

CONSUMER BEHAVIOR | RESEARCH ARTICLE

Examining the Relationship Between Quality of Golfing Facility and User Experience on Customer Satisfaction and Revisit Intention in Jabodetabek, Indonesia

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Abstract:

Background: Golf in urban regions such as Jabodetabek, Indonesia, is gaining wider appeal. Today's players are increasingly influenced by practical service elements, including course layout, accessibility, green fee pricing, facility quality, and ancillary services.

Purpose: This research examines how golf course characteristics influence customer satisfaction and their intention to revisit, comparing experiences across public and private courses in the Jabodetabek region.

Method: A quantitative survey was conducted using purposive sampling. The study collected responses from 224 active golfers. Data were examined through Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the links among service attributes, satisfaction, and revisit intention.

Findings: The analysis reveals that course layout, ease of access, green fee levels, and overall facility quality significantly shape customer satisfaction. Interestingly, green fee pricing shows a negative relationship, highlighting customers' sensitivity to perceived value, while restaurant services were found to have no meaningful effect. In addition, customer satisfaction serves as a strong determinant of revisit intention and acts as a crucial mediator connecting service quality.

Conclusions: Customer satisfaction plays a significant role in encouraging repeat visits within the golf tourism sector. Enhancing physical infrastructure, improving accessibility, and adopting customer-oriented pricing strategies are essential for sustaining loyalty.

Research implication: Golf course managers should focus on layout optimization, facility upgrades, and value-based pricing models. These will enhance satisfaction and strengthen long-term customer retention in a competitive and evolving leisure market.

Keywords: customer satisfaction, facility quality, golf course, leisure tourism, playing experience, revisit intention, service quality

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PUBLIC INTEREST STATEMENT

Consumer perception and experience are central to strategic marketing, particularly in service-based industries. In Indonesia, golf facilities are not only recreational spaces but also service environments where customer satisfaction and loyalty are shaped. This study explores the impact of facility quality and user experience on satisfaction and revisit intention. It provides actionable insights for marketers, service managers, and tourism operators in designing experiences that foster emotional connection, perceived value, and long-term engagement. The study also highlights the importance of aligning service quality with consumer expectations to build trust and loyalty. By integrating consumer behavior principles, this study contributes to a deeper understanding of how marketing strategies can create meaningful, experience-driven value in the leisure and lifestyle sectors.



1. Introduction

Over the past few decades, the Jabodetabek area, which includes Jakarta and its surrounding urban zones, has experienced significant growth in golf course development. Golf functions as both a lifestyle pursuit and a strategic space for professional interactions. While it was once regarded as an elite leisure activity, changes in membership models and the introduction of varied service offerings have made the sport increasingly reachable for wider audiences (Gray et al., 2020). Data from official golf club websites (2025) indicate that more than 50 golf facilities are operating across Jabodetabek. Each course features its own unique layout, ambiance, and service level tailored to meet the players' expectations.

Although the golf tourism sector in Indonesia has grown rapidly, scholarly inquiry into this area, especially within dynamic urban leisure environments, remains limited. In fast-evolving markets, customer expectations and service innovations are in constant flux. Prior research in leisure and tourism emphasizes that long-term customer loyalty is shaped by how clients perceive service quality, the experiential value they obtain, and their satisfaction (Song et al., 2022; Seyfi et al., 2023). However, studies on Indonesia's metropolitan golf industry are still lagging behind broader regional and international research efforts. To remain competitive and retain clientele amid increasing market saturation, operators must understand how various service elements influence customer satisfaction and intentions to revisit (Guruge & Suranga Silva, 2020; Terason, 2021).

While several studies have examined the relationship between service quality and customer loyalty in various tourism sectors, few have investigated how service elements, such as course layout, accessibility, green fee fairness, restaurant quality, and facility standards, collectively influence customer satisfaction and intentions to revisit (Lee et al., 2025; Guan et al., 2021). Research within the Indonesian leisure industry seldom incorporates these variables into a unified theoretical model. In particular, few studies integrate frameworks to understand these dynamics, such as the Service Quality Theory (Parasuraman et al., 1988), Experiential Consumption Theory (Holbrook & Hirschman, 1982), and the Theory of Planned Behavior (Ajzen, 1991b).

This study adopts the integrated lens by treating satisfaction as a mediating psychological response that connects tangible service features and the subjective experience of golfing, ultimately shaping loyalty behavior. What distinguishes this approach is its capacity to blend functional aspects like course design, pricing, and infrastructure with emotional and experiential factors, such as restaurant atmosphere and affective engagement. Such a model remains underexplored in Indonesia's golf tourism landscape and offers valuable insights for industry practitioners and policymakers striving to elevate the competitiveness of urban recreational services (Song et al., 2022; Kim et al., 2020).

Building on these considerations, this study examines how the quality of facilities and the overall golfing experience influence customer satisfaction and the likelihood of returning to golf courses within the Jabodetabek region. By analyzing satisfaction as a mediating variable that links service-related factors to revisit intentions, the research offers both theoretical and managerial insights. The outcomes are anticipated to help golf course operators enhance their service delivery while also enriching scholarly discourse on urban leisure tourism in the Indonesia context.

2. Literature Review

2.1 Theoretical Foundations of Customer Experience in Golf Tourism

To understand the factors influencing customer satisfaction and intentions to return to a golf course, this study draws on three established theories in service and consumer behaviour research. Each of these theories looks at the customer experience from a different angle but collectively explain how practical features and emotional reactions influence decisions. The first is a model developed in the late 1980s by Parasuraman et al. (1988). Their work explained that customers pay attention to things they can see and feel like the physical condition of the space, how reliable the service is, how staff respond, and whether the environment feels trustworthy and caring. In golf tourism, these ideas emerge in how people perceive the design of the course, how easy it is to get there, how pricing is handled, and what kind of support services or facilities are available.

The second idea, proposed by Holbrook and Hirschman (1982), proposes that individuals consume not only to address problems or fulfill needs but also for enjoyment. In leisure settings such as golf, a visit can be memorable not only for the gameplay but also for the aesthetics and ambiance of the environment. Natural scenery, relaxing areas, and the tranquility of the course can significantly enhance the emotional experience.

Lastly, the Theory of Planned Behaviour from Ajzen (1991a) offers insight into why a satisfied customer might return. The theory suggests that people's choices are influenced by their feelings toward an experience, what others around them expect, and whether they feel they are in control of the decision.

2.1 Course Layout and Customer Satisfaction

The design of a golf course, including its landscape, strategic hazards, and level of challenge, is central to shaping the overall playing experience (Le et al., 2025). A well-designed golf course not only guides play but also encourages physical activity, enhances emotional enjoyment, and contributes to overall player satisfaction. Research indicates that courses incorporating natural elements, elevation changes, or unique themes are more vividly remembered by visitors (Le et al., 2025). Thus, layout is not only a structural component, but also a setting where leisure, aesthetics, and emotional fulfillment converge.

Current research in tourism indicates that a thoughtfully designed layout can enhance leisure experiences by evoking emotions. Natural surroundings, a peaceful ambiance, and attractive landscapes transform a golf course from merely a playing venue into a memorable destination (Breiby & Slåtten, 2018). Therefore, layout design is not only technical in nature but also emotional in impact, shaping satisfaction and influencing future behavior such as repeat visits. Additionally, Kang et al. (2022) found that landscape aesthetics and perceived playability significantly influenced satisfaction and revisit intention among golf tourists. Macías et al. (2024) confirmed that the layout experience, when aligned with player profiles, reinforces satisfaction and drives spending behavior in golf tourist.

H1: The golf course layout has a positive effect on customer satisfaction.

