REVISIT DECISION MODEL BASED ON CUSTOMER EXPERIENCE THROUGH SATISFACTION AS AN INTERVENING VARIABLE (Case Study: Sriwijaya Kingdom Archaeological Park, Palembang City, South Sumatra Province)

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ABSTRACT

The city of Palembang that tourists must visit is the Sriwijaya Kingdom Archaeological Park (TPKS), which is one of the cultural heritage tourist destinations that stores various relics of the Sriwijaya Kingdom and is an information center about the Sriwijaya Kingdom. This research analyses the Revisit Decision model based on Customer Experience through Satisfaction as an Intervening Variable. This research approach is a quantitative method with 367 respondents. Data analysis was processed using software version SEMPLS 24. The results showed a direct influence on the variables of sensory experience, emotional experience, social experience, and satisfaction, which had a positive and significant effect on the decision to revisit. Meanwhile, sensory experience does not positively and significantly affect satisfaction. The hypothesis is that the indirect variables of emotional experience and social experience have a positive and significant effect on the decision to revisit, which is mediated by satisfaction. The indirect influence of the rejected results, namely sensory experience, on the decision to return to visit is mediated by satisfaction because it has no positive and insignificant effect. Visitors gain experience at TPKS through the five senses to enjoy the collection and atmosphere. Officers are on duty at places where visitors need to visit, but this does not make visitors feel satisfied while they are in this area. This place is worth visiting because the community can enjoy many attractions, especially pupils and students.

1. INTRODUCTION

In the wake of the COVID-19 pandemic, the recovery of Indonesia's tourism sector has become a priority, with a strategic focus on implementing transformative sustainable tourism concepts. These concepts aim to manage the socio-economic impacts of the crisis, particularly on employment, and to bolster the sector's resilience and competitiveness. Moreover, they seek to foster innovation, promote inclusive and sustainable green growth, and enhance stakeholder coordination for socio-economic recovery (UNWTO, 2020). As one of the critical drivers of economic recovery, the tourism sector plays a crucial role in generating revenue and catalyzing broader social and economic transformations within local communities.

Indonesia's diverse tourism assets, ranging from the lush landscapes of Sumatra to the pristine beaches of Bali and the cultural riches of Java, position the country as a major global tourism destination. The continuous development of these assets is critical for increasing the nation's foreign exchange earnings and driving regional economic development. However, the sustainability of this growth depends on a balanced approach that considers both environmental conservation and the well-being of local populations. According to Suwantoro (in Anandhyta & Kinseng, 2020), development in this context refers to advancing and improving existing products and services in a phased manner, intending to enhance quality and sustainability.

Palembang, the capital city of South Sumatra and the second-largest city on the island after Medan has a rich historical heritage. Known as Bumi Sriwijaya, Palembang is the oldest city in Indonesia, with its origins traced back to the Kedukan Bukit Inscription, discovered in 683 AD. This historical significance is embodied in the Sriwijaya Kingdom Archaeological Park (TPKS). This critical cultural site preserves numerous relics from the ancient kingdom and serves as an essential center for historical education. Despite its potential as a significant tourist attraction, TPKS has suffered from neglect, with limited government support and public interest leading to its current disrepair.

Management of TPKS is overseen by the South Sumatra Provincial Department of Culture, Education, and Tourism, staffed by 20 individuals, including eight civil servants and 12 support staff. According to research by Sahputra and Eggi (2021), the park's management has been hampered by insufficient funding, inadequate infrastructure, and a lack of promotional activities. Visitor numbers have been inconsistent over recent years. In 2021, the park recorded a total of 7,892 visitors, but this increased to 10,314 in 2022. Specifically, in 2022, visitor numbers fluctuated: January saw 562 visitors, peaking at 1,383 in July, then dipping to 768 in September.

November was particularly strong, with 1,244 domestic and five international visitors, highlighting the park's potential appeal despite its challenges.

The fluctuating visitor numbers can be attributed to several factors, including the park's inadequate facilities, poorly maintained restrooms, and a lack of on-site amenities like souvenir shops and dining options. Additionally, the park suffers from accessibility issues, with limited public transportation options forcing most visitors to rely on private vehicles. Despite having a large parking area capable of accommodating buses, the overall cleanliness and signage within the park are lacking, further detracting from the visitor experience. Given these challenges, this study explores the relationship between customer experience and revisit decisions, focusing on how satisfaction acts as an intervening variable. This research will use the Sriwijaya Kingdom Archaeological Park in Palembang as a case study to develop a model that could be applied to similar heritage tourism sites across Indonesia.

