



MOTIVATION OF TRAVELERS AS A DRIVING FACTOR OF EVENT ATTENDANCE IN CREATING INTEREST IN RETURNS VISITS MEDIATED BY VISITOR SATISFACTION

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KEYWORDS	ABSTRACT
motivation, visit interest, visitor satisfaction.	This study aims to determine and analyze tourist motivation as a driving factor for event attendance in creating repeat visitation intention mediated by visitor satisfaction. The method in this study uses quantitative methods. The population used in this study were visitors to a cultural event at the Branjang Tourism Village held in October 2021, the sample was selected using convenience accidental sampling. Based on the study's results, the first hypothesis is accepted, which means there is an influence. There is tourist motivation so that the wider community is willing to attend (event attendance) in the Branjangan cultural title. Hypothesis 2 is accepted, which means that it is influential; the community attending the event (event attendance) will contribute to visitor satisfaction with the Branjangan Culture Title. Hypothesis 3 is rejected, which means that it has no effect; event attendance does not affect increasing the public's interest in revisiting the next Branjangan Culture Event. Hypothesis 4 is accepted which means that it is influential, this means that the more visitors feel satisfied with the event, the more it will increase the interest of the community to revisit the Branjangan Culture Event. It can be concluded that event attendance will affect their Satisfaction. Furthermore, visitors who feel satisfied will have an impact on their interest in visiting again at the upcoming Branjangan Culture Exhibition event.

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INTRODUCTION

The tourism sector is still a priority sector for the government because it is considered capable of being a locomotive for the movement of the nation's economy (Elistia, 2021). The management of the tourism sector continues to be encouraged and developed by the government. Through various policies, the government encourages villages to become tourist villages (Ismatillaevna et al., 2023). Apart from successfully increasing the number of tourist villages in Indonesia, the government's push also intends to make villages the driving force for tourism (Noor et al., 2020). Thousands of tourist villages in Indonesia have important goals, including developing a creative economy and creating new jobs.

From year to year, the Ministry of Tourism and Creative Economy has made efforts to develop tourist villages to encourage people to preserve the potential that exists in their regions (Soeswoyo, 2021). Indonesia has more than 80,000 villages. BPS also noted that around 1,800 more tourist villages have grown in Indonesia. This does not rule out the possibility that many other tourist villages still have not been formally recorded. Indonesian tourism villages are classified into pioneering, developing, advanced and independent tourism.

In 2021 through the Indonesian Tourism Village Award / ADWI program carrying the theme Indonesia rises, the government encouraged the enthusiasm of tourism and creative economy actors in tourist villages with awards for the best tourist villages.

At the Central Java level, around 353 tourist villages have been recorded. This number has increased since 2019, totalling 229 villages out of 7,800 villages in Central Java. At the end of his term of office, the governor's target is to reach 500 tourist villages. According to the Head of the Central Java Youth Sports and Tourism Office, being able to build a good tourist village must be distinct from cultural factors. Namely the pattern of community life in the village that forms unique attractions to attract tourists.

Many tourist villages in Central Java raise competition for attractiveness between tourist villages for tourists. Each village seeks to have advantages compared to other villages. Especially for pilot tourism villages such as the Branjang tourism village, and Semarang Regency, it takes work to start a tourism village pilot during a pandemic. The pandemic that has hit for two years has affected the development of tourism activities.

However, since October 2021, the regions of Java and Bali have entered the PPKM Level 1 stipulation, which provides concessions for social and cultural activities, including opening various tourist attractions and destinations. In response to this decision, the Branjang tourism village intends to conduct cultural events to increase competitiveness among tourist villages.

Even though the Branjang Tourism Village was only established in 2021, this village already has several advantages. These advantages include having several traditional and religious traditions/ceremonies that are typical of agricultural villages and are still being preserved by the community. Namely the Arabian tradition, ticket tandur, nyadran ceremony etc. Until now, traditional and religious ceremonies have been carried out to preserve culture but have not been utilized as tourist attractions.

Branjang Village also has a wealth of artistic attractions. There have been many art groups both engaged in dance and music. Among other dance groups lumping horse, reog, gejuk mortar, tambourine and gamelan. Art potential is still intended for artistic activities in the village. It has not been packaged as a cultural tourism attraction.