2.2 Accessibility and Customer Satisfaction

Accessibility refers to the ease with which a customer reaches and uses a service location. In golf, this includes the course's location, transportation links, parking availability, and the simplicity of the entry process. Greater accessibility typically raises expectations and improves the perceived value of the visit. For busy players, a conveniently located and easily navigable course is more appealing (Dumitraşcu et al., 2023; Hariati, 2025).

Accessibility reduces pre-visit stress and fosters a sense of fairness. Complicated travel or entry can lower expectations before play begins (Arnaiz et al. 2021; Jeong, 2025). Thus, smooth access enhances satisfaction both practically and psychologically. Furthermore, Le et al. (2025) confirmed that accessibility in peripheral leisure destinations directly contributes to emotional comfort and satisfaction.

H2: The accessibility of the golf course has a positive effect on customer satisfaction.

2.3 Green Fee and Customer Satisfaction

Price, especially green fees, significantly influences golfers' perceptions of value. While some associate higher fees with prestige and superior service, others view them as obstacles. When pricing is perceived as fair and aligned with quality, satisfaction generally increases (Konuk, 2019). Green fees often include bundled services such as caddy support, practice areas, or meal packages. When explained transparently, such structures foster trust and reinforce satisfaction Choi et al. (2018); Naini et al. (2022). Conversely, opaque or mismatched pricing reduces trust and may harm overall evaluations.

Recent studies further confirm this relationship. Senachai et al. (2025) emphasized that price fairness and the clarity of bundled service communication significantly enhance satisfaction and influence revisit intention in sports tourism, including golf. Similarly, Kang and Kim (2023) demonstrated that transparent pricing strategies are instrumental in building emotional trust, especially among leisure sport consumers. In addition, Moenga and Rotich (2023) found that inconsistencies between service value and cost, particularly when not clearly communicated, can reduce customer retention and negatively impact satisfaction.

H3: The green fee positively influences customer satisfaction.

2.4 Restaurant Services and Customer Satisfaction

Food and beverage (F&B) offerings are increasingly regarded as an important part of the leisure experience, even in golf. Although gameplay remains the main focus, restaurants and lounges provide social and restorative value. Factors such as ambiance, menu diversity, and service efficiency can transform a round of golf into a fuller experience. A satisfying meal or social interaction after play often leaves a lasting memory and boosts satisfaction (Uslu, 2020; Taufik et al., 2022)

Recent studies indicate that service reliability and responsiveness, along with menu diversity and staff friendliness, significantly enhance customer satisfaction, emotional well-being, and revisit intention, even in nature-based or non-urban settings (Sormaz et al., 2025; Silvia & Annisa, 2025; Dimapilis et al., 2025).

H4: Restaurant service has a positive effect on customer satisfaction.

2.5 Facilities and Customer Satisfaction

Facilities such as locker rooms, pro shops, golf carts, and practice zones strongly shape customer expectations. Modern, well-maintained amenities improve comfort and ease of use, both of which enhance recreational experience (Cham et al., 2022). In a competitive market, supporting facilities often differentiate courses. Investments in infrastructure enhance brand image and boost customer satisfaction even before the first tee shot (Le et al., 2025).

Costa et al. (2025) highlighted cleanliness, accessibility, and maintenance as key service touchpoints influencing perceived value. Aesthetically pleasing environments also enhance emotional satisfaction. Yan and Huang (2019) noted that visual ambiance and physical comfort in outdoor sports venues can create a sense of attachment and loyalty.

H5: The golf course facilities have a positive effect on customer satisfaction.

2.6 Customer Satisfaction and Revisit Intention

Satisfaction is a key factor determining visitor return rates. In golf, positive experiences foster repeat visits and word-of-mouth recommendations (Cham et al., 2022; Manyangara et al., 2023). Satisfaction arises not only from the quality of play but also from the entire service journey, from arrival and check-in to post-game facilities. In leisure contexts, reliability and emotional fulfillment are critical. A single negative encounter can erode trust, whereas consistent service strengthens loyalty (Seow et al., 2024). For managers, treating satisfaction as a strategic priority is essential to ensuring repeat patronage.

According to Fahlevi (2025), experience quality and satisfaction are crucial in shaping behavioral loyalty, especially in destination-based activities like marine or sport tourism. Similarly, Mohammed et al. (2025) found that satisfaction not only predicts revisit intention but also mediates the effects of trust and perceived value in heritage tourism settings. Hussain et al. (2023) and Phetbuasak and Nakornkhet (2024) found that consistent facility quality, staff performance, and emotional engagement significantly affect tourists' likelihood of revisiting recreational resorts.

H6: Customer satisfaction positively influences the intention to revisit.

2.7 Satisfaction as a Mediator: Layout and Revisit Intention

Satisfaction acts as a crucial link to revisit intention across dimensions such as layout, accessibility, pricing, dining, and facilities. While physical design may attract first-time players, only satisfaction ensures their return (Islam et al., 2023). Similarly, convenient access reduces stress but requires overall satisfaction to foster loyalty (Chin et al., 2018).

Perceptions of fair pricing enhance value, but satisfaction ultimately determines repeat behavior (Choi et al., 2018; Kim et al., 2020). Food and beverage services indirectly enrich experiences, elevating satisfaction (Bahrami et al., 2021). Facilities create impressions, but their true impact is realized when they enhance customer comfort and satisfaction (Jeong, 2024; Seow et al., 2024).

H7: Customer satisfaction mediates the positive effect of the golf course layout on revisit intention.

2.8 Satisfaction as a Mediator: Accessibility and Revisit Intention

While ease of access offers convenience, true loyalty stems from satisfaction throughout the service encounter. Research in tourism indicates that accessibility alone does not guarantee repeat visits; its impact is mediated by the positive feelings and evaluations formed after the experience (Cham et al., 2022). Seamless access through a good location, efficient transport, and well-managed parking reduces pre-visit anxiety and enhances enjoyment. When customers combine this ease with overall service satisfaction, they are more likely to return (Chin et al., 2018). Thus, while accessibility sets the stage, satisfaction completes the journey to loyalty.

Satisfaction is a key mediator between accessibility and revisit intention. While easy access reduces logistical burdens, true loyalty is driven by the emotional responses and satisfaction experienced during the service journey. As Ilhamalimy and Suhud (2025) note, accessibility alone cannot retain visitors without positive experiences that foster satisfaction. Similarly, Dingzhao (2025) noted that smart tourism technologies improve accessibility and directly influence tourist satisfaction, which affects their willingness to return. Taloza and Pulhin (2025) further demonstrated that destination appeal, particularly in cultural and recreational areas, is significantly mediated by satisfaction, especially when accessibility is paired with high-quality amenities and engaging experiences.

H8: Customer satisfaction mediates the positive effect of accessibility on revisit intention.

2.9 Satisfaction as a Mediator: Green Fee and Revisit Intention

Fair pricing is central to customer perceptions of service value. In golf, reasonable green fees significantly impact satisfaction, which drives intentions to return. Research indicates that satisfaction mediates the relationship between price and loyalty; visitors who perceive pricing as aligned with benefits are more likely to be satisfied and willing to revisit (Choi et al., 2018). Transparent structures, such as bundling caddy services, equipment, or dining, enhance trust and fairness. However, competitive pricing alone cannot ensure repeat behavior without a fulfilling overall experience. Satisfaction is the key link between perceived fairness and long-term loyalty (Kim et al., 2020).

Recent studies confirm this pattern in recreational tourism contexts. Hussain et al. (2023) found that satisfaction is the most significant predictor of revisit intention when pricing aligns with expectations in resort tourism. Wang et al. (2023) emphasized that perceived pricing fairness in leisure settings, particularly when bundled with personalized services, significantly improves satisfaction and drives loyalty. Similarly, Rehman et al. (2024) reported that transparent pricing structures and emotional value jointly influence satisfaction, acting as mediators for repeat visitation in sports-related tourism experiences.

