

The Effect of Perceived Value on Revisit Intention: The Mediating Role of Customer Satisfaction at The Bagong Adventure Museum, Tubuh, Batu City

Roby Nur Akbar¹

¹Management - Faculty of Business and Economics - Merdeka Malang University - Jawa Timur - Indonesia

Taurisa Dyah Trias Soffiana²

²Management - Faculty of Business and Economics - Merdeka Malang University - Jawa Timur - Indonesia

Correspondence: robby.akbar@unmer.ac.id¹



JSM
Volume 8
Number 2
July 2026

Received on 11 Aug 2026

Revised on 19 Aug 2026

Accepted on 39 Aug 2026

The journal allows the authors to hold the copyright without restrictions and allow the authors to retain publishing rights without restrictions. Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a creative commons attribution 4.0 international license.



DOI: 10.37479

ABSTRACT

Purpose: This study examines the effect of Perceived Value on Revisit Intention, with Customer Satisfaction as a mediating variable, at The Bagong Adventure Museum Tubuh as an educational tourism destination.

Design/Methodology/Approach: This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 100 respondents who had visited The Bagong Adventure Museum Tubuh. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS–SEM) in SmartPLS.

Findings: The results show that Perceived Value, Customer Satisfaction, and Revisit Intention are in the good category. Hypothesis testing indicates that Perceived Value has a positive and significant effect on Revisit Intention and Customer Satisfaction. Customer Satisfaction also positively and significantly affects Revisit Intention. However, mediation analysis reveals that Customer Satisfaction does not significantly mediate the relationship between Perceived Value and Revisit Intention. These findings suggest that perceived value influences revisit intention more strongly directly than indirectly through customer satisfaction.

Keywords: *Perceived Value; Customer Satisfaction; Revisit Intention; Educational Tourism*

INTRODUCTION

The educational tourism sector in Indonesia has grown rapidly in recent years, particularly in Batu City, East Java, widely recognized as one of the country's leading tourism destinations. The growing number of tourism attractions has intensified competition among destinations, encouraging managers to continuously improve service quality, facilities, and visitor experiences to remain competitive. In

this dynamic environment, a destination's ability to attract repeat visitors has become a crucial indicator of its sustainability, as revisit intention reflects visitors' positive evaluations and long-term behavioral loyalty (Saragih et al., 2022b). Educational tourism has emerged as an important segment of the tourism industry, integrating recreational activities with learning experiences that provide value beyond entertainment. One notable example is The Bagong Adventure Museum Tubuh, an educational tourism attraction that offers interactive and immersive learning about human anatomy through large-scale visual installations and educational displays. This unique concept is designed to deliver not only enjoyment but also cognitive and emotional benefits, enabling visitors to gain new knowledge while engaging in an entertaining tourism experience. These characteristics are expected to enhance the destination's perceived value, which plays a vital role in shaping visitors' evaluations of their overall experience (Saragih et al., 2022a).

Revisit intention is an attitude influenced by potential future gains or losses (Harun et al., 2018). In reality, the Bagong Adventure Museum Tubuh faces challenges, such as competition from other tourist attractions in Batu City. In today's competitive landscape, business operators must meet visitors' needs and desires (Sinaga et al., 2025).

Perceived value refers to visitors' overall assessment of the benefits received relative to the sacrifices made, including financial cost, time, and effort. In tourism, perceived value is a key determinant of behavioral intentions, particularly revisit intention (Addini et al., 2023). Visitors who perceive a destination as providing superior value are more likely to return and recommend it to others. In addition, perceived value is closely associated with customer satisfaction, which reflects visitors' emotional responses when they compare their expectations with the destination's actual performance. Satisfied visitors tend to develop favorable attitudes toward the destination, which may strengthen their intention to revisit.

Customer Satisfaction, or visitor satisfaction, also plays an important role as a mediating variable that can strengthen the relationship between Perceived Value and Revisit Intention. Visitor satisfaction is a crucial factor influencing revisit intention (Do et al., 2025). Satisfaction occurs when visitors' perceived experience meets or exceeds their expectations. Satisfaction indicates how well a product or service aligns with and is accepted by visitors (Tan & Brahmana, 2019). Loyal visitors habitually return to the same company or destination (Subagio & Saputra, 2012). When visitors feel satisfied, the likelihood of revisiting increases, and their potential to recommend the tourist destination to others also increases. In professional and behavioral industries, building relationships with visitors is an important factor in shaping visitor satisfaction (Agyei et al., 2020).