This research aims to develop a Revisit Decision model based on Customer Experience with Satisfaction as an intervening variable, using a case study of the Sriwijaya Kingdom Archaeological Park in Palembang. The study will analyze the impact of Sensory Experience, Emotional Experience, and Social Experience on visitor Satisfaction and Revisit Decisions. The challenges the Archaeological Park faces include a decline in visits due to inadequate facilities, suboptimal security, and insufficient promotion. The research findings are expected to contribute theoretically by enhancing the understanding of the relationship between customer experiences, satisfaction, and revisit intention, as well as provide practical insights for improving the park's management and local government strategies to boost tourist attraction and revisit interest.

2. LITERATURE REVIEW

This research focuses on heritage tourism, specifically the archaeological park of the Sriwijaya Kingdom in Palembang. The theoretical foundation for this study is based on Midleton's theory of heritage tourism (as cited in Khotimah & Sulistyowati, 2022). According to Midleton, heritage tourism encompasses several types of attractions: natural attractions, which include scenic landscapes; build attractions, which involve ancient architectural structures such as bridges and old houses; cultural attractions, which pertain to historical relics such as temples and museums; and traditional attractions, which involve the traditional lifestyles, customs, and practices of local communities. Additionally, the study incorporates the theory of Revisit Decision as a dependent variable, drawing on Wang et al. (2015), which is related to the decision to revisit a destination.

This theory includes aspects such as the desire to visit again, plans to visit, and the wish to return to a tourism destination. The independent variable, customer experience, is further divided into three components: Sensory Experience (X1), which refers to experiences related to the five senses—sight, sound, smell, taste, and touch (Handaruwati, 2021); Emotical Experience (X2), which includes knowledge, attitudes, and skills (Livia, 2013); and Social Experience (X3), which encompasses identifiers, attributes, and associations. Satisfaction (Z) serves as an intervening variable that influences the relationship between independent and dependent variables, and is observable and measurable. According to Tjiptono & Gregorius (2005) as cited in Pranoto & Subagio (2016), there are three types of satisfaction and two types of dissatisfaction: Demanding

Customer Satisfaction, Stable Customer Satisfaction, Resigned Customer Satisfaction, Stable Customer Dissatisfaction, and Demanding Dissatisfaction. These types are detailed in Figure 1 and are used as the theoretical basis for understanding and measuring visitor satisfaction in this study.

Figure 1 Theoretical Framework
Source: Researcher Analysis, 2024

Figure 1 in the theoretical framework of your study represents a diagram or model that illustrates the relationships between various research variables based on the theories employed. The framework begins with Midleton's theory of heritage tourism, which categorizes attractions into four types: natural attractions, such as scenic landscapes; built attractions, including ancient architectural structures like bridges and old houses; cultural attractions, such as historical relics, temples, and museums; and traditional attractions, which encompass the traditional lifestyles, customs, and practices of local communities. Additionally, the study incorporates the theory of Revisit Decision, as proposed by Wang et al. (2015), which examines factors influencing the decision to revisit a destination. This theory includes the desire to visit again, plans to return, and the wish to revisit. The independent variable in this study is customer experience, which is divided into three components: Sensory Experience (X1), relating to experiences involving the five senses—sight, sound, smell, taste, and touch (Handaruwati, 2021); Emotional Experience (X2), encompassing knowledge, attitudes, and skills (Livia, 2013); and Social Experience (X3), which covers social identifiers, attributes, and associations. Satisfaction (Z) is an intervening variable that impacts the relationship between customer experience and the decision to revisit. This variable is observable and measurable, influencing how customer experience affects revisit decisions. According to Tjiptono & Gregorius (2005), as cited in Pranoto & Subagio (2016), satisfaction is categorized into three types: Demanding Customer Satisfaction, Stable Customer Satisfaction, and Resigned Customer Satisfaction, along with two types of dissatisfaction: Stable Customer Dissatisfaction and Demanding Dissatisfaction. These categories, detailed in Figure 2.1, provide a theoretical basis for understanding and measuring visitor satisfaction in the study.

