the measurement items, spanning from strongly disagree (1) to strongly agree (10). Before participants completed the questionnaire, screening questions were presented to ascertain their involvement in the Brebes Food Festival. If respondents confirmed their participation, the survey continued; otherwise, it was concluded. The questionnaire comprised two sections: (a) queries relevant to every element in the theoretical model, utilizing the 10-point Likert scale, and (b) segment subtleties of participants, encompassing age, gender, average household income, schooling level, location, professional background, and frequency of participation in the 344th Brebes Anniversary Food Festival. The analysis employed Structural Equation Modeling (SEM).

To measure the variables, the dimensions linked to event quality encompass item, comfort, venue, hospitality, and event., drawing from Song et al. (2014), Lee et al. (2017), and Yoo et al. (2010). Additionally, four items concerning perceived value were taken from Yang et al. (2011). The questions included were: compared to the time spent, is attending the food festival worth it?; compared to the effort put in, is attending the food festival worth it?; compared to the fee paid, is attending the food festival worth it?; and overall, was attending the festival worth the money? Additionally, Four items associated with trust were borrowed from

Lee et al. (2017), with questions such as: is Brebes trusted as the regional host for food festivals and tourist destinations?; does organizing a food festival improve the image of Brebes for food and tourism purposes?; does hosting a food festival strengthen trust in Brebes as a tourist and culinary destination?; and did hosting the festival in Brebes meet expectations as a food resort and tourist destination?

Furthermore, five items related to satisfaction were adapted from Song et al. (2014) and Lee et al. (2017), Aidin and Faruk (2017), with questions such as: are you satisfied with your decision to visit the festival?; are you satisfied with the taste of the food at the festival?; are you satisfied with the price of the products at the festival?; are you satisfied with the dining environment at the festival?; and are you satisfied with the overall service quality at the Brebes food festival? Lastly, the measurements of intention to revisit were taken from the work of Cevat, Bekir, and Alan (2015), Meesala and Paul (2018), and Konuk (2019). These included four items, such as: are you willing to come to the festival again next year?; if you had to decide again, would you be willing to choose the festival again?; are you willing to return to the festival in the future?; and is this festival your first choice compared to other theme-based festivals?

## RESULTS

Regarding the descriptive analysis of demographic data, approximately 52.5% of the participants were females within the age range of 17 to 25 years, constituting 29.3% of the total. The majority of the respondents had attained a college or university education, accounting for (64.4%). The majority of the respondents were

students (40.3%). In relation to the frequency of visits, around 114 participants (34%) had engaged in the food festival either once or twice, while 31.9% had taken part in the festival for 3-5 occasions. The outcomes of the respondents' demographic profile can be found in Table 1.

Reliability is employed to evaluate the steadiness and consistency of the survey outcomes. Cronbach's alpha and composite reliability are commonly used methods to measure reliability. A minimum acceptable Cronbach's alpha coefficient value is 0.7, and a higher value indicates enhanced questionnaire reliability (Hair et al. 2010). The values for all variables in this study were obtained using the SPSS statistical software, and they all exceeded 0.7. Assessment of survey authenticity and accuracy led to validity analysis. The standard methods employed are convergent

validity and discriminant validity. The consistency of outcomes from the similar variable as measured by different questions referred by convergent validity, while qualifications among various factors alluded by discriminant validity (Fornell and Larcker, 1981). The loading factor for all variables in this study goes from 0.768 to 0.914, surpassing the suggesting value of 0.7. Additionally, the average variance extracted (AVE) for each variable ranges from 0.692 to 0.778, exceeding the suggesting value of 0.5. In conclusion, the scale demonstrates great convergent validity. The square root of the average variance extracted (AVE) on the slanting surpasses the relationship coefficient corresponding to different variables revealed in Table 2, showing the sound discriminant validity of the measurement scale in this research. Therefore, the scale exhibits both strong convergent and discriminant validity (Table 2).