From a theoretical perspective, Customer Value Theory suggests that perceived value serves as a fundamental driver of satisfaction and subsequent behavioral intentions, including revisit intention. However, empirical findings regarding the mediating role of customer satisfaction remain inconsistent, especially within the context of educational tourism destinations (Chotimah et al., 2009). Some studies indicate that satisfaction mediates the relationship between perceived value and revisit intention, while others suggest that perceived value may directly influence revisit intention without significant mediation. Therefore, further empirical investigation is needed to clarify this relationship (Chotimah et al., 2009).

Based on this gap, the present study examines the effect of perceived value on revisit intention, with customer satisfaction as a mediating variable, at The Bagong Adventure Museum Tubuh in Batu City. This study is expected to contribute theoretically to the tourism marketing literature by providing empirical evidence from the educational tourism context, and practically by offering insights for destination managers on designing strategies to enhance perceived value, improve visitor satisfaction, and encourage repeat visitation (Saragih et al., 2022b).

METHODS

This study employed a quantitative research approach using a survey method. Data were collected through questionnaires distributed to visitors of The Bagong Adventure Museum Tubuh who had visited the destination at least once. The study population consisted of weekend visitors to The Bagong Adventure Museum Tubuh. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents. The variables examined in this study were:

1. Perceived Value (X) as the independent variable
2. Customer Satisfaction (Z) as the mediating variable
3. Revisit Intention (Y) as the dependent variable

All indicators were measured using a five-point Likert scale. Data analysis used Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis included evaluation of the measurement model (outer model), structural model (inner model), hypothesis testing, and mediation analysis.

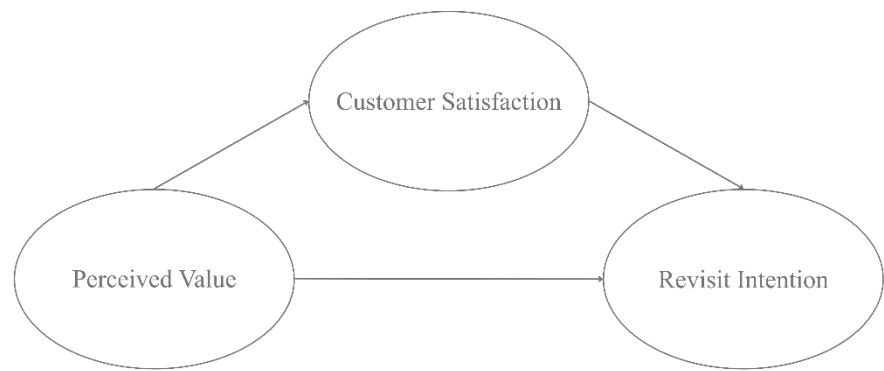


Figure 1. Conceptual Framework

The hypotheses tested in this study were as follows:

1. H1: Perceived Value has a positive and significant effect on Revisit Intention.

H2: Perceived Value has a positive and significant effect on Customer Satisfaction.

H3: Customer Satisfaction has a positive and significant effect on Revisit Intention.

H4: Customer Satisfaction mediates the relationship between Perceived Value and Revisit Intention.

RESULTS

Based on the respondent characteristics described in the study, most visitors to The Bagong Adventure Museum Tubuh were female, with most respondents belonging to the productive age group, particularly late adolescents to young adults. In terms of educational background, respondents were predominantly those with secondary to higher education levels, indicating that visitors generally possess adequate literacy and understanding of educational tourism concepts. This profile suggests the museum primarily attracts young, educated individuals interested in tourism activities that combine learning experiences with entertainment. From an occupational perspective, most respondents were students, followed by private-sector employees and other occupational groups, which aligns with the museum's positioning as an educational tourism destination. Furthermore, by visit frequency, most respondents had visited the museum more than once, indicating a positive initial experience and a strong tendency toward repeat visits. Overall, these respondent characteristics show that The Bagong Adventure Museum Tubuh strongly appeals to young and educated segments and has considerable potential to encourage revisit intention through its engaging and educational tourism offerings.