Based on the literature review on the Revisit Decision Model, which considers Customer Experience (Sensory Experience, Emotional Experience, Social Experience) through Satisfaction as an intervening variable at the Sriwijaya Kingdom Archaeological Park, Palembang City, South Sumatra Province, the researcher has developed the following conceptual framework.
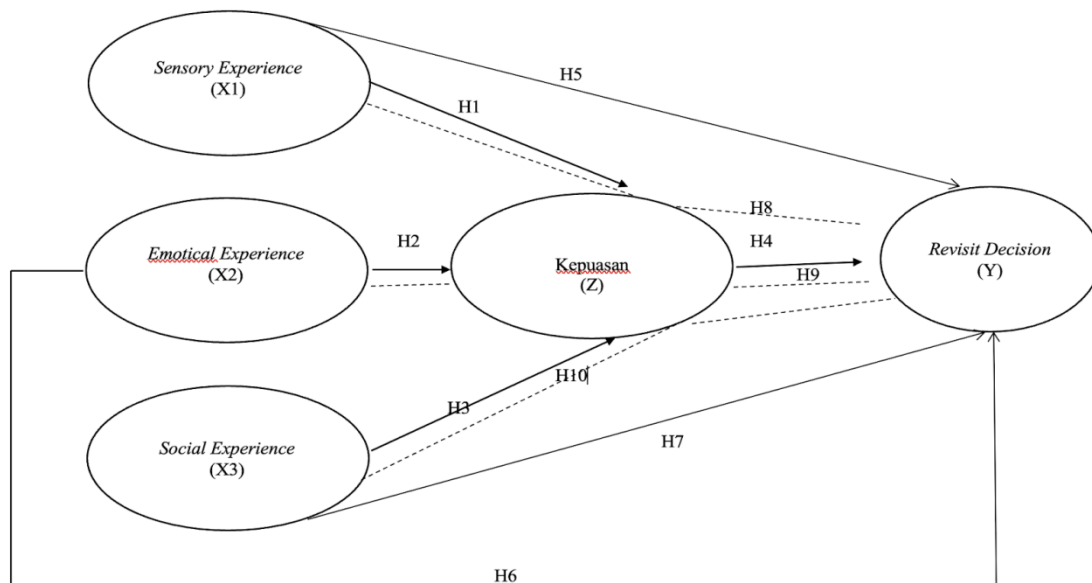
Figure 2 Conceptual Framework
Source: Researcher Analysis, 2024

Figure 2 illustrates this framework, derived from the researcher's processing in 2023. The hypotheses developed for this study are as follows: Hypothesis 1 (H01) posits that there is no effect of Sensory Experience on Satisfaction at the Sriwijaya Kingdom Archaeological Park, while the alternative hypothesis (Ha1) suggests that there is an effect. Hypothesis 2 (H02) states that Emotional Experience does not affect Satisfaction, with Ha2 proposing the contrary. Hypothesis 3 (H03) claims that Social Experience does not affect Satisfaction, while Ha3 asserts it does. Hypothesis 4 (H04) assumes no effect for the impact of Satisfaction on Revisit Decision, whereas Ha4 suggests an effect. Regarding Sensory Experience and Revisit Decision, Hypothesis 5 (H05) indicates no effect, and Ha5 indicates an effect. Hypothesis 6 (H06) addresses Emotional Experience's effect on Revisit Decision, with H06 suggesting no effect and Ha6 suggesting there is one. Hypothesis 7 (H07) deals with Social Experience's effect on Revisit Decision, with H07 assuming no effect and Ha7 proposing an effect. Finally, Hypotheses 8 (H08), 9 (H09), and 10 (H10) examine the effects of Sensory Experience, Emotional Experience, and Social Experience on Revisit Decision, respectively, with Satisfaction as an intervening variable. Hypotheses H08, H09, and H10 each propose no effect, whereas Ha8, Ha9, and Ha10 suggest that these experiences influence Revisit Decision when mediated by Satisfaction.

The research investigates various dimensions of customer experience and its impact on satisfaction and revisit intentions across different contexts. Li (2018) explores how brand experience influences revisit and purchase intentions at museums in China, revealing significant positive effects. Sari & Burhanudin (2023) analyze the role of emotional experiences and revisit intention in fostering conative loyalty among religious tourism visitors in Surabaya, Indonesia, demonstrating that emotional experiences enhance revisit intentions and conative loyalty. Fuadah (2020) examines how experiential marketing, perceived value, and facilities affect revisit intentions through tourist satisfaction at Omah Organic Adimulyo Kebumen, finding significant influences of these factors on revisit intentions mediated by satisfaction. Bundawi et al. (2022) study the impact of food, service,

convenience, and price value on revisit intentions in fast food establishments in Sanctuary Batam, showing that satisfaction mediates these effects. Safira (2023) investigates the effects of customer experience, trust, and emotions on satisfaction at Hodai All You Can Eat Resto, finding significant impacts of all factors on customer satisfaction. Septian & Indah (2021) focus on how sensory, emotional, and social experiences affect consumer satisfaction at Soto Mbok Geger Pedan Klaten, with sensory experience having the most significant influence. Isnaini (2017) assesses the effect of destination brand image on visit decisions, satisfaction, and revisit intentions among millennials at Selecta Recreation Park, emphasizing the importance of a positive brand image. Herdiansyah & Erni (2018) explore how various aspects of customer experience, including comfort, educational, hedonic, novelty, safety, and beauty, influence revisit intentions at tourist destinations in Bogor, finding that all factors except educational significantly affect revisit intentions, with hedonic experience being the most influential.