Table 1. Respondent demographics

Demographics	Characteristics	Frequency	Percentage
Gender	Female	159	47.5
	Male	176	52.5
	Total	335	100.0
Age	17-25 years	98	29.3
	26-35 years	76	22.7
	36-45 years	80	23.9
	> 45 years	81	24.2
	Total	335	100.0
Education	Junior high school	79	23.6
	Senior high school	77	23.0
	Diploma	80	23.9
	Undergraduate	99	29.6
	Total	335	100.0
Job	Student	135	40.3
	Unemployed	113	33.7
	Civil servants	86	25.7
	Self-employed	1	0.3
	Total	335	100.0
Visit frequency	1 or 2 times	114	34.0
	3-5 times	107	31.9
	> 5 times	114	34.0
	Total	335	100.0

Once the analysis of the confirmatory factors for measuring a construct is completed, the subsequent stage involves testing the entire model as proposed in this study. Similar to the confirmatory factor analysis, the structural equation model also goes through two phases of testing, which are the model adequacy test and the assessment of causal significance using regression coefficients (Ferdinand, 2014). The model suitability indices used are similar to the confirmatory factors. The purpose of SEM testing is to evaluate the

adequacy of the model. The Chi-square value is 34.722 with a likelihood of 0.178 according to the outcomes presented in Table 3. Furthermore, the other indices of goodness of fit, all exist in the expected scope of values, such as GFI ( $0.980 \geq 0.90$ ), CFI ( $0.994 \geq 0.90$ ), TLI ( $0.990 \geq 0.95$ ), RMSEA ( $0.027 \leq 0.08$ ), and CMIN/DF ( $1.240 \leq 2.00$ ). This demonstrates that betwix the covariance lattice of the sample and the assessed population covariance matrix there is no distinction.

Table 2. Validity and reliability testing results

Latent Constructs	Dimensions	Std. Loading	AVE	Composite Reliability	Cronbach's Alpha
Event Quality	EQ1	.869	0.641	0.859	0.781
	EQ2	.847			
	EQ3	.915			
	EQ4	.860			
	EQ4	.717			
Perceived Value	TR1	.751	0.566	0.827	0.762
	TR2	.769			
	TR3	.836			
	TR4	.780			
Trust	TR1	.812	0.616	0.848	0.726
	TR2	.791			
	TR3	.860			
	TR4	.838			
Satisfaction	ST1	.775	0.536	0.839	0.735
	ST2	.779			
	ST3	.822			
	ST4	.804			
	ST5	.806			
Intention to Revisit	IR1	.734	0.528	0.845	0.743
	IR2	.791			
	IR3	.850			
	IR4	.777			

Table 3. Model feasibility test results for the full model

Goodness of Fit Index	Cut-off value	Results	Information
X <sup>2</sup> -Chi square	Expected < X <sup>2</sup> -table	34.722	Fit
Significant Probability	$\geq 0.05$	0.178	Fit
GFI	$\geq 0.90$	0.980	Fit
TLI	$\geq 0.95$	0.990	Fit
CFI	$\geq 0.90$	0.994	Fit
RMSEA	$\leq 0.08$	0.027	Fit
CMIN/DF	$\leq 2.00$	1.240	Fit

Once the analysis of the confirmatory factors for measuring a construct is completed, the subsequent stage involves testing the entire model as proposed in this study. Similar to the corroborative element investigation, the structural equation model also goes through two phases of testing, which are the model adequacy test and the assessment of causal significance using relapse coefficients (Ferdinand, 2014).