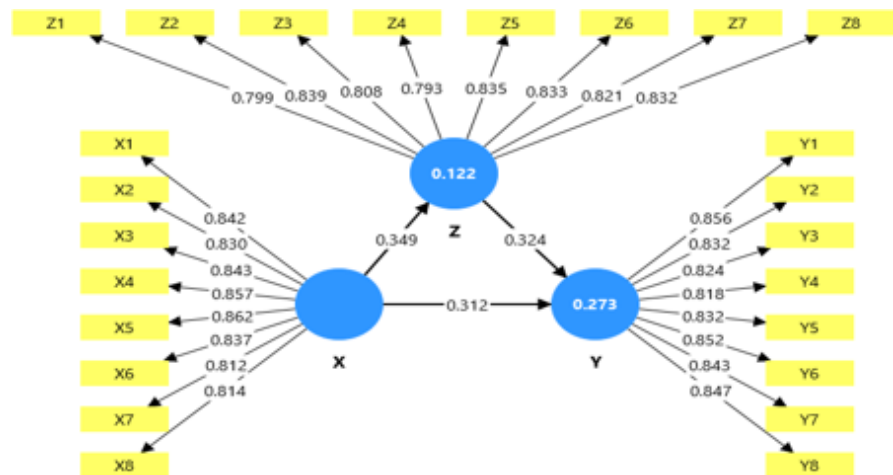


Figure 2. PLS Result

The outer loading test results show that all indicators had loading values above 0.70, indicating adequate convergent validity. Composite Reliability and Cronbach's Alpha values for all variables exceeded 0.70, confirming that the measurement instruments were reliable.

The R-square value indicates that Perceived Value and Customer Satisfaction moderately explain Revisit Intention.

Table 1. The R-square value

Variables	R-square
Customer Satisfaction	0.123
Revisit Intention	0.279

Based on the R-square results in Table 18, Revisit Intention has an R-square value of 0.279, indicating that the independent variables in the research model explain 27.9% of the variance in Revisit Intention. Meanwhile, Customer Satisfaction shows an R-square value of 0.123, meaning the independent variables explain 12.3% of the variance in Customer Satisfaction. These findings suggest that the model's explanatory power for the endogenous variables is weak to moderate, indicating that other factors outside the proposed model may also influence Customer Satisfaction and Revisit Intention.

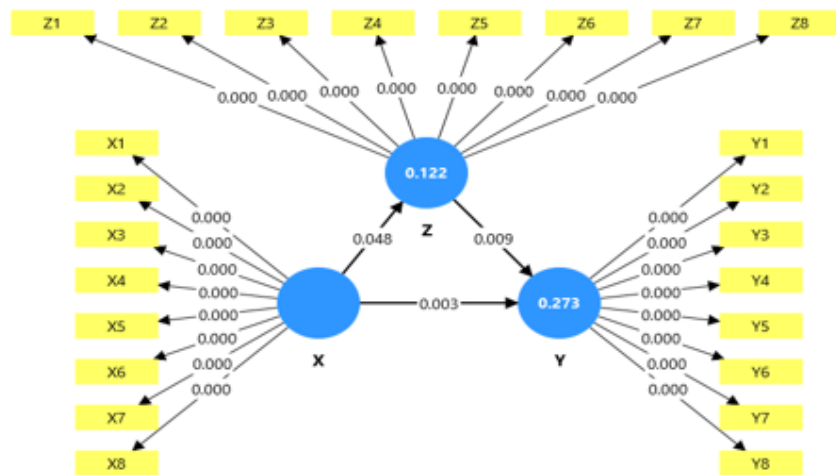


Figure 3. Bootstrapping Result

Table 2. Path Coefficient (Mean, T-Values)

Variable	Original sample	T statistics	P values	Desc
Perceived Value -> Revisit Intention	0.315	3.111	0.002	Significant
Perceived Value -> Customer Satisfaction	0.351	2.016	0.044	Significant
Customer Satisfaction -> Revisit Intention	0.328	2.696	0.007	Significant

Table 3. Indirect Effect

Variable	Original sample	T statistics	P values
Perceived Value -> Customer Satisfaction -> Revisit Intention	0.115	1.614	0.107

The results of hypothesis test 1 indicate that Perceived Value has a positive and statistically significant effect on Revisit Intention. This finding is supported by a coefficient of 0.315, a t-statistic of 3.111, and a p-value of 0.002, which is below the 0.05 significance level. Therefore, this hypothesis is supported. This result implies that when visitors perceive higher value from their experience at The Bagong Adventure Museum Tubuh—such as benefits that exceed the costs incurred—their intention to revisit the destination tends to increase. In other words, perceived value plays an important role in shaping visitors' decisions to return.