H9: Customer satisfaction mediates the positive effect of green fees on revisit intention.

2.10 Satisfaction as a Mediator: Restaurant Service and Revisit Intention

Although food and beverages are not the main reasons golfers select a course, dining experiences significantly influence the emotional impact of a visit. High-quality meals, a pleasant atmosphere, and attentive service enhance satisfaction and foster loyalty (Uslu, 2020). While the direct impact of restaurant services on revisit intention may be limited,

their indirect effect through satisfaction is significant. A positive dining experience deepens emotional impressions and enhances the holistic memory of the visit, making customers more likely to return (Simatupang & Yuhertiana, 2021).

In essence, restaurant services add emotional depth to the visit, transforming a transactional activity into a meaningful leisure experience. This enhancement of satisfaction encourages customers to return not just for golf, but for the overall experience (Kazmi & Fatima, 2024; Ge & Chen, 2024).

H10: Customer satisfaction mediates the positive effect of restaurant service on revisit intention.

2.11 Satisfaction as a Mediator: Facility and Revisit Intention

Facilities such as locker rooms, training spaces, and retail shops influence not just comfort but also overall impressions of service quality. Their ability to affect revisit behavior lies in how they contribute to satisfaction (Jeong, 2024). When facilities are modern, clean, and functional, they increase ease of use and create a sense of value. More importantly, when these features translate into emotional comfort and convenience, they reinforce satisfaction, which then encourages repeat visits (Seow et al., 2024). Thus, facilities exert their strongest impact on loyalty through the mediating role of customer satisfaction. Recent studies highlight that satisfaction connects physical service elements and long-term outcomes such as loyalty and revisit intention. Customers who perceive the environment as intentionally designed for their comfort and enjoyment report higher emotional fulfillment, which strongly predicts their intention to return (Handayani et al., 2022; Sugiama et al., 2024).

Moreover, Firmansyah and Mochklas (2018) found that physical environment elements in sports facilities such as layout, hygiene, and equipment availability significantly influenced revisit intention when mediated by customer satisfaction. Likewise, Karimi and Asgharzadeh (2025) discovered that the quality of on-site amenities plays a pivotal role in shaping perceived value, which then drives both satisfaction and behavioral loyalty in leisure tourism.

H11: Customer satisfaction mediates the positive effect of golf course facilities on revisit intention.

3. Conceptual framework

This framework of this study is based on insights from service quality, experiential value, and behavioral intention, focusing on golf-related leisure services as seen in Figure 1. It outlines how different features of a course influence satisfaction, which affects visitors' decisions to return. Satisfaction reflects the combined impact of both tangible and intangible service aspects. Key tangible dimensions include course design, accessibility, fair green fee pricing, food and beverage offerings, and the quality of supporting facilities, all of which shape players' perceptions of overall value (Yulianto et al., 2023). Each element contributes in distinct ways to the overall impression, and together they determine whether customers are satisfied enough to form intentions to revisit. Two theoretical perspectives, expectancy disconfirmation theory and the service quality model, explain these dynamics, suggesting that satisfaction bridges service features and subsequent behaviors. While factors like pricing and course design can enhance satisfaction, their impact on repeat visits depends on the overall satisfaction generated (Hong & Woo, 2022). Tourism research supports this, indicating that loyalty is built on accumulated satisfaction rather than a single attribute (Seow et al., 2024).

The proposed model uses five service factors, which are layout, accessibility, green fees, restaurant services, and supporting amenities, as predictors of satisfaction. Satisfaction is expected to enhance intentions to return and mediate the relationship between each factor and revisit behavior. This model offers an integrated perspective on how various service elements interact to foster loyalty in the competitive golf tourism sector.

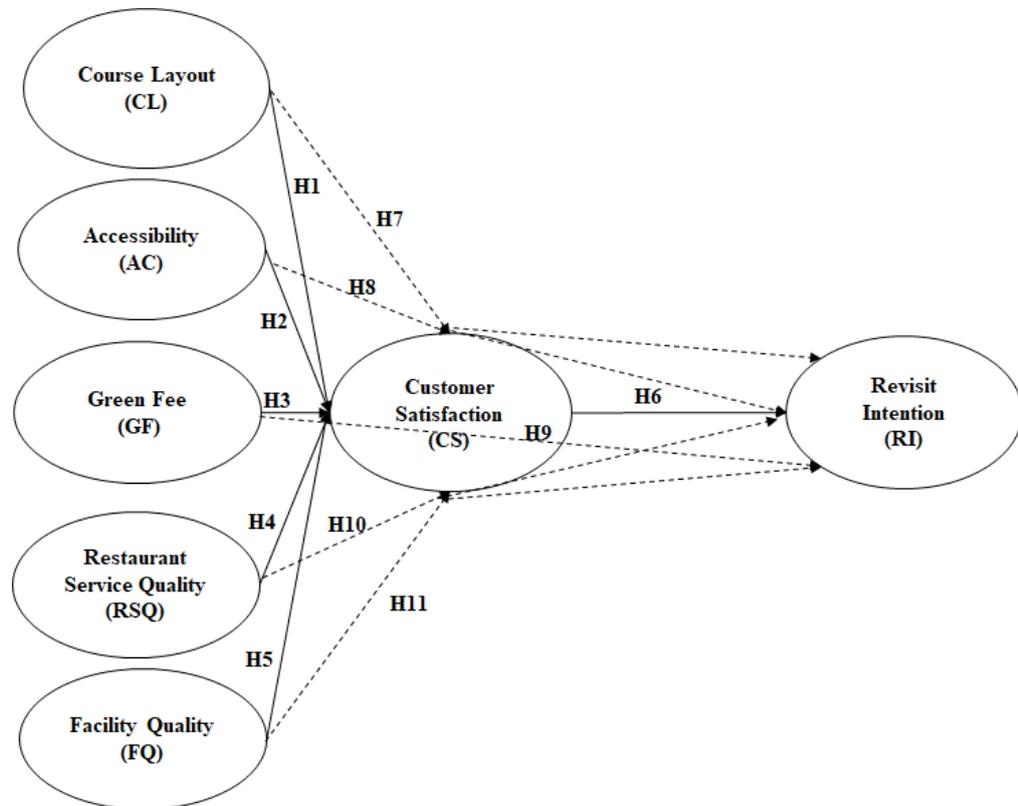


Figure 1. Conceptual framework on facility quality, golfing experience, satisfaction, and revisit intention

The hypotheses of this study are as follows:

Direct effect hypotheses:

- H1: The golf course layout has a positive effect on customer satisfaction.
- H2: The accessibility of the golf course has a positive effect on customer satisfaction.
- H3: The green fee positively influences customer satisfaction.
- H4: Restaurant service has a positive effect on customer satisfaction.
- H5: The golf course facilities have a positive effect on customer satisfaction.
- H6: Customer satisfaction positively influences the intention to revisit.

Mediation hypotheses (Indirect Effects):

- H7: Customer satisfaction mediates the positive effect of the golf course layout on revisit intention.
- H8: Customer satisfaction mediates the positive effect of accessibility on revisit intention.
- H9: Customer satisfaction mediates the positive effect of green fees on revisit intention.
- H10: Customer satisfaction mediates the positive effect of restaurant service on revisit intention.
- H11: Customer satisfaction mediates the positive effect of golf course facilities on revisit intention

4. Methods

4.1 Research Design

This research employs a quantitative explanatory approach to examine how facility quality and the overall golfing experience influence customer satisfaction and revisit intentions among golfers in the Greater Jakarta area. The study was conducted at five prominent golf courses: Sentul Highlands Golf Club, Klub Golf Bogor Raya, JGC Rawamangun, Jababeka Golf and Country Club, and Modern Golf and Country Club.