Furthermore, the analysis showed the estimation parameter for testing the quality of the event’s impact on perceived has a CR of 2.084, indicating a likelihood of 0.037, which is lower than the importance threshold of 0.05 (Table 4; Figure 2). Therefore, it can be deduced that there is a statistically confirmed positive correlation between event quality and perceived value, signifying that heightened event quality corresponds to elevated perceived value. As a result, the initial hypothesis, which proposes that event quality positively impacts perceived value, is supported. This assertion aligns with Cronin, Brady, and Hult’s (2001) findings, which also indicate a substantial influence of customer-perceived service quality on perceived value. Similarly, Chen and Kihan (2016) demonstrated that service quality in events had a favorable effect on perceived customer value. However, when investigating the relationship between event quality and trust, the analysis of the parameter estimating event quality’s influence on trust reveals a CR of 0.518, accompanied by a likelihood of 0.605, surpassing the importance threshold of 0.05. Hence, it can be concluded that there is no statistically significant proof of a positive effect of event quality on trust. As a result, the second hypothesis, stating that event quality has a positive effect on trust, was rejected. One possible reason for the lack of statistically significant proof is that attendees may trust an event organizer more if

they perceive low risk of harm or disappointment, or if they are motivated by social or emotional benefits like bonding and satisfaction. Moreover, the context and type of event may also influence the relationship between event quality and trust. For example, a music festival or sports event may have different effects on trust than a business conference or charity event. It is possible that event quality affects trust differently in different contexts, which may also affect the statistical significance of the results.

In evaluating the impact of perceived value on event satisfaction, the assessment boundary assessing the connection between perceived value and event satisfaction reveals a CR of 1.210 with a likelihood of 0.226, exceeding the importance likelihood of 0.05. Therefore, it can be concluded that there is no statistically significant proof of a positive effect of perceived value on event satisfaction. Hence, the third hypothesis, stating that perceived value has a positive effect on event satisfaction, was rejected. There are several possible reasons for the lack of statistically significant proof of positive effects of perceived value on event satisfaction. Firstly, individual differences and characteristics of attendees may play a role in the relationship between perceived value and event satisfaction. Some attendees may place greater importance on certain event features than others, resulting in differing levels of perceived value and event satisfaction. Secondly, environmental factors such as weather or timing of events may influence an attendee’s perceived value and satisfaction. Lastly, the level of competition among events may also impact perceived value and event satisfaction. Events that have few competitors may have a perceived greater value and satisfaction than events with strong competition.

Table 4. Regression Weights: (Group number 1 - Default model)

	Causality		Estimate	S.E.	C.R.	p-value	Confirmation
Event Quality	→	Perceived Value	0.428	0.205	2.084	0.037	Supported
Event Quality	→	Trust	0.020	0.038	0.518	0.605	Rejected
Event Quality	→	Satisfaction	0.101	0.075	1.350	0.177	Rejected
Perceived Value	→	Trust	0.467	0.058	8.038	***	Supported
Perceived Value	→	Satisfaction	0.120	0.099	1.210	0.226	Rejected
Trust	→	Satisfaction	0.647	0.166	3.887	***	Supported
Satisfaction	→	Intention to revisit	0.893	0.309	2.894	0.004	Supported