The state of the art in tourism research, as reflected by recent studies, underscores the pivotal role of sensory and emotional experiences in shaping customer satisfaction and revisit intentions. Li (2018) investigates the influence of brand experiences on revisit and purchase intentions within museum contexts in China. Sari & Burhanudin (2023) examine how emotional experiences impact conative loyalty through revisit intentions in religious tourism. Fuadah (2020) explores the effects of experiential marketing, perceived value, and facilities on revisit intentions, highlighting the mediating role of tourist satisfaction. Bundawi et al. (2022) focus on fast food restaurants, revealing how food quality, service, convenience, and price value influence revisit intentions, with satisfaction as a mediating factor. Safira (2023) assesses the impact of customer experience, trust, and emotions on satisfaction in an all-you-can-eat restaurant setting. Septian & Indah (2021) analyze how sensory, emotional, and social experiences affect consumer satisfaction in local culinary contexts. Finally, Isnaini (2017) and Herdiansyah & Erni (2018) investigate the influence of destination brand image and various customer experience dimensions on satisfaction and revisit intentions, emphasizing the complex interplay between these factors in enhancing customer loyalty across different tourism sectors.

3. RESEARCH METHODOLOGY

This research is grounded in scientific principles and involves collecting, analyzing, and interpreting data using statistical methods to address research questions. The methodology follows a rational, empirical, and systematic approach. Rationality involves conducting research through reasonable and logical methods accessible to human reasoning. Empirically, the data collected must meet specific validity criteria to accurately reflect the actual situation of the data objects. Systematic research involves executing the study through well-organized, sequential, and planned procedures. The research begins with formulating statements based on the research topic and defining measurable hypotheses pertinent to a relevant population or sample. Data collection uses surveys, observations, structured interviews, questionnaires, or bibliographic reviews, incorporating secondary and primary data. The study employs a quantitative approach, utilizing numerical data to measure phenomena, analyze relationships between variables, and make generalizations.

The research objective is to test previously formulated relationships and incorporate additional variables: Sensory Experience (X1), Emotional Experience (X2), Social Experience (X3), Revisit

Decision (Y), and Satisfaction (Z). To evaluate the impact of these variables, Partial Least Squares Structural Equation Modelling (PLS-SEM) is used for hypothesis testing. Hair et al. (2011), as cited in Ghozali (2021), recommend PLS-SEM for exploratory research or as an extension of existing structural theories. The research is conducted according to the academic schedule and takes place in Palembang City. The research location is selected based on where the study processes occur to address research problems (Hamid Darmadi, 2011). The research commences in March 2023 with initial observations and interviews. The research schedule includes various phases: preparation and planning, proposal preparation, proposal seminar, research instrument development, data collection, data processing, data analysis, and a research results seminar.

The research will be conducted in Palembang City, specifically at Jalan Syakyakirti, Karang Anyar, Kec. Gandus, Palembang, South Sumatra, from March 2023 to March 2024. According to Sugiyono (2018), a population is a generalization area consisting of objects or subjects with specific qualities and characteristics determined by the researcher for study and conclusion. Based on data from the Sriwijaya Kingdom Archaeological Park, Palembang (2022), the number of visitors in 2022 was 8,608, which constitutes the research population. This number is used to determine a relevant sample for data collection. Sugiyono (2018) defines a sample as a subset of the population's characteristics. For large populations, the sample size is determined using the Krejcie-Morgan Table, with an error margin of 10% and a confidence level of 90%. For a population between 8,000 and 9,000, the sample size is 367. The sample is selected based on the Krejcie-Morgan Table. The sample of 367 respondents comprises tourists visiting the Sriwijaya Kingdom Archaeological Park, Palembang.

According to Sugiyono (2015), variables are attributes or characteristics of individuals. This study's variables include independent, intervening, and dependent variables. Independent variables are stimuli, predictors, or antecedents affecting dependent variables. In this study, customer experience comprises sensory experience (X1), emotional experience (X2), and social experience (X3). An intervening variable theoretically affects the relationship between independent and dependent variables but cannot be directly observed or measured. In this research, the intervening variable is Satisfaction (Z). The dependent variable is the outcome or criterion variable observed and measured to determine the effects of independent variables. The dependent variable in this study is Revisit Decision (Y). The study uses various measurement scales. The Likert scale measures individuals' or groups' attitudes, opinions, and perceptions regarding social phenomena. The ordinal scale indicates rankings or order without assuming equal intervals between ranks, making it unsuitable for mean and standard deviation calculations. The nominal scale categorizes, names, and counts facts about the objects under study. The interval scale measures objects with ordinal properties plus an absolute value, providing a scale with equal intervals.