These locations were selected for their popularity, accessibility, and representation of urban and suburban golfing environments. The greater Jakarta region offers a vibrant golfing scene, blending seasoned players with casual enthusiasts, making it ideal for exploring how leisure experiences shape consumer behaviour. This study aims to provide contextually grounded insights relevant to Indonesia's evolving golf tourism and recreational industry.

4.2 Sampling

This study employed a non-probability convenience sampling approach. The participants were selected based on accessibility and willingness to engage. The inclusion criteria required respondents to: (1) reside in the Jabodetabek region, (2) have played golf at least once in the past 12 months, and (3) voluntarily consent to complete the questionnaire. The target sample size was set at 224 respondents, exceeding the minimum threshold of 195 recommended for partial least squares structural equation modelling (PLS-SEM), which suggests a sample size of at least five times the number of indicators for the most complex latent variable, which in this case had 39 items.

4.3 Measurement

In this study, constructs were operationalized using multiple-item indicators adapted from validated research on service quality, facility management, and customer experience in sports and recreation. All variables were measured on a five-point likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), allowing respondents to indicate their level of agreement with each statement.

The main constructs examined were course layout, accessibility, green fee, restaurant service quality, facility quality, customer satisfaction, and revisit intention. Each was conceptualized as a reflective latent variable measured through indicators from established literature. Course layout referred to how the physical design and flow of the golf course shaped the playing experience, with studies indicating that features like hole uniqueness and continuity enhance satisfaction (Benedicta Clara et al., 2022). Accessibility described the ease with which visitors could reach and utilize the facility, including location, transportation, and parking, which are critical determinants of satisfaction in leisure services (Markus et al., 2019).

Green fee focused on perceptions of fairness and value for money, with research highlighting that transparent and reasonable pricing strongly influenced satisfaction in sports facilities (Sephehrian et al., 2023). Restaurant service quality reflected evaluations of food, service, and the dining environment within the venue, aspects that previous work identified as important drivers of satisfaction and repeat visits in hospitality-based leisure contexts (Hanaysha, 2016).

Customer satisfaction was treated as a mediating construct, reflecting the extent to which the service experience met or exceeded expectations. It is recognized as a key mechanism linking service quality to customer loyalty in recreational environments (Kuhn et al., 2019). Revisit intention captured the likelihood of customers returning to the same golf course and recommending it to others, with research indicating that satisfaction, value perceptions, and convenience are crucial in shaping these intentions (Terason, 2021). All constructs and their indicators were analyzed simultaneously in the structural model to evaluate both direct and indirect relationships. The operational definitions and specific measurement items used in this study are detailed in Table 1.

Table 1. Operational definitions of research variables, indicators, and supporting references

| Variables | Operational definition | Indicator |
|----------------------------------|---|---|
| Course layout (CL) | Course layout captures the influence of physical design, spatial flow, and aesthetics of the golf course on player experience. (Özkan et al., 2020) | 1) Hole obstacle arrangement 2) Fairway ground condition 3) Challenge enjoyment balance 4) Signage direction clarity 5) Uniqueness of each hole's design |
| Accessibility (AC) | Accessibility reflects the ease of reaching the golf facility, including aspects such as location, transportation availability, signage clarity, and parking convenience. (Chin et al., 2018) | 1) Distance from city center/residence 2) Availability of parking 3) Road infrastructure quality 4) Clarity of directional signage |
| Green fee (GF) | Green fee was operationalized as the perceived fairness of the price and value for money. Transparent and reasonable pricing has been shown to foster trust, thereby increasing satisfaction and loyalty (Sepehrian et al., 2023) | 1) Price of green fee 2) Price quality comparison 3) Perceived fairness of pricing 4) Promotion availability 5) Flexibility of pricing packages 6) Ease of payment |
| Restaurant service quality (RSQ) | Restaurant service quality encompasses the quality of food, variety of menu options, and the dining atmosphere offered within the golf facility. (Hanaysha, 2016). | 1) Food taste presentation 2) Menu variety 3) Staff service quality 4) Restaurant cleanliness 5) Speed of service 6) Atmosphere of the restaurant |
| Facility quality (FQ) | Facility quality refers to supporting amenities such as locker rooms, practice areas, golf carts, and overall cleanliness. (Lee & Kim, 2024). | 1) Locker room hygiene facilities 2) Pro-shop services 3) Caddy equipment condition 4) Cleanliness comfort level 5) Worship waiting room availability 6) Facility usage instructions |
| Customer satisfaction (CS) | Customer satisfaction was conceptualized as a mediating construct that reflects the extent to which customer expectations are met or exceeded. (Cham et al., 2022). | 1) Satisfaction with course quality 2) Satisfaction with staff 3) Satisfaction with facilities 4) Satisfaction with golf course atmosphere 5) Satisfaction with booking/reservation system 6) Satisfaction with price-experience value |
| Revisit intention (RI) | Revisit intention describes the likelihood of customers returning to the same golf course and recommending it to others. (Terason, 2021) | 1) Intention to revisit within 6 months 2) Willingness to choose the same course 3) Willingness to recommend to others 4) Interest in becoming a member 5) Intention to try new facilities 6) Interest in future events/tournaments |

4.4 Data Collection

To ensure the validity and reliability of its findings, this study utilized both primary and secondary data sources. The primary data were collected through a structured online survey administered via Google Forms to golfers residing in the greater Jakarta (Jabodetabek) region. The survey instrument was designed to capture respondents' direct evaluations of service quality, facilities, and their overall golfing experiences. Data collection took place between January and March 2025, providing a sufficient time frame to capture diverse respondent participation.

In parallel, secondary data were drawn from official reports of golf associations and other institutional publications. These supplementary sources served to contextualize the primary findings, enabling the study to interpret customer perceptions within a broader industry framework.

4.5 Data Analysis

The relationships among the constructs were examined using structural equation modeling (SEM) with the partial least squares method (PLS-SEM). This approach is widely recognized as a robust multivariate technique, capable of analyzing both direct and indirect effects among latent variables, as well as the links between latent constructs and their observed indicators (Hair, 2014). The analytical procedure consisted of two phases: the evaluation of the measurement model (outer model) and the assessment of the structural model (inner model).

The outer model was tested first to establish the validity and reliability of the measurement items. Convergent validity was assessed by examining factor loadings and the average variance extracted (AVE), while discriminant validity was evaluated using the Fornell-Larcker criterion. Reliability was confirmed by measuring composite reliability (CR) and Cronbach's alpha. As Hair (2014) suggests, a factor loading above 0.70 indicates acceptable convergent validity, and an AVE value higher than 0.50 confirms sufficient convergence. The Fornell-Larcker criterion requires that the square root of each construct's average variance extracted (AVE) exceeds its correlations with other constructs (Henseler et al., 2015). Reliability, in turn, is established when CR and Cronbach's alpha exceed the threshold of 0.70, indicating internal consistency.

The results in Table 2 indicate that most indicators exceeded the 0.70 threshold for factor loadings, demonstrating satisfactory reliability. However, a few items, X1.3 (0.503), X2.2 (0.643), X3.4 (0.621), and Y2.2 (0.428), did not meet the recommended cut-off, suggesting the need for future refinements. Despite these exceptions, all constructs reported AVE values above 0.50, supporting convergent validity. Additionally, CR values and Cronbach's Alpha ranged from 0.802 to 0.944, confirming strong internal consistency. Overall, the measurement model achieved adequate validity and reliability, though minor adjustments to specific indicators could enhance its robustness.