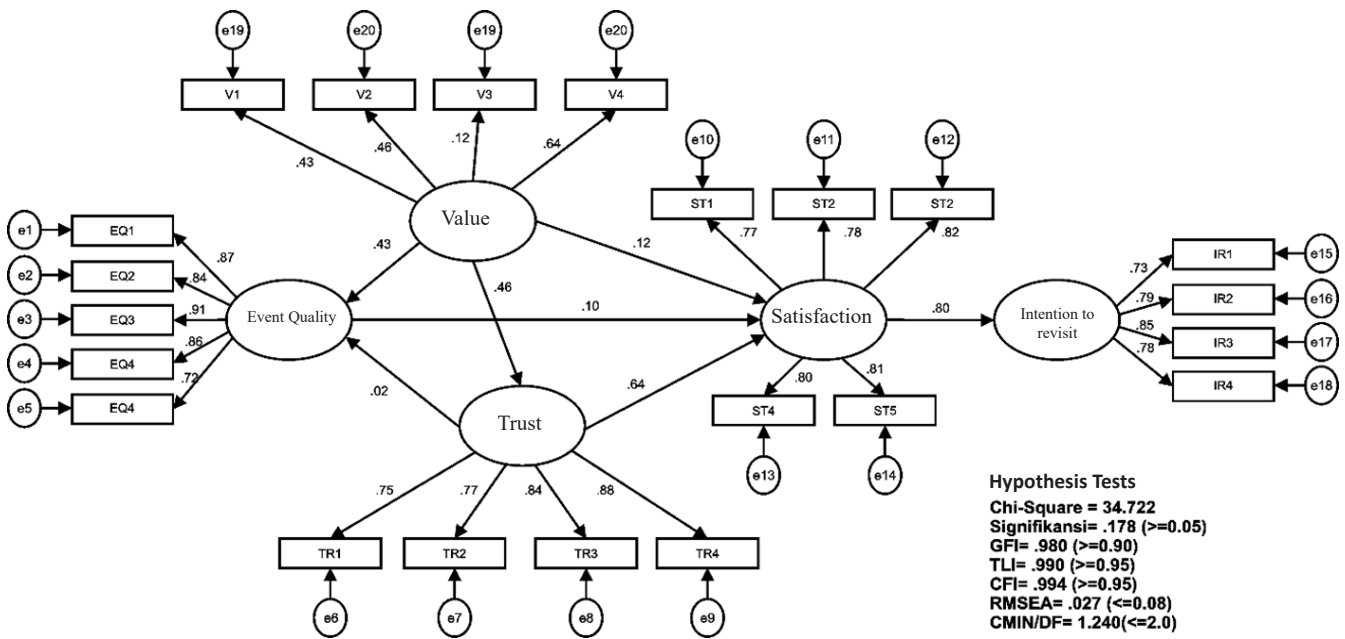


Figure 2. Empirical model of research result

Regarding the effect of perceived value on trust, the estimation parameters assessing the influence of perceived value on trust indicate a CR of 8.038 with a probability of 0.000, which is less than a significant probability of 0.05. Therefore, it can be deduced that an increase in perceived value is associated with a corresponding rise in trust, a relationship that is statistically validated for the festival. This means that the fourth hypothesis, which stated that perceived value has a positive effect on trust, was accepted. The findings are consistent with Pai et al. (2021), which demonstrated that the perception of festival value resulted in an increase in trust towards festivals.

In the examination of the impact of event quality on event satisfaction, the estimation parameter evaluating the relationship between event quality and event satisfaction demonstrates a CR of 1.350 with a likelihood of 0.177, surpassing the importance threshold of 0.05. Thus, it can be concluded that there is no statistically significant proof of a positive effect of event quality on event satisfaction. Accordingly, the fifth hypothesis, stating that event quality has a positive effect on event satisfaction, was rejected. One of the reasons for this could be the subjective nature of event quality. What one individual considers to be a high-quality event may be different from what another individual perceives to be a high-quality event. Similarly, event satisfaction is affected by many factors, including the level of excitement, the quality of services, and the location.

Statistical testing showed that the impact of trust on event satisfaction was notable, as indicated by the estimation parameter for examining trust's effect on event satisfaction, which yielded a CR of 3.887 and a likelihood of 0.000, well below the importance level of 0.05. Therefore, it can be concluded that the higher the trust, the higher the satisfaction, which is statistically proven. Thus, the sixth hypothesis, stating that trust has a positive effect on event satisfaction, was accepted. The findings are in accordance with Baker & Crompton (2000) and Han & Hyun (2015), indicating that trust has a direct and positive impact on satisfaction.