4. RESULTS AND DISCUSSION

This research was conducted at the Sriwijaya Kingdom Archaeological Park, formerly known as the Karanganyar Site, an archaeological park associated with the Sriwijaya Kingdom located on the northern banks of the Musi River in Kec. Gandus, Palembang City, South Sumatra. This area features a well-organized network of canals, ditches, and ponds, indicating human construction, leading to the belief that the center of the Sriwijaya Kingdom in Palembang was situated at this site.

Numerous archaeological remains have been discovered in this area, demonstrating that it was once a residential and activity hub. Artefacts such as beads, brick structures, damar, rattan ropes, ceramics, and remnants of boats have been found at what is believed to be the remains of the royal garden of the Sriwijaya era. These findings were obtained during the construction of the Sriwijaya Kingdom Archaeological Park and through salvaging activities around the site.

In managing the Sriwijaya Kingdom Archaeological Park in Karang Anyar, Palembang, the management has offered numerous cooperation programs with the Education Office and third parties. One of the aims of collaborating with external parties is to make the management more engaging and to implement various routine activities. One frequently held event at the Sriwijaya Kingdom Archaeological Park (TPKS) is the Sriwijaya Festival. This festival, organized by the South Sumatra Provincial Government, is a regular event aimed at reviving traditional values associated with the grandeur of the Sriwijaya Kingdom. Many locals sell their goods in the area, which is an effort to stimulate the local economy.

4.1 Results
4.1.1 Respondent Characteristics
This section examines the characteristics of the 367 respondents who completed the questionnaires as follows:

The data show that 35.9% (139 respondents) are male, and 64.1% (228 respondents) are female. The majority of respondents are female, predominantly high school students from general and religious schools or pesantren. It is a regular program for these students to visit schools that have partnered with the Education Office and the Sriwijaya Kingdom Archaeological Park. As shown, the respondents' age range spans from 17 years to over 46 years. Most respondents are in the 18 – 30 age range, accounting for 84.7% (308). The second-largest group is aged 17 years, making up 11.7% (46 respondents), followed by 3.1% (11 respondents) in the 31 – 45 age range and 0.5% (2 respondents) aged over 46 years. Thus, most respondents are in the 18 – 30 age range and often engaged in activities at the Sriwijaya Kingdom Archaeological Park. This age group participates in school program visits and other activities, using the park for relaxation and entertainment in Palembang. Regarding marital status, most respondents are single, with 95.4% (350 respondents) compared to 4.6% (17) who are married. The Sriwijaya Kingdom Archaeological Park is frequently visited by individuals aged 18 – 30 and those who are single. The park offers a comfortable environment for discussions, group study, and relaxation. The lush and serene surroundings also make it an ideal spot for students to rest and work on school assignments. The majority of respondents have a High School education, representing 55.6% (204 respondents), followed by Bachelor's degree holders at 40.3% (148 respondents), Master's degree holders at 3% (11 respondents), and Doctorate holders at 1.1% (4 respondents). Most respondents are from high school, which aligns with the statement of the Head of the Technical Management Unit (UPT) that collaboration with the Education Office makes the Sriwijaya Kingdom Archaeological Park a mandatory visit for school activities and national events. The majority of respondents are students, comprising 87.74% (322 respondents), followed by employees at 6.26% (23 respondents), entrepreneurs at 0.55% (2 respondents), and others at 5.45% (20 respondents). The predominance of students is due to the frequent visits from schools and universities that incorporate historical and

cultural education into their curriculum, making visits to historical sites a regular part of their learning process, along with various events related to the Indonesian Tourism Association (HPI).

In the descriptive statistical analysis of Variable X1 (Sensory Experience), the highest mean value was found for the sub-variable "I enjoyed visiting TPKS because I could see historical artifacts from the Sriwijaya kingdom," which had a mean of 4.332, categorized as high. This indicates that visitors appreciated the collection of artifacts from the Sriwijaya kingdom at TPKS, including weapons used in battles, historical items from the Stone Age to the present and household items from that era. The second highest mean value was for "I saw the Sriwijaya kingdom artifacts neatly arranged at TPKS," with a mean of 4.313, also categorized as high. This shows that the neat arrangement of artifacts in glass cases, accompanied by historical explanations and names, was well-received. The lowest mean value was "I saw that the open space at TPKS was used as a resting place," with a mean of 4.153, categorized as low. This suggests that the open spaces provided for resting were not as satisfactory due to a lack of necessary amenities such as clean restrooms, food and drink services, and seating. The second lowest mean value was for "I experienced touching artifacts made of natural materials (wood and stone) at TPKS," with a mean of 4.095, categorized as high. This is because glass cases and barriers protected many artifacts. The overall descriptive mean value for Sensory Experience (X1) was 4.237, which is very good, indicating that the collections at TPKS are well-organized and clean, with explanations provided in both Indonesian and English. The atmosphere is well-managed, with good lighting and air circulation. In the analysis of Variable X2 (Emotional Experience), the highest mean value was found for "I feel that the staff are polite in providing explanations at TPKS," with a mean of 4.319, categorized as high. This indicates that visitors found the staff polite and helpful in guiding TPKS. The second highest mean value was "I am satisfied with the staff's service at TPKS," with a mean of 4.308, also categorized as high. This reflects the availability of an information center where visitors can easily interact and receive explanations about the collections. The lowest mean value was for "I feel that the staff are friendly in serving at TPKS," with a mean of 4.251, categorized as low. Limited friendly behavior from staff posed a challenge in meeting tourism service standards. The second lowest mean value was "I observed the enthusiasm of the staff in assisting at TPKS," indicating a lack of enthusiasm among long-serving staff. The overall descriptive mean value for Emotional Experience (X2) was 4.274, which is very good, suggesting that the staff at TPKS provided clear and compelling service, contributing positively to the visitors' experiences.