Once the outer model was validated, the structural model was assessed to test the hypothesized relationships between constructs. This involved analyzing the path coefficients, the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). These measures provide insight into the explanatory power of the model and the statistical significance of the structural paths linking the constructs.

Table 2. Validity and reliability tests using structural equation modelling-partial least squares (SEM-PLS) analysis

| Construct | Indicator | Outer loading | AVE | CR | Cronbach's alpha |
|----------------------------|-----------|---------------|-------|-------|------------------|
| Course layout | X1.1 | 0.934 | 0.78 | 0.944 | 0.914 |
| | X1.2 | 0.963 | | | |
| | X1.3 | 0.503 | | | |
| | X1.4 | 0.958 | | | |
| | X1.5 | 0.964 | | | |
| Accessibility | X2.1 | 0.956 | 0.756 | 0.922 | 0.871 |
| | X2.2 | 0.643 | | | |
| | X2.3 | 0.952 | | | |
| | X2.4 | 0.955 | | | |
| | X3.1 | 0.698 | | | |
| Green fee | X3.2 | 0.973 | 0.712 | 0.928 | 0.916 |
| | X3.3 | 0.985 | | | |
| | X3.4 | 0.621 | | | |
| | X3.5 | 0.985 | | | |
| | X3.6 | 0.946 | | | |
| Restaurant service quality | X4.1 | 0.916 | 0.756 | 0.951 | 0.931 |
| | X4.2 | 0.942 | | | |
| | X4.3 | 0.580 | | | |
| | X4.4 | 0.937 | | | |
| | X4.5 | 0.945 | | | |
| Facility quality | X4.6 | 0.888 | 0.767 | 0.852 | 0.834 |
| | X5.1 | 0.916 | | | |
| | X5.2 | 0.942 | | | |
| | X5.3 | 0.570 | | | |
| | X5.4 | 0.937 | | | |
| Customer satisfaction | X5.5 | 0.945 | 0.740 | 0.872 | 0.838 |
| | X5.6 | 0.888 | | | |
| | Y1.1 | 0.916 | | | |
| | Y1.2 | 0.942 | | | |
| | Y1.3 | 0.562 | | | |
| | Y1.4 | 0.937 | | | |
| Revisit intention | Y1.5 | 0.945 | 0.617 | 0.893 | 0.802 |
| | Y1.6 | 0.888 | | | |
| | Y2.1 | 0.929 | | | |
| | Y2.2 | 0.428 | | | |
| | Y2.3 | 0.903 | | | |
| | Y2.4 | 0.932 | | | |
| | Y2.5 | 0.502 | | | |
| | Y2.6 | 0.732 | | | |

Table 3 presents the R-squared (R^2) values for the endogenous latent variables in the structural model. The customer satisfaction construct (Y1) yielded an R^2 of 0.641, indicating that course layout, accessibility, green fee, restaurant service quality, and facility quality explain 64.1% of the variation in customer satisfaction.

Table 3. R-Squared value

| Variables | R- squared |
|-----------------------|------------|
| Customer satisfaction | 0.641 |
| Revisit intention | 0.665 |

The revisit intention construct (Y2) recorded an R^2 value of 0.665, indicating that customer satisfaction accounts for 66.5% of the variance in revisit intention. The unexplained variances 35.9% for customer satisfaction and 33.5% for revisit intention may be due to other factors not included in this study, such as personal motivation, external influences, or psychological variables. These R^2 values indicate strong explanatory

power, suggesting that the model effectively captures key determinants of satisfaction and loyalty in golf tourism.

5. Findings

5.1 Respondents Characteristics

The majority of respondents in this study were male, comprising 190 individuals (85%), while females accounted for only 34 (15%). This reflects the male-dominated nature of golf in the greater Jakarta area, consistent with global trends. Consequently, golf facilities and services may be primarily tailored to male preferences, although the growing interest among women presents a valuable market opportunity.

All respondents had higher education backgrounds, with 58% holding a bachelor's degree and 42% having completed postgraduate studies. None had only a high school diploma. This pattern indicates that golf in this region attracts well-educated individuals, who likely have higher standards and expectations regarding service quality, amenities, and the overall playing experience.

Private-sector employees comprised the largest group of respondents (44%), followed by entrepreneurs (36%) and civil servants (20%). These findings suggest that golf appeals primarily to working professionals with flexible schedules and the financial means to play regularly. This demographic values comfort, efficiency, and services that align with their routines. Overall, the predominantly male, highly educated, and professionally active profile of the sample underscores its relevance in examining how golf course facilities and the playing experience influence customer satisfaction and revisit intentions.

5.2 Path Coefficients of The Golf Customer Satisfaction Model

Path coefficients indicate the strength and direction of relationships between latent constructs in a structural model, expressed as standardized beta values (β) ranging from -1 to +1. A coefficient near +1 signifies a strong positive relationship, while values closer to -1 indicate a stronger negative association (Hair, 2014). As illustrated in Figure 2, the structural model shows how various aspects of service quality, such as course layout, accessibility, green fee, restaurant service, and facility quality, affect customer satisfaction, which subsequently influences revisit intention.

Facility quality is the most influential predictor, with a path coefficient of $\beta = 0.5549$, indicating that well-maintained and functional facilities significantly enhance customer satisfaction. Course layout follows with $\beta = 0.2583$, suggesting that design and organization contribute meaningfully to a positive playing experience. Accessibility also has a moderate positive influence ($\beta = 0.2286$), indicating that convenient access, including location and parking, reduces pre-visit friction and supports overall satisfaction.

Restaurant service quality has the smallest positive impact ($\beta = 0.1280$), indicating that while food and beverage services contribute to satisfaction, they play a complementary role compared to the course's core attributes. Conversely, the green fee has a negative path coefficient ($\beta = -0.3004$), suggesting that price perception may hinder satisfaction. This implies that visitors may feel the pricing does not match the perceived value of the service, reducing overall satisfaction. This insight is crucial for management, as pricing strategies must align with customer expectations and perceived service quality.

The relationship between customer satisfaction and revisit intention is strong, with $\beta = 0.6280$, confirming that satisfaction mediates the conversion of service experiences into

behavioral loyalty. Satisfied customers are significantly more likely to return. In summary, facility quality is the primary factor influencing satisfaction, followed by layout and accessibility, while restaurant service has a secondary role. Perceived unfair pricing can hinder satisfaction, but once achieved, satisfaction becomes the key driver of repeat visits.

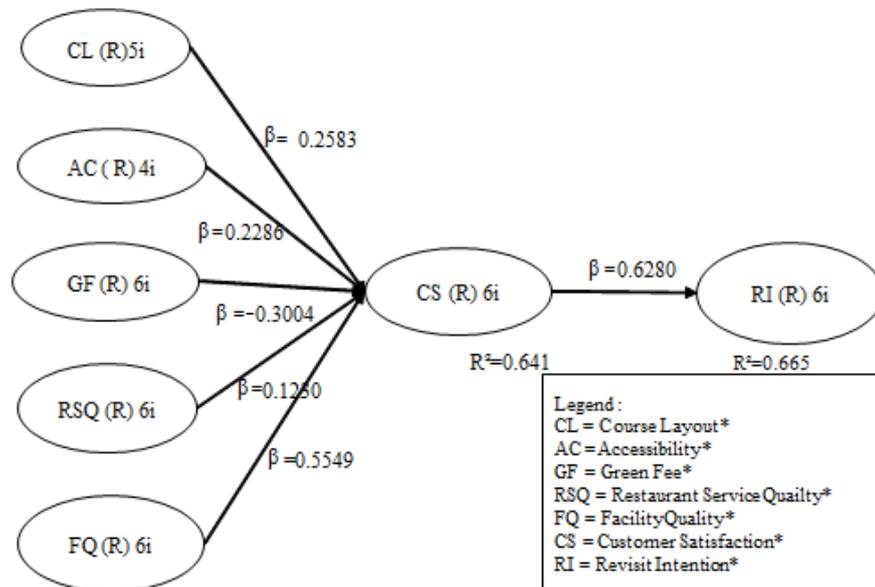


Figure 2. Path coefficient of the golf customer satisfaction model

5.3 Hypothesis testing

5.3.1 Direct Effect

As Table 4 shows, course layout, accessibility, green fee, and facility quality significantly affect customer satisfaction. Course layout has a p-value of 0.000 and a coefficient of 0.2583, while accessibility has a p-value of 0.001 and a coefficient of 0.2286, both positively associated with satisfaction. In contrast, the green fee construct exhibits a negative relationship, with a coefficient of -0.3004 and a p-value of 0.000, indicating that higher green fees reduce satisfaction, likely due to price sensitivity or misalignment of perceived value.