Finally, the estimation parameter for testing event satisfaction on intention to revisit showed a CR of 2.894 with a likelihood of 0.004, which is less than the importance likelihood of 0.05. Thus, statistical analysis confirms that there is a positive correlation between satisfaction and the intention to revisit – in other words, higher satisfaction levels lead to a greater intention to revisit. This showed that the seventh hypothesis, stating that event satisfaction has a positive effect on intention to revisit, was accepted. The findings are consistent with previous studies by Petrick and Backman (2001), Tian-Cole et al. (2002), and Trinanda and Sari (2020), which have found that event satisfaction has a positive impact on the intention to revisit. The present study has established that hospitality, venue, product, convenience, and program are considered as indicators of festival qualities with valid and reliable results. These findings support the previous studies suggesting

that event quality plays a significant role in increasing the intention to revisit (Song et al. 2014; Pai et al. 2021). Specifically, the higher-order construct of event quality, encompassing programs, products, hospitality, convenience, and venue, fosters the intention to revisit by influencing perceived value, trust, and satisfaction within the context of food festivals (Folgado-Fernández et al. 2019). Therefore, providing good service quality and creating a positive festival experience can increase tourists' satisfaction and intention to revisit (Lin and Lee, 2020; Namin, 2017).

### **Managerial Implications**

The results of the study have significant managerial implications for food festival event management organizations. Some of the key implications are by emphasizing product and convenience. Event management organizations of the Brebes food festival should focus on providing high-quality products and convenient services to visitors. For example, they can work with vendors to ensure that the food served at the festival is of high quality and provide a comfortable and hassle-free experience for visitors. Moreover, the event management organizations should strive to enhance the overall quality of the festival, including aspects such as entertainment, ambience, and customer service. The organizers are also suggested to build festival trust with visitors by ensuring transparency, reliability, and consistency in their operations, and to identify and address the specific factors that influence visitor satisfaction and take steps to address them. For example, if visitors rate the cleanliness of the festival grounds as a low priority, organizers could focus on improving the cleanliness of the venue. Lastly, the findings suggests the organizers of the Brebes food festival to focus on providing a positive experience for visitors, ensuring that they leave the festival satisfied and eager to return. This can be achieved by continuously improving the quality of the festival and building trust with visitors.

This study theoretically contributes to the growing body of literature on the relationship between service quality and customer satisfaction in the context of theme-based festivals. The findings of this study have important implications for event managers, who can use this knowledge to design better food festival services and improve visitor experience. More

specifically, this study highlights the importance of service quality in creating a positive experience for visitors. The study also highlights the fact that event quality positively affects festival scores, implying that high-quality service during the event can enhance visitors' perceived value. This finding has important implications for event managers, who need to focus on delivering quality services to enhance visitor experience and satisfaction. Finally, the study underscores the need for event management organizations to identify factors that influence visitor satisfaction and increase visitor loyalty to revisit. By doing so, event managers can create a positive cycle of satisfaction and loyalty, which will ultimately lead to increased revenue and long-term success for the event.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

The outcomes of the statistical examinations highlight that the quality of the event's service, particularly in terms of the product and convenience aspects, has a significant influence. Upon a comprehensive SEM analysis of the complete model, it becomes apparent that event quality positively impacts the festival ratings (CR=2.084 and P=0.037), indicating that a high standard of event service quality can enhance the perceived value of attendees. Visitors evaluated the event quality highly, leading to the formation of beliefs and psychological satisfaction, which satisfied the emotional value of visitors and influenced the value experienced in the festival. However, the relationship between event quality had no effect on festival trust, while the quality value relationship positively affected festival trust (CR=8.038 and P=0.000). Likewise, the connection between perceived values showed no impact on event satisfaction (CR=1.210 and P=0.226), while the festival trust relationship positively affected event satisfaction (CR=3.887 and P=0.000). Furthermore, the event satisfaction relationship positively affected the intention to revisit. Therefore, enhancing the quality of services in theme-based festivals is of utmost importance for event management organizations. It involves identifying the factors that influence visitor satisfaction and actively working to enhance this satisfaction, ultimately leading to an increase in visitor loyalty and a higher likelihood of revisiting.