Convergent Validity is assessed to evaluate the extent to which measurement items correlate with their respective constructs. In this study, the indicators used include Sensory Experience, Emotional Experience, Social Experience, Revisit Decision, and Satisfaction. Convergent Validity is measured using the loading factor, which indicates the strength of the correlation between each measurement item and its intended construct. According to Ghozali (2017:24), an indicator is considered valid if its loading factor is greater than 0.50. The evaluation of the measurement model, as obtained from the PLS Algorithm output in SmartPLS software, shows that all measurement items for Sensory Experience have loading factors exceeding 0.50, indicating that these indicators are valid and reliable in measuring the Sensory Experience construct. Similarly, the items for Emotional Experience also demonstrate loading factors above 0.50, suggesting that all indicators are valid for measuring the Emotional Experience construct. For Social Experience, the evaluation shows that all

measurement items meet the criterion of convergent validity with loading factors above 0.50. The Revisit Decision variable exhibits loading factors greater than 0.50 for all indicators, confirming their validity in measuring the Revisit Decision construct. Finally, the results for Satisfaction indicate that every measurement item has a loading factor greater than 0.50, proving the convergent validity of the Satisfaction indicators. The overall evaluation of the measurement model indicates that all indicators meet the required loading factor criteria, affirming that the constructs measured in this study possess good convergent validity.
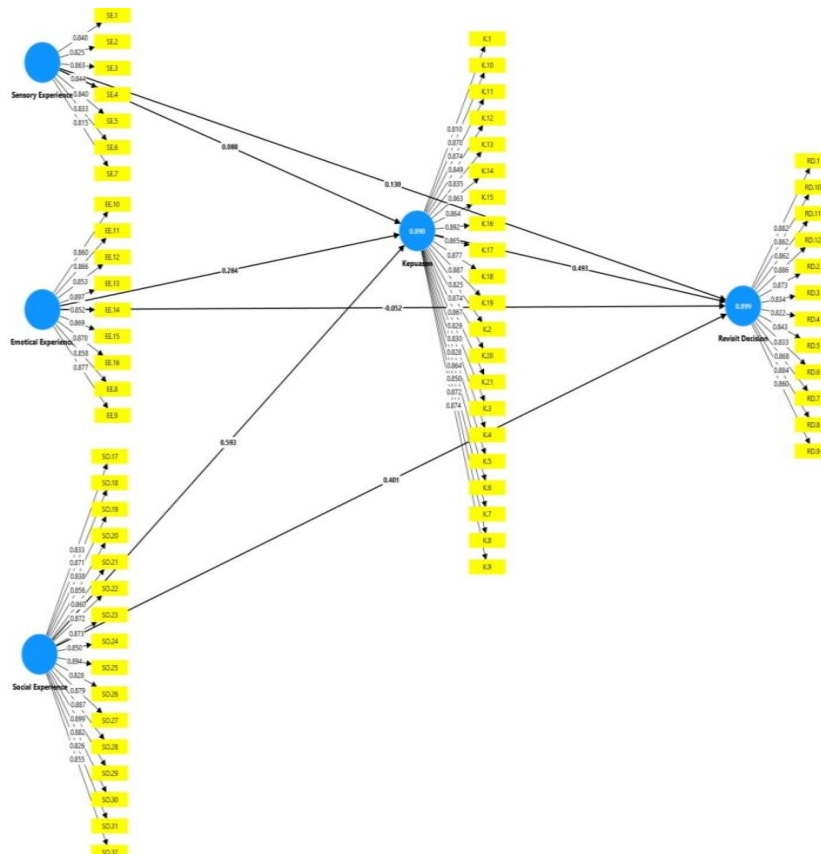
Picture 3. Measurement Model Results
Source: Smart PLS v4 Processing Results, (2024)

Based on Figure 3, the measurement model output shows linear relationships of 7 (seven) indicators for Variable X1 (Sensory Experience). These indicators include experiences of viewing historical artifacts from the Sriwijaya Kingdom, enjoyment of seeing these artifacts, the feeling of comfort and tranquility, sensory experiences from touching the Sriwijaya artifacts, visual experiences of the Sriwijaya collection, interaction in open spaces, and the presence of an open resting area.