Among all predictors, facility quality has the strongest positive effect, with a coefficient of 0.5549 and a p-value of 0.000, confirming its critical role in shaping user satisfaction in the golf course environment. In contrast, Restaurant service quality did not achieve statistical significance, with a p-value of 0.098, indicating a limited role in driving overall satisfaction.

Finally, the relationship between customer satisfaction and revisit intention is statistically significant and strong, with a coefficient of 0.6280 and a p-value of 0.000. This underscores satisfaction as a key determinant of customer loyalty in the golf tourism sector. Overall, the findings support the proposed hypotheses, as most predictor variables significantly affect customer satisfaction, particularly those with p-values below 0.01, indicating strong statistical support for the structural model.

Table 4. The effect of course layout, accessibility, green fee, restaurant service quality, and facility quality on customer satisfaction and revisit intention

| Hypothesis | Coefficient | p-value | Result |
|--|-------------|------------|--------------------|
| Course layout → Customer satisfaction | 0.2583 | p<0.001 ** | Highly significant |
| Accessibility → Customer satisfaction | 0.2286 | p<0.001 ** | Highly significant |
| Green fee → Customer satisfaction | -0.3004 | p<0.001 ** | Highly significant |
| Restaurant service quality → Customer satisfaction | 0.1230 | 0.098 | Not significant |
| Facility quality → Customer satisfaction | 0.5549 | p<0.001 ** | Highly significant |
| Customer satisfaction → Revisit intention | 0.6280 | p<0.001 ** | Highly significant |

Note: * denotes significance at $p < 0.05$; ** denotes high significance at $p < 0.01$.

5.3.2 Indirect Effect

Table 5 presents the indirect effects, examining how various service quality dimensions influence revisit intention through customer satisfaction. Significance is interpreted according to Achmad et al. (2022), where $p < 0.10$ indicates weak effects, $p < 0.05$ suggests moderate effects, and $p < 0.01$ reflects strong relationships.

Table 5. The effect of course layout, accessibility, green fee, restaurant service quality, and facility quality on revisit intention mediated by customer satisfaction.

| Independent | Hypothesis | | Coefficient | p-Value | Result |
|----------------------------|-----------------------|-------------------|-------------|------------|--------------------|
| | Mediation | Dependent | | | |
| Course layout | Customer satisfaction | Revisit intention | 0.4205 | p<0.001 ** | Highly Significant |
| | Customer satisfaction | Revisit intention | 0.3722 | p<0.001 ** | Highly Significant |
| Accessibility | Customer satisfaction | Revisit intention | -0.4891 | p<0.001 ** | Highly Significant |
| | Customer satisfaction | Revisit intention | 0.2003 | 0.121 | Not Significant |
| Green fee | Customer satisfaction | Revisit intention | 0.2003 | 0.121 | Not Significant |
| Restaurant service quality | Customer satisfaction | Revisit intention | 0.2003 | 0.121 | Not Significant |
| Facility quality | Customer satisfaction | Revisit intention | 0.9033 | p<0.001 ** | Highly Significant |

Note: * denotes significance at $p < 0.05$; ** denotes high significance at $p < 0.01$

The findings reveal important patterns. Course layout has a significant positive indirect effect on revisit intention through satisfaction ($\beta = 0.4205$; $p < 0.001$), indicating that golfers who find the course engaging are more likely to return. Accessibility also significantly influences revisit intention ($\beta = 0.3722$; $p < 0.001$), suggesting that convenient access enhances satisfaction and increases the likelihood of repeat visits.

In contrast, the green fee had a significant negative indirect effect ($\beta = -0.4891$; $p < 0.001$), indicating that perceptions of excessive pricing diminish satisfaction and reduce the likelihood of return visits. Conversely, restaurant service quality did not demonstrate a statistically significant indirect effect ($\beta = 0.2003$; $p = 0.121$), suggesting that dining experiences had little impact on revisit intentions when overall satisfaction was accounted for.

Finally, facility quality emerged as the most influential factor, demonstrating a strong positive indirect effect on revisit intention through satisfaction ($\beta = 0.9033$; $p < 0.001$). This highlights the importance of well-maintained, clean, and supportive facilities in enhancing customer satisfaction and loyalty among golfers. Overall, most service quality

dimensions impact revisit behavior indirectly through satisfaction, with facility quality, course layout, and accessibility identified as the strongest drivers of return visits. Conversely, the green fee's negative impact warrants attention, while the limited role of restaurant services suggests opportunities for improvement in the customer experience strategy.

6. Discussion

6.1 The Effect of Golf Course Layout on Customer Satisfaction

The golf course layout significantly affects customer satisfaction, supporting hypothesis 1 (H1). A well-designed course enhances player enjoyment through improved playability, spatial flow, and visual appeal. Golfers value intuitive hole progression, natural landscape integration, and ease of movement, making layout a crucial component of perceived service quality. This aligns with recent studies indicating that layout serves both functional and emotional roles in golf tourism (Cham et al., 2022; Brey & Meitner, 2024). Effective environmental design fosters satisfaction and loyalty by promoting comfort and reducing fatigue (Jeong, 2024).

Moreover, experiential elements like course design and visual harmony significantly influence emotional engagement and revisit intention (Girard, 2024). Layout attributes, such as ease of movement and terrain diversity, particularly impact satisfaction among international golfers (Kim et al., 2020). Thus, golf course managers should view layout as a strategic element that enhances customer experience, reduces fatigue, and fosters loyalty. Investing in thoughtful course design that balances challenge, comfort, and aesthetics is essential for boosting satisfaction and long-term retention.

6.2 The Effect of Accessibility on Customer Satisfaction

Accessibility significantly enhances customer satisfaction, confirming hypothesis 2 (H2). Factors such as clear road access, visible signage, and ample parking create a seamless experience even before players engage with the core service. Effortless access sets a positive tone and aligns with customer expectations, improving overall service evaluations.

This finding aligns with Cham et al. (2022), who emphasized that ease of access shapes tourists' emotional and cognitive evaluations. Similarly, Lee et al. (2018) identified accessibility as a key factor for Korean golf travelers evaluating international venues in Southeast Asia. Dumitraşcu et al. (2023) noted that reduced travel time and well-developed transport infrastructure enhance visitor satisfaction and destination competitiveness.

Moital and Dias (2013) found that access to golf facilities correlates directly with global satisfaction, particularly when combined with perceived service quality. These results highlight the need for a holistic approach to golf experiences, from arrival to on-site activities.