## Recommendations

As suggestion, it is important for event organizers to prioritize improving the quality of their services and identifying the factors that contribute to visitor satisfaction in order to create a positive and memorable experience for attendees. By doing so, they can boost visitor loyalty and increase the likelihood of repeat attendance at future events. In addition to these implications for event managers, the findings of this study also have broader implications for the food and tourism industry as a whole. For instance, by recognizing the importance of service quality and event quality, food and tourism businesses can improve their overall customer experience and create a competitive advantage in the market. Moreover, by identifying factors that influence customer satisfaction and loyalty, businesses can gain insights into customer preferences and tailor their offerings to meet their needs. Ultimately, this can lead to increased customer loyalty, positive word-of-mouth advertising, and sustained business growth. Therefore, the findings of this study are relevant not only to event managers, but also to businesses across the food and tourism industry. Like many other studies, this one has some limitations. The proposed theoretical model and hypotheses were only tested using data from one regency and one event, so the findings may not apply to people in other situations. Additionally, data was only collected through a survey, so the results may not be generalizable beyond the sample. Thus, replicating this study in other events would be necessary to confirm the validity of the findings. The study also did not explore temporal effects, which should be studied in future research. Other unmeasured variables, such as perceived competence and community concerns, should also be included in future studies. The results suggest that trust is just one factor that impacts perceptions of support, and other variables should be studied as well.

## REFERENCES

- Akhoondnejad A. 2016. Tourist intention to revisit to a local cultural event: The case of Turkmen handicrafts festival. *Tourism Management* 52: 468–477. <https://doi.org/10.1016/j.tourman.2015.06.027>
- Andaleeb SS, Anwar SF. 1996. Factors influencing customer trust in salespersons in a developing country. *Journal of International Marketing* 4(4): 35–52. <https://doi.org/10.1177/1069031X9600400404>
- Anil NK. 2012. Festival visitors' satisfaction and intention to revisit: An example of small, local, and municipality organized festival. *Tourism* 60: 255–271.
- Baker DA, Crompton JL. 2000. Quality, satisfaction and behavioral intentions. *Annals of Tourism Research* 27(3): 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Bolton RN, Drew JH. 1991. A multistage model of customers' assessments of service quality and value. *Journal of Consumer Research* 17(4): 375–384. <https://doi.org/10.1086/208564>
- Brady MK, Cronin JJ. 2001. Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of marketing* 65(3):34–49. <https://doi.org/10.1509/jmkg.65.3.34.18334>
- Cardozo RN. 1965. An experimental study of customer effort, expectation, and satisfaction. *Journal of Marketing Research* 2(3):244. <https://doi.org/10.1177/002224376500200303>
- Chaudhuri A, Holbrook MB. 2001. The chain of effects from brand trust and brand affect to brand performance: The role of brand intention to revisit. *Journal of Marketing* 65(2): 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen FX, Kihan C. 2016. A study on the relationship among e-service quality, perceived value and e-intention to revisit in the Korean internet shopping mall: focused the Chinese shopping experience in Korea. *Journal of Korea Service Management Society* 17(3): 67–88. <https://doi.org/10.15706/jksms.2016.17.3.004>
- Ch H, Joo D, Chi CG. 2019. Examining nostalgia in sport tourism: The case of US college football fans. *Tourism Management Perspectives* 29: 97–104. <https://doi.org/10.1016/j.tmp.2018.11.002>
- Cole ST, Chancellor HC. 2009. Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. *Journal of Vacation Marketing* 15(4): 323–333. <https://doi.org/10.1177/1356766709335831>
- Cronin JJ, Taylor SA. 1992. Measuring service quality: a reexamination and extension. *Journal of Marketing* 56(3): 55–68. <https://doi.org/10.1177/002224299205600304>
- Eid R, El-Gohary H. 2015. Muslim tourist perceived value in the hospitality and tourism industry. *Journal of Travel Research* 54(6):774–787.