4.2 Discussion

There are 9 (nine) indicators for Variable X2 (Emotional Experience), which include friendly service, the ability to explain information, politeness in service, accuracy in providing information, enthusiasm in service, memorable friendliness, expertise in map reading, good and satisfying service, and knowledge of the collection information. For Variable X3 (Social Experience), there are 16 (sixteen) indicators, which include well-maintained artifacts, accurate information provided, informative brochures, consistency of information, responsive staff, friendly staff, interaction with

visitors, understanding of historical sites, good explanations of historical sites, staff communication and empathy, responsiveness in providing direction, escorting visitors, assistance in case of issues, professional attitude towards other visitors, open learning spaces, and good condition of the site. Variable Y (Revisit Decision) has 12 (twelve) indicators, which include intention to return, facilities meeting needs, good service, uniqueness of artifacts, suggestions for improvement, satisfaction with service, plans to return, interest in bringing family/relatives, necessary infrastructure, decision to revisit, recommending TPKS, and willingness to return. Variable Z (Satisfaction) includes 21 (twenty-one) indicators, such as comfortable parking facilities, satisfaction with parking, ease of finding parking, availability of local Palembang souvenirs, uniqueness of souvenirs offered at TPKS, enjoyment of Sriwijaya events and festivals, the festival adding value to the experience, presence of an information center for map reading, navigation of TPKS, availability of information at the TPKS entrance, helpful information for planning a return visit, uniqueness of the Sriwijaya collection meeting visitor expectations, provided information on Sriwijaya history and culture, good delivery of historical and cultural information, staff ability to provide satisfying answers, good communication skills of staff, reliable assistance after requesting information, short wait times for information, good response to historical inquiries, satisfaction with staff friendliness and service, satisfaction with information provided, and satisfaction with unsolicited assistance offered by staff.

The analysis of Sensory Experience on Satisfaction (Hypothesis 1) showed that while Sensory Experience has a positive but not significant effect on Satisfaction. This means that while sensory experiences provide visitors with varied sensory inputs (seeing, smelling, tasting, hearing, touching), they do not significantly impact overall visitor satisfaction. This suggests that sensory elements are not strong enough to enhance customer satisfaction significantly, and other factors might play a more critical role in improving visitor satisfaction. This finding aligns with Lu et al. (Muhammad et al., 2017), which demonstrated that customer satisfaction influences repurchase intention, and Saidani and Samsul (2012), who found a positive and significant relationship between customer satisfaction and repurchase intention. In contrast, Emotional Experience (Hypothesis 2) was found to positively and significantly impact Satisfaction. This result is supported by Andrilia S. (2020), who found that Customer Experience, Trust, and Emotional factors significantly impact customer satisfaction at Hodai All You Can Eat. However, Natanael J.S. & Aditya W. (2022) found that emotional factors did not significantly affect customer satisfaction on the Agoda app. Venkat (Azhari et al., 2015) indicated a significant relationship between customer satisfaction variables.

The analysis of Social Experience (Hypothesis 3) revealed a positive and significant effect on Satisfaction. This suggests that positive social experiences enhance the quality of social interaction. This finding is supported by Suprapti et al. (2022), who found that social experience significantly influences customer satisfaction in female OJOL drivers in Prigen, with social experience being the dominant variable. The study found a positive and significant effect on Satisfaction's impact on Revisit Decisions (Hypothesis 4). Visitors who had positive experiences at the Taman Wisata Purbakala Kerajaan Sriwijaya were likelier to return. This is consistent with Roz (2021), who showed that customer satisfaction mediates the effect of servicescape on revisit intention at Roketto

café, Malang. Bundawi et al. (2022) also found that satisfaction positively influences revisit intention, with satisfied customers showing a higher likelihood of returning.