6.3 The Effect of Green Fee on Customer Satisfaction

The findings reveal a negative and statistically significant effect of green fee pricing on customer satisfaction, indicating that golfers are sensitive to perceived price fairness. This outcome contradicts hypothesis 3 (H3), which anticipated a positive relationship. The negative coefficient suggests that when green fees are perceived as excessive or

unfair, satisfaction declines, highlighting the importance of pricing perceptions in service evaluations.

These results align with previous studies emphasizing the role of perceived value in pricing decisions. Kang et al. (2022) noted that perceived value mediates the relationship between pricing and satisfaction in golf. Choi et al. (2018) highlighted the impact of pricing perception on customer satisfaction in virtual golf environments, while Huth and Kurscheidt (2019) found that green fee structures significantly affect overall evaluations, especially when transparency is lacking. Wang et al. (2023) demonstrated that unfair pricing in tourism can undermine satisfaction and reduce repurchase intentions. Jeong and Song (2025) argued that green fees must reflect both tangible (e.g., facilities, service) and intangible (e.g., exclusivity) value to justify premium charges. Ali et al. (2024) identified green fees as a top decision-making factor for Malaysian golfers in tourism experiences.

6.4 The Effect of Restaurant Service Quality on Customer Satisfaction

Restaurant service quality did not significantly impact overall customer satisfaction in golf tourism, diverging from conventional hospitality research. While food and beverage (F&B) services are typically vital to guest experiences, this study suggests they are viewed as supplementary by golf patrons who prioritize core elements like course design and playability.

This outcome aligns with recent studies. Pham (2025) examined luxury golf resorts and found that service quality affects satisfaction primarily when it enhances the sense of prestige and exclusivity. In other words, F&B quality is more significant when it reinforces the premium experience rather than being considered in isolation.

Phetbuasak and Nakornkhet (2024) confirmed that in golf tourism, peripheral services like dining are often considered less important than core experiential attributes such as accessibility and course layout. Similarly, Skawanti et al. (2024) found that while food quality is appreciated, it is not a key determinant of satisfaction compared to accommodation and activity quality. Additionally, Ali et al. (2024) noted that in a cross-country study on golf tourism in Malaysia and Thailand, F&B services contributed to the overall impression but were rarely cited as reasons for revisits. Walailaka et al. (2025) highlighted that in integrated resorts, customer satisfaction relies more on service efficiency and location than on dining services, unless the food experience is unique. Similarly, Dumitraşcu et al. (2023) argued that satisfaction in multi-activity tourism depends more on the alignment between expectations and core service delivery than on supplementary offerings.

6.5 The Effect of Facility Quality on Customer Satisfaction

Facility quality significantly impacts customer satisfaction, serving as a tangible indicator of service professionalism and perceived value in the golfing experience. Well-maintained amenities, clean restrooms, modern locker rooms, and attractive landscapes enhance golfers' emotional and physical comfort, reinforcing perceptions of quality. This finding aligns with recent studies. Costa et al. (2025) found that facility quality, including cleanliness and visual appeal, directly influences satisfaction and loyalty among golf course members, especially during tourism recovery. Phetbuasak and Nakornkhet (2024) reported that a world-class facility reputation enhances tourists' likelihood to revisit, particularly when linked to service consistency. Serrano-Gómez et al. (2020) noted that variations in facility quality across user profiles significantly affect perceived service value and performance.

Čáslavová et al. (2018) demonstrated that golf resorts investing in comfort and cleanliness achieve higher satisfaction among both recreational and serious golfers. Kim et al. (2020) emphasized that food and beverage facility design also influences satisfaction and customer behavior in golf management. Further, Cham et al. (2022) found that safety, cleanliness, and staff hospitality significantly affect revisit intentions among golf tourists in Southeast Asia, shaping emotional comfort and trust.

6.6 The Effect of Customer Satisfaction on Revisit Intention

Satisfaction is a strong predictor of revisit intention, aligning with Song et al. (2022), who found that satisfaction drives repeat behaviors through emotional and cognitive pathways. Similarly, Lee et al. (2018) and Macías et al. (2024) emphasized the mediating role of satisfaction in linking service quality to loyalty in golf tourism. Higher satisfaction consistently correlates with increased likelihood of return, underscoring emotional fulfillment as a cornerstone of customer loyalty.

Phetbuasak and Nakornkhet (2024) noted that international golf tourists' willingness to return is significantly influenced by their satisfaction with both core and peripheral service aspects. This highlights that customer satisfaction is not only an outcome of service delivery but also a strategic lever for fostering loyalty.

6.7 Customer Satisfaction as a Mediator Between Course Layout and Revisit Intention

This study found that customer satisfaction significantly mediates the relationship between golf course layout and revisit intention, validating hypothesis 7 (H7). A well-designed course layout, characterized by clear flow, visual aesthetics, and integration with the natural environment, enhances the overall experience and fosters long-term loyalty through satisfaction.

This result supports previous findings by Cham et al. (2022), who argued that the physical design of golf destinations shapes overall satisfaction and drives revisit behavior. Phetbuasak and Nakornkhet (2024) noted that international tourists are more likely to return when they experience ease and enjoyment from the course's spatial and aesthetic design.

Lee and Lee (2022) highlighted that layout indirectly contributes to loyalty through satisfaction, particularly when the course is perceived as well-maintained and visually appealing. Jeong (2024) emphasized that layout design should align with functionality and emotional engagement to enhance satisfaction and repurchase intention.

6.8 Customer Satisfaction as a Mediator Between Accessibility and Revisit Intention

The mediating role of customer satisfaction in the relationship between accessibility and revisit intention highlights the importance of experiential value in golf tourism. While good signage, proximity to urban centers, and convenient parking create a positive initial impression, their true impact on loyalty is realized only when they contribute to an overall satisfying experience. Cham et al. (2022) found that golfers' perceptions of accessibility significantly influence satisfaction, which in turn predicts their intention to revisit.

Rahayu et al. (2024) demonstrated that accessibility quality directly impacts satisfaction and indirectly drives revisit behaviors in rural tourism contexts. Phetbuasak and Nakornkhet (2024) emphasized that international golf tourists in Thailand consider accessibility crucial, but only when paired with positive on-site experiences. Similarly,

Sun and Fang (2021) found that in Thai golf tourism, the effect of accessibility on loyalty is significantly mediated by satisfaction and emotional response.

6.9 Customer Satisfaction as a Mediator between Green Fee and Revisit Intention

Customer satisfaction mediates the negative relationship between green fees and revisit intention, indicating golfers' sensitivity to pricing relative to perceived value. When green fees are seen as unfair or misaligned with the experience quality, satisfaction declines, leading to reduced loyalty. Conversely, golfers are likely to return even in premium-priced settings if the experience justifies the cost. This finding supports Sarhali and Phuwasaktanasiri (2025), who demonstrated that perceived value is crucial in linking pricing to satisfaction in golf tourism. Cham et al. (2022) emphasized that value perceptions influence revisit intentions through emotional satisfaction. Jeong and Song (2025) found that eco-friendly management enhances perceived value, mitigating price sensitivity. Phetbuasak and Nakornkhet (2024) revealed that tourists are more likely to return when pricing is transparent and bundled with quality services. Similarly, Song et al. (2021) showed that price fairness impacts behavioral intentions primarily through satisfaction.

6.10 Customer Satisfaction as a Mediator between Restaurant Service Quality and Revisit Intention

Restaurant service quality does not significantly mediate revisit intention in golf tourism. While food and beverage (F&B) services are appreciated, they are viewed as supplementary rather than central to the overall experience. Consequently, even adequate restaurant quality may not strongly influence golfers' intentions to return unless it is effectively integrated with core services.

This contrasts with broader hospitality research, such as Lee and Lee (2023), which found that F&B services enhance emotional engagement and satisfaction in sports environments. However, in golf tourism, Cham et al. (2022) demonstrated that revisit intention is more strongly influenced by destination image and core experiences, such as course design and quality of play.