The hypothesis testing 2 results demonstrate that Perceived Value has a positive and significant influence on Customer Satisfaction. This

relationship is supported by a coefficient of 0.351, a t-statistic of 2.016, and a p-value of 0.044, which is below the 0.05 threshold. Accordingly, this hypothesis is accepted. These findings suggest that visitors who perceive greater value from the services, facilities, and overall experience provided by The Bagong Adventure Museum Tubuh are more likely to feel satisfied. Thus, perceived value is a key factor in enhancing visitor satisfaction levels.

The hypothesis testing results show that Customer Satisfaction has a positive and significant effect on Revisit Intention. This is indicated by a coefficient value of 0.328, a t-statistic of 2.696, and a p-value of 0.007, which is smaller than 0.05. Based on these results, we reject the null hypothesis. This finding indicates that satisfied visitors tend to develop a stronger intention to revisit The Bagong Adventure Museum Tubuh. Therefore, visitor satisfaction plays a crucial role in encouraging repeat visits and fostering long-term relationships between visitors and the tourist destination.

Hypothesis 4 reveals that the indirect effect of Perceived Value on Revisit Intention through Customer Satisfaction is not statistically significant. This is shown by a coefficient value of 0.115, a t-statistic of 1.614, and a p-value of 0.107, which exceeds the 0.05 significance level. Therefore, this hypothesis is rejected. These findings indicate that Customer Satisfaction does not mediate the relationship between Perceived Value and Revisit Intention. This suggests that Perceived Value has a more dominant direct influence on visitors' intention to revisit, rather than exerting its effect through Customer Satisfaction.

DISCUSSION

The Effect of Perceived Value on Revisit Intention

Perceived Value has a positive and significant effect on visitors' Revisit Intention to The Bagong Adventure Museum Tubuh. The higher the value visitors perceive, the stronger their intention to revisit the destination. Visitors evaluate their experience not only based on the price they pay, but also on the benefits obtained, the quality of educational content received, and the memorable impressions gained during the visit (Saragih et al., 2022a)

This finding highlights the importance of the overall tourism experience, which includes both emotional and intellectual elements. The results align with customer value theory, which states that perceived value reflects consumers' overall assessment of the benefits received relative to the sacrifices made, including time, effort, and monetary costs (Sinaga et al., 2025). These evaluations strongly influence future behavioral intentions, particularly revisit intention, which is crucial to the sustainability and development of educational tourism destinations such as The Bagong Adventure Museum Tubuh.

According to Zeithaml (1988), perceived value is a key determinant of consumer intention. Therefore, museum management must continuously improve service quality and the visitor experience to enhance perceived value. Perceived value is influenced not only by price aspects, but also by the quality of educational content, interactive facilities, and the uniqueness of the experience offered. The Bagong Adventure Museum Tubuh provides a distinctive attraction through its visual and interactive presentation of human anatomy, offering a learning experience that differs from other tourist destinations. This unique experience forms the basis for visitors' perception that the visit delivers high value and is worth repeating.

The Effect of Perceived Value on Customer Satisfaction

Perceived Value has a positive and significant effect on Customer Satisfaction. This indicates that when visitors perceive high value in the educational content, information delivered, available facilities, and overall experience, their satisfaction also increases. Customer satisfaction serves as an important indicator of the effectiveness of the tourism experience and can influence visitors' decisions to revisit the destination (Tan & Brahmana, 2019).

Perceived value plays a crucial role in shaping satisfaction because visitors consciously compare the benefits they receive with the costs, time, and effort they expend. When perceived benefits exceed these sacrifices, satisfaction emerges. Visitors' perceived benefits are not limited to gaining new knowledge about human anatomy; they also include enjoyable, interactive learning experiences.