Sensory Experience's impact on Revisit Decision, mediated by Satisfaction (Hypothesis 5), was positive but insignificant. This means that Sensory Experience does not significantly affect the decision to revisit through Satisfaction as a mediator. Previous research by Dewi et al. (2015) concluded that satisfaction does not mediate the relationship between sensory experience and revisit decision. Similarly, Fuadah et al. noted that satisfaction can mediate experiential marketing and perceived value but not facilities' influence on revisit intention. Emotional Experience's impact on Revisit Decision, mediated by Satisfaction (Hypothesis 6), was not significant. This indicates that Emotional Experience does not significantly influence the decision to revisit through Satisfaction. This finding aligns with Angeline and Renny Christiarini (2023), who found that Emotional Experience negatively impacts e-WOM and Purchase Decision Involvement. On the other hand, Social Experience's impact on Revisit Decision, mediated by Satisfaction (Hypothesis 7), was positive and significant. This means that Social Experience significantly influences the decision to revisit through Satisfaction as a mediator. This finding is supported by Dharma B. et al. (2023), who showed that factors like Food, Service, Convenience, and Price Value positively impact revisit intention, with satisfaction mediating these effects.

In summary, the study provides insights into how different experiences impact visitor satisfaction and revisit decisions, highlighting the significance of sensory, emotional, and social experiences in tourism.

5. CONCLUSION AND RECOMMENDATION

The study concludes that Sensory Experience has a positive but insignificant effect on visitor satisfaction at Taman Wisata Purbakala Kerajaan Sriwijaya (TPKS). While sensory experiences engage visitors' senses, they do not substantially enhance overall satisfaction, suggesting that other factors may be more influential. Conversely, Emotional Experience significantly and positively impacts satisfaction, indicating that creating positive emotional experiences is crucial for increasing visitor satisfaction. Social Experience also positively and significantly affects satisfaction, highlighting that positive social interaction and supportive social environments can significantly enhance visitor satisfaction. Satisfaction has a positive and significant influence on the decision to revisit, meaning that visitors with positive experiences are more likely to return. Sensory Experience positively and significantly affects the decision to revisit, suggesting that enjoyable sensory experiences can encourage future visits. However, Emotional Experience does not significantly impact the revisit decision, implying that it does not strongly influence the decision to return. Social Experience, on the other hand, positively and significantly affects revisiting decisions, with better social experiences increasing the likelihood of return visits. When mediated by satisfaction, sensory experience has a positive but insignificant effect on revisiting decisions, indicating that sensory experiences alone are insufficient to influence revisit intentions through satisfaction. Emotional Experience, however, shows a positive and significant effect on the revisit decision when mediated by satisfaction, demonstrating that enhancing visitor satisfaction can transform initially negative emotional experiences into a higher likelihood of returning. Finally, social experience has a strong positive and significant effect on revisiting decisions directly and

through satisfaction, suggesting that improving social experiences enhances visitor satisfaction and subsequently increases the likelihood of return visits.

Here are several recommendations for UPTD Taman Purbakala Kerajaan Sriwijaya, the Tourism Office of Palembang City, and other academics who may conduct future research. For UPTD TPKS, it is suggested that sensory experiences be enhanced, despite their current positive but insignificant impact on visitor satisfaction. Improvements could include better lighting, engaging audio guides, and optimized environmental aromas and textures, aligning with Kim et al. (2020) who found a significant relationship between sensory marketing and customer satisfaction. Additionally, as Emotional Experience currently has a negative and insignificant effect on revisit decisions, UPTD TPKS should focus on improving cultural service quality by incentivizing staff, ensuring proper placement, and enhancing facilities. Regular surveys and a rewards system for staff friendliness can aid in continuous improvement, consistent with Kozak's (2010) findings on the role of destination experience in satisfaction and revisit intentions. Furthermore, social experience significantly affects revisit decisions positively, so UPTD TPKS should provide staff with specialized training on the site's history, host educational sessions with historians or archaeologists, and enhance staff communication skills. This recommendation aligns with Omar et al. (2021), as referenced in Yusuf and Nurma (2023), which emphasizes that visitor satisfaction with experiences and services boosts the likelihood of return visits.

For the Tourism Office of Palembang City, it is recommended that TPKS's unique historical attributes be promoted more effectively through campaigns that highlight its rich history and cultural heritage. Collaboration with educational institutions to create programs that enrich the visitor experience by introducing the history of the Sriwijaya Kingdom is also suggested. Additionally, supporting infrastructure development around TPKS, such as improving public transportation and facilities, would make visits more convenient and comfortable. Academics are encouraged to continue applied research focusing on factors influencing satisfaction and revisit decisions at TPKS, particularly aspects like Emotional Experience that require further exploration. Developing structured and engaging educational programs about the Sriwijaya Kingdom's history can enhance visitor value. Moreover, academics should collaborate with UPTD TPKS and the Tourism Office to design and implement programs, including workshops, seminars, or special exhibitions, to improve the overall visitor experience. These recommendations aim to help TPKS become a more attractive destination, increasing visitor satisfaction and loyalty.

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