Aligning with this view, Song et al. (2022) highlighted that transaction-specific satisfaction, like dining, has limited long-term influence on behavioral intentions compared to overall satisfaction from core activities. Phetbuasak and Nakornkhet (2024) confirmed that while F&B services enhance the experience, factors like accessibility and course facilities are more decisive in shaping loyalty among international golf tourists.

6.11 Customer Satisfaction as a Mediator between Facility Quality and Revisit Intention

The quality of golf course facilities indirectly affects revisit intention through customer satisfaction. Facilities such as tidy locker rooms, well-functioning golf carts, and organized practice areas enhance the atmosphere of professionalism and care, thereby increasing satisfaction. These findings align with Cham et al. (2022), who emphasized that well-maintained facilities are crucial for driving return visits in golf tourism. Phetbuasak and Nakornkhet (2024) noted that premium facilities significantly influence the likelihood of return, especially among international tourists.

Deng et al. (2024) illustrated that high-quality physical environments enhance comfort and emotional value, strengthening loyalty. Suban (2025) found that the visual aesthetics of golf course facilities significantly contribute to emotional engagement and the desire

to return. Hahm et al. (2023) revealed that perceived value mediates the relationship between facility quality and satisfaction, while Senachai et al. (2025) highlighted that superior infrastructure fosters brand attachment in high-end sports tourism.

6.12 Managerial Implication

The results of this study suggest practical directions for golf course operators who wish to enhance service quality and secure stronger customer loyalty. Course design and supporting facilities are critical elements. A well-structured layout improves gameplay flow and emotional enjoyment, enriching the overall experience. Continuous evaluation, informed by customer feedback, ensures the layout remains engaging. Additionally, well-maintained amenities such as restrooms, locker rooms, lounges, and signage serve as indicators of professionalism and significantly influence visitors' perceptions of the venue's quality.

Accessibility also shapes initial customer impressions. Simple and convenient access increases satisfaction. Investments in clear signage, visible entrances, reliable parking, and navigation technologies can reduce barriers to participation. Enhancing transport connections further broadens accessibility, appealing to both local players and visitors. Pricing, particularly green fee structures, requires careful consideration. Customers assess price not only in monetary terms but also in relation to perceived value. If this balance feels unfair, dissatisfaction may arise, even if other service aspects are strong. Strategies such as tiered pricing, off-peak discounts, and bundled packages can improve value perceptions and retain price-sensitive customers without compromising revenue.

Consistent monitoring of customer satisfaction is essential, as it directly correlates with repeat visits and positive recommendations. Mechanisms such as post-game surveys, digital feedback apps, and on-site kiosks can provide timely insights. This information should inform service improvements, facility upgrades, and ongoing staff training.

6.13 Theoretical Contribution

This study is grounded in consumer behavior theory and expectation confirmation theory, highlighting the role of perceived service quality in shaping customer satisfaction and revisit intention in golf tourism. The findings indicate that core service elements, such as course layout, accessibility, facility quality, and perceived pricing fairness, significantly influence customer perceptions and evaluations.

The results confirm that customer satisfaction mediates the relationship between service quality and behavioral outcomes, consistent with established post-purchase behavior models. Notably, the study reveals that service components do not equally contribute to satisfaction and loyalty. For instance, restaurant service quality, while part of the overall service environment, plays a more peripheral role, depending on its alignment with customer expectations in recreational contexts.

By applying these theoretical frameworks to golf course services, the study contributes to a broader understanding of how multi-dimensional service attributes impact satisfaction and loyalty. It extends current frameworks by emphasizing the combined importance of emotional engagement and environmental design in shaping customer experience. As such, this research offers meaningful insights for both scholars and practitioners in the fields of tourism, hospitality, and sport-based leisure management, and lays a solid theoretical foundation for future investigations into customer retention strategies in recreational service settings.

6.14 Limitations

One significant limitation of this study is the narrow scope of service quality dimensions examined. It focused on five specific factors: course layout, accessibility, green fee pricing, restaurant service, and facility quality. However, these do not fully represent the comprehensive construct of service quality as outlined in established models like SERVQUAL, which includes broader dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Other relevant factors, such as staff professionalism, emotional engagement, safety, and environmental consciousness, were also excluded, potentially influencing customer satisfaction and revisit intention. Future research should adopt more holistic service quality frameworks to capture a wider range of customer experiences and expectations.

Second, the geographic focus was limited to golfers in the Jabodetabek area, which may restrict the generalizability of the findings to other golfing communities in Indonesia with different socio-economic, cultural, or environmental contexts. Expanding the study to include various geographical areas or national samples would provide better insights into cross-cultural or regional variability in golfer behavior.

The study also employed a cross-sectional survey design, capturing golfers' perceptions at a single point in time. This limits the ability to observe how satisfaction and revisit intention evolve. A longitudinal approach would be beneficial for capturing temporal dynamics and more robust behavioral patterns.

Lastly, responses may have been influenced by short-term factors such as seasonal weather, temporary promotions, or recent service encounters, leading to biases that do not reflect long-term consumer attitudes. Future research should control for these variables or incorporate repeated measures for more reliable results. Acknowledging these limitations provides a foundation for advancing golf service research through more comprehensive models, broader regional representation, and time-sensitive research designs.

7. Conclusions

This study examined how course layout, accessibility, green fee pricing, restaurant service, and facility quality affect customer satisfaction and revisit intention in golf course services. The analysis revealed that course design, accessibility, and facility quality have a strong positive impact on satisfaction, whereas green-fee pricing negatively affects it, highlighting the importance of price fairness. Restaurant service quality did not significantly influence satisfaction, indicating its supporting rather than central role in the golfing experience.

The findings also demonstrate that satisfaction mediates the relationship between most service quality attributes and revisit intention, except for restaurant services. This underscores the role of satisfaction as a cornerstone of loyalty, affecting both repeat usage and recommendations. The results provide empirical support for the service quality-satisfaction-loyalty framework in golf tourism and illustrate how functional and experiential factors interact to shape customer behavior. Additionally, these insights offer practical guidance for managers aiming to enhance customer retention in a competitive leisure and tourism market.

8. Recommendation

Future research should expand the inquiry by incorporating variables that reflect broader aspects of customer experience, such as emotional engagement, patterns of social interaction, and perceptions of destination image. Exploring these elements can provide a deeper understanding of the psychological and contextual drivers that shape satisfaction and loyalty. A longitudinal approach would also be valuable, as it allows researchers to observe how perceptions and behaviors evolve over time, offering a more dynamic view of the satisfaction-loyalty relationship.

Extending the study beyond the Jabodetabek area would strengthen the generalizability of the findings. Comparative work across different cultural and geographic contexts could reveal important differences in customer expectations. Similarly, analyzing various types of golf facilities, including urban golf centers, resort-based courses, and stand-alone driving ranges, may uncover segment-specific preferences that require tailored strategies.

For practitioners, the results suggest that improvements to course design, accessibility, and supporting facilities should remain strategic priorities, as these attributes consistently shape customer satisfaction and revisit behavior. Concerns about pricing can be addressed through more flexible strategies, including loyalty programs, time-sensitive discounts, and bundled service offerings that enhance perceptions of fairness and value.

Another recommendation concerns the importance of ongoing feedback mechanisms. Post-visit surveys, digital feedback platforms, and customer journey mapping can help managers identify weaknesses in the service process and guide continuous improvements. While restaurant services were not found to be a decisive factor in shaping satisfaction in this study, they should not be overlooked. Food and beverage can be positioned as supportive elements that enrich the overall golf experience, either through convenient services or unique dining concepts that align with the brand's identity.

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