Satisfaction arises from the congruence between visitors' expectations and the perceived performance during the visit, where visitors feel that what they receive meets or even exceeds their initial expectations. Satisfaction results from comparing expectations with the actual performance visitors perceive. Therefore, museum management needs to understand visitor expectations deeply to meet and surpass them by providing unique and engaging experiences. In doing so, the destination not only maintains visitor satisfaction but also achieves long-term value (Wiogo & Pattyranie, 2025).

The Effect of Customer Satisfaction on Revisit Intention

Customer Satisfaction has a positive and significant effect on Revisit Intention. Visitors who are satisfied with their tourism experience tend to have a stronger intention to revisit the destination. The satisfaction experienced can generate positive emotions such as happiness, contentment, and trust, which ultimately encourage the intention to return in the future. High satisfaction can create a strong emotional bond between visitors and the destination, leading them to

feel attached and willing to recommend it to others (Saragih et al., 2022a).

Visitor satisfaction relates not only to service quality and facilities, but also to the emotional and educational experiences gained during the visit. Satisfied visitors tend to retain positive memories of their experience, which further increases their intention to revisit and recommend the destination to others.

These findings are consistent with consumer behavior theory, which states that satisfaction is a key factor in shaping loyalty and revisit intention. In conclusion, efforts to enhance visitor satisfaction are essential because they directly affect a tourism destination's reputation and attractiveness (Anggraini et al., 2023).

The Mediating Effect of Customer Satisfaction on the Relationship between Perceived Value and Revisit Intention

The indirect effect of Perceived Value on Revisit Intention through Customer Satisfaction is found to be not significant. Visitor satisfaction has not been proven to be an effective mediating variable in the relationship between perceived value and revisit intention. Other factors may play a more dominant role in influencing this relationship. Although both perceived value and customer satisfaction have significant direct effects, satisfaction does not function as the primary pathway linking perceived value to revisit intention. Satisfaction does not always mediate the relationship between perceived value and repeat behavior (Karnawati & Fitrian, 2025).

This finding can be explained by theories suggesting that revisit intention is not solely determined by satisfaction but is also directly influenced by perceived value, such as unique experiences, educational aspects, and the destination's intrinsic attractiveness. In tourism, perceived value can directly influence revisit intention without necessarily passing through satisfaction, particularly when the destination has strong, distinctive characteristics that appeal to visitors. This explanation illustrates the complexity of the relationships among the variables and provides opportunities for further research in this field (Malikussaleh, 2023).

CONCLUSION

Based on the study results and the discussion of the effect of Perceived Value on Revisit Intention, with Customer Satisfaction as a mediating variable, at the educational tourism destination The Bagong Adventure Museum Tubuh, several conclusions can be drawn.

Based on the research findings, respondents show a very positive tendency toward Revisit Intention to The Bagong Adventure Museum Tubuh. This is reflected in the dominance of respondents' responses

indicating their intention to revisit and to recommend the destination to others. Respondents also perceive Perceived Value positively, particularly in terms of the benefits and experiences gained during their visit. In addition, Customer Satisfaction is categorized as very high, indicating that the museum's tourism experience meets and even exceeds visitors' expectations. This condition suggests that high perceived value and visitor satisfaction play an important role in shaping visitors' intention to revisit.

Perceived Value has a positive and significant effect on Revisit Intention. This means that the higher the value visitors perceive in their educational tourism experience at The Bagong Adventure Museum Tubuh, the stronger their intention to revisit the destination. Higher perceived value increases visitors' likelihood of returning. This value is derived not only from the quality of facilities and educational content, but also from emotional and social aspects, as well as the perceived fairness between the costs incurred and the experiences obtained. Therefore, perceived value is a crucial factor in forming revisit intention.

Perceived Value has a positive and significant effect on Customer Satisfaction. This indicates that the value visitors perceive can enhance their satisfaction while enjoying the educational tourism experience at the museum. Visitors tend to feel satisfied when the benefits they gain from the visit are perceived as equal to or greater than the sacrifices made in terms of cost, time, and effort. This finding emphasizes the importance of value creation in achieving visitor satisfaction.

Customer Satisfaction has a positive and significant effect on Revisit Intention. Visitors who are satisfied with the overall experience, service quality, and educational content provided are more likely to have a stronger intention to revisit the museum and to recommend it to others.