- <https://doi.org/10.1177/0047287514532367>
- Fam KS, Foscht T, Collins RD. 2004. Trust and the online relationship-an exploratory study from New Zealand. *Tourism Management* 25(2):195–207. [https://doi.org/10.1016/S0261-5177\(03\)00084-0](https://doi.org/10.1016/S0261-5177(03)00084-0)
- Ferdinand A. 2014. *Structural Equation Modeling Dalam Penelitian Manajemen*. Semarang: Undip Press.
- Folgado-Fernández JA, Di-Clemente E, Hernández-Mogollón JM. 2019. Food festivals and the development of sustainable destinations. The case of the cheese fair in Trujillo (Spain). *Sustainability* (11(10): 2922. <https://doi.org/10.3390/su11102922>
- Fornell C, Larcker DF. 1981. Evaluating structural equation models with unobservable variables. *Journal of Marketing Research* 18:39–50. <https://doi.org/10.1177/002224378101800104>
- Gannon M, Taheri B, Olya H. 2019. Event quality, self-connection, and bragging. *Annals of Tourism Research* 76(2018):239–252. <https://doi.org/10.1016/j.annals.2019.04.014>
- Giango MK, Hintapan R, Suson M, Batican I, Quiño L, Capuyan L, ... Ocampo L. 2022. Local support on sports tourism development: an integration of emotional solidarity and social exchange theory. *Sustainability* 14(19): 12898. <https://doi.org/10.3390/su141912898>
- Giesecke J, Madden. 2007. The Sydney Olympics, Seven Years On: An Ex-post Dynamic CGE Assessment. Centre of Policy Studies, Monash University Working Paper G-168
- Gursoy D, Yolal M, Ribeiro MA, Panosso NA. 2017. Impact of trust on local residents' mega-event perceptions and their support. *Journal of travel research* 56(3): 393–406. <https://doi.org/10.1177/0047287516643415>
- Gyte DM, Phelps A. 1989. Patterns of Destination Repeat Business: British Tourists in Mallorca, Spain. *Journal of Travel Research* 28(1): 24–28. <https://doi.org/10.1177/004728758902800105>
- Hair JF, Black WC, Babin BJ, Anderson RE. 2010. *Multivariate Data Analysis*. Prentice Hall.
- Han H, Hyun SS. 2015. Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness. *Tourism Management* 46: 20–29.
- Helal EA, Hassan TH, Abdelmoaty MA, Salem AE, Saleh MI, Helal MY, ... Szabo-Alexi P. 2023. Exploration or exploitation of a neighborhood destination: the role of social media content on the perceived value and trust and revisit intention among world cup football fans. *Journal of Risk and Financial Management* 16(3): 210. <https://doi.org/10.1016/j.tourman.2014.06.003>
- Hsieh CC, Liu YT. 2010. Quality investment and inspection policy in a supplier-manufacturer supply chain. *European Journal of Operational Research* 202(3):717–729.
- Jo WM, Lee CK, Reisinger Y. 2014. Behavioral intentions of international visitors to the Korean hanok guest houses: Quality, value and satisfaction. *Annals of Tourism Research* 47: 83–86.
- Kim H, Woo E, Uysal M. 2015. Tourism experience and quality of life among elderly tourists. *Tourism Management* 46: 465–476.
- Konuk FA. 2019. The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services* 50: 103–110.
- Kozak M. 2002. Measuring tourist satisfaction with multiple destination attributes. *Tourism Analysis* 7(3–4):229–240.
- Lee W, Sung H, Suh E, Zhao J. 2017. The effects of festival attendees' experiential values and satisfaction on re-visit intention to the destination: The case of a food and wine festival. *International Journal of Contemporary Hospitality Management* 29(3):1005-1027.
- Lin, Y. H, Lee, T. H. 2020. How the authentic experience of a traditional cultural festival affects the attendee's perception of festival identity and place identity. *International Journal of Event and Event management* 11(3):357–373.
- Liu CR, Lin WR, Wang YC, Chen SP. 2019. Sustainability indicators for festival tourism: A multi-stakeholder perspective. *Journal of Quality Assurance in Hospitality/Tourism* 20(3):296–316.
- Liu J, Leou EC, Chen C, Li X. 2023. Can Trust Bring Satisfaction to the Festival Under Pandemic?. *SAGE Open* 13(1): 21582440221147248.
- Meesala A, Paul J. 2018. Service quality, consumer satisfaction and intention to revisit in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services* 40: 261–269.
- Namin A. 2017. Revisiting customers' perception of