The mediation analysis results indicate that Customer Satisfaction does not significantly mediate the relationship between Perceived Value and Revisit Intention. The non-significant p-value of the indirect effect evidences this. These findings suggest that Perceived Value influences Revisit Intention more directly, without passing through customer satisfaction as an intervening variable. In other words, although visitors may feel satisfied, satisfaction does not serve as the primary factor in linking perceived value to the intention to revisit.

REFERENCES

Agyei, J., Sun, S., Abrokwah, E., Penney, E. K., & Ofori-Boafo, R. (2020). Influence of Trust on Customer Engagement: Empirical Evidence From the Insurance Industry in Ghana. *SAGE Open*, 10(1). <https://doi.org/10.1177/2158244019899104>

- Anggraini, V., Sadat, A. M., & Monoarfa, T. A. (2023). The Effect of Perceived Value and Tourist Experience on Revisit Intention through Customer Satisfaction as a Mediating Variable in a Tourism Village. *International Journal of Current Economics & Business Ventures*, 1(3), 328–340.
- Chotimah, S., Wahyudi, H. D., Fakultas, J. M., Universitas, E., & Malang, N. (2009). Pengaruh Perceived Value Terhadap Revisit Intention: Mediasi Customer Satisfaction Pada Pengunjung Jawa Timur Park 1 Batu. 1, 1–11.
- Do, A. D., Ha, D. L., Pham, M. T., Khuat, M. A. T., Le, V. A. T., Nguyen, D. N. D., & La, T. Q. (2025). Impacts of e-RLSQ on repurchase intention in Vietnam's e-commerce market: The mediating role of customer satisfaction and trust. *International Journal of Information Management Data Insights*, 5(2), 100346. <https://doi.org/10.1016/j.jjime.2025.100346>
- Harun, A., Obong, A., Kassim, A. W. M., & Lily, J. (2018). The effects of destination image and perceived risk on revisit intention: A study in the South Eastern Coast of Sabah, Malaysia. *E-Review of Tourism Research*, 15(6), 540–559.
- Karnawati, T. A., & Fitriani, I. (2025). Peran Mediasi Customer Satisfaction pada Hubungan Antara Perceived Value dan Service Quality Terhadap Repurchase Intention. 11(2), 262–268.
- Malikussaleh, U. (2023). The Influence Of Service Quality And Facilities On Customer. 8(2), 121–134.
- Saragih, M. G., Aditi, B., & Suyar, A. S. (2022a). Perceived Value, Kepuasan dan Revisit Intention Wisatawan pada Lokasi Wisata. *Journal of Business and Economics Research (JBE)*, 3(2), 253–258. <https://doi.org/10.47065/jbe.v3i2.1717>
- Saragih, M. G., Aditi, B., & Suyar, A. S. (2022b). Perceived Value, Kepuasan dan Revisit Intention Wisatawan pada Lokasi Wisata. 3(2), 253–258. <https://doi.org/10.47065/jbe.v3i2.1717>
- Sinaga, A. H., Rini, E. S., & Harahap, H. (2025). Enhancing Revisit Intentions: The Role of Perceived Value, Brand Experience, and Tourist Satisfaction in Bukit Lawang Ecotourism. *Formosa Journal of Multidisciplinary Research*, 4(1), 431–444. <https://doi.org/10.55927/fjmr.v4i1.12771>
- Subagio, H., & Saputra, R. (2012). Pengaruh Perceived Service Quality, Perceived Value, Satisfaction Dan Image Terhadap Customer Loyalty (Studi Kasus Garuda Indonesia). *Jurnal Manajemen Pemasaran*, 7(1), 42–51. <https://doi.org/10.9744/pemasaran.7.1.42-52>
- Syahputri Zahra Addini, Fallenia Della Fay, & Syafitri Ramadani.

- (2023). *Tarbiyah: Jurnal Ilmu Pendidikan dan Pengajaran*. *Jurnal Ilmu Pendidikan Dan Pengajaran*, 2(1), 161–166.
- Tan, H., & Brahmana, R. K. M. R. (2019). Pengaruh Perceived Value Terhadap Repurchase Intention Melalui Customer Satisfaction Sebagai Variabel Intervening Pada Shopee. *Agora*, 7(1), 1–7.
- Wiogo, L., & Pattyranie, P. H. (2025). The Effect of Service Quality and Perceived Value on Revisit Intention Mediated by Customer Satisfaction in Primary Health Care. *R2J*, 7(3), 1892.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. 1988.