- service quality in fast food restaurants. *Journal of Retailing and Consumer Services* 34:70–81. <https://doi.org/10.1016/j.jretconser.2016.09.008>
- Nunkoo, R, Gursoy, D. 2016. Rethinking the role of power and trust in tourism planning. *Journal of Hospitality Marketing Management* 25(4): 512–522. <https://doi.org/10.1080/19368623.2015.1019170>
- Pai CK, Lee T, Kang S. 2021. Examining the role of service quality, perceived values, and trust in Macau food festival. *International Journal of Environmental Research and Public Health* 18(17):9214. <https://doi.org/10.3390/ijerph18179214>
- Petrick JF, Backman SJ. 2001. An examination of golf travelers' satisfaction, perceived value, intention to revisit, and intentions to revisit. *Tourism Analysis* 6(3/4):223–237.
- Rasoolimanesh SM, Dahalan N, Jaafar M. 2016. Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and Tourism Management* 26: 72–81. <https://doi.org/10.1016/j.jhtm.2016.01.005>
- Song HJ, Lee CK, Kim M, Bendle LJ, Shin CY. 2014. Investigating relationships among event quality, satisfaction, trust, and support: the case of an oriental medicine festival. *Journal of Travel and Tourism Marketing* 31(2):211–228. <https://doi.org/10.1080/10548408.2014.873313>
- Tanford S, Jung S. 2017. Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and intention to revisit. *Tourism Management* 61: 209–220. <https://doi.org/10.1016/j.tourman.2017.02.005>
- Tian-Cole S, Crompton JL, Willson VL. 2002. An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure Research* 34(1):1–24. <https://doi.org/10.1080/00222216.2002.11949957>
- Trinanda O, Sari AY. 2020. Exploring Tourist Satisfaction in Eco-Tourism: Antecedents and Consequences. In 4th Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2019; pp. 988–993). Atlantis Press.
- Wong A, Ji M, Liu MT. 2018. The effect of event supportive service environment and authenticity in the quality–value–satisfaction framework. *Journal of Hospitality Tourism Research* 42(4):563–586. <https://doi.org/10.1177/1096348015614957>
- Xi Q, Sawagvudcharee O, Walsh J. 2019. Information sources and domestic tourism at Sanyuesan Festival, China. *International Business Research* 12(8):23. <https://doi.org/10.5539/ibr.v12n8p23>
- Yang J, Gu Y, Cen J. 2011. Festival tourists' emotion, perceived value, and behavioral intentions: A test of the moderating effect of festivalscape. *Journal of Convention and Event Tourism* 12(1):25–44. <https://doi.org/10.1080/15470148.2010.551292>
- Yoon YS, Lee JS, Lee CK. 2010. Measuring event quality and value affecting visitors' satisfaction and intention to revisit using a structural approach. *International Journal of Hospitality Management* 29(2):335–342. <https://doi.org/10.1016/j.ijhm.2009.10.002>
- Yuan JJ, Cai LA, Morrison AM, Linton S. 2005. An analysis of wine festival attendees' motivations: A synergy of wine, travel and special events? *Journal of Vacation Marketing* 11(1):41–58. <https://doi.org/10.1177/1356766705050842>
- Zeithaml VA, Berry LL, Parasuraman A. 1988. Communication and Control Processes in the Delivery of Service Quality. *Journal of Marketing* 52(2):35–48. <https://doi.org/10.1177/002224298805200203>