In the effort of Branjang Village to seek a competitive advantage, the Branjang Cultural Exhibition was carried out in collaboration with STIEPARI Semarang. Efforts to organize this event at the same time to be able to increase the number of tourists. Visits from tourists are very much needed in pilot tourism villages. For event activities to bring in tourist visits, village activities need to present quality events. Quality events are believed to lead to visitor satisfaction. They can subsequently impact the desire to return to Branjang Village.

This research intends to study the quality of events in satisfying visitors and their impact on the intention to return to the tourist village of Branjang, Semarang Regency, by proposing 5 research objectives as follows 1) testing the effect of tourist motivation on event attendance, 2) testing the effect of event attendance on tourist satisfaction, 3) testing the effect of event attendance on the interest to repeat visits, 4) testing the effect of satisfaction on the interest to repeat visits and 5) testing whether tourist satisfaction mediates the influence of event attendance on the interest to repeat visits. The results of this research are expected to be a fair model for tourism village event organizers in order to attract tourist motivation to come on local event and event was presented to motivate tourist interest to revisit at the next event. The novelty of the research is that there is still little research on local-based events at the village level, The importance of tourist motivation variables in shaping event attendance and tourist satisfaction variables in encouraging the desire to revisit the local event.

METHODS

This research was located in the Branjang Tourism Village, West Ungaran District, Semarang Regency, from October 2021- July 2022. The population used in this study were visitors to the cultural event at the Branjang Tourism Village held in October 2021, whose exact population is unknown. By researchers, so based on the Lemeshow formula, a sample of 100 visitors was used (Sulaju et al., 2021). Then the sample was selected using accidental convenience sampling (Sugiyono, 2019), based on tourists' convenience and willingness to fill out a questionnaire when met or provide WhatsApp contact number data in the guest book, which will then be sent a Google form questionnaire.

Primary data in this study were respondents' answers related to questionnaires about tourist motivation, event attendance, event satisfaction and interest in repeat visits. Primary data was also obtained from interviews to obtain in-depth answers from tourists and the event committee. Secondary data was collected from websites, social media of the Tourism Village, mass media, documents from the Cultural Exhibition committee, tourism village managers and the Branjang Village government.

The main data collection technique uses a questionnaire distributed to event visitors using the www link. Google forms. com. Observations were also made during the event to feel and pay attention to the conditions. Interview techniques were carried out to obtain in-depth information on tourism village managers, event committees and some visitors with semi-structured questions. Document studies were carried out in the form of data from event committees, tourism village managers and tourism village governments.

This research uses ordinal data, type of data that uses variable labels to express the comparison of a data with no intrinsic value in the data. Label of these variables that uses for the data are the value of highly agree is 5, agree is 4, neutral is 3, disagree is 2 and highly disagree is 1.

The data is processed using SEM PLS to test the data analysis requirements, namely two things that are measured, namely the outer model and the inner model (Sihombing, 2022), using the research formula from the following equations:

1. $Z = a + b_1X + e$
2. $Y_1 = a + b_2Z + e$
3. $Y_2 = a + b_3Z + e$
4. $Y_2 = a + b_4Z + b_5Y_1 + e$

Information:

- a = intercept
- b1, ..., b5 = path coefficients
- X = Tourist Motivation
- Z = Event Attendance
- Y₁ = Satisfaction
- Y₂ = Interest to repeat visits

The criteria in the Outer model use a validity test carried out by measuring individual and simultaneous convergent validity and discriminant validity. The reliability test includes Cronbach Alpha and Composite Reliability. At the same time, the Inner Model criteria include R square, Q square, F square and Goodness of Fit (GoF). After the requirements test, it is continued by testing the hypotheses of several relationship effects between variables: the direct relationship test and the indirect relationship (mediation effect).

RESULTS AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

Testing the outer model aims to see the validity and reliability of a model. The analysis of this test can be seen from the influence of factor loading, Average Variance Extracted (AVE), Discriminate Validity and Composite Reliability. The following are the results of the outer model test, which show the outer loading value using the Smart PLS 3 analysis tool.

Loading Factor

In the early stages of testing the validity of a model is to test the convergent validity which can be seen from the loading factor for each construct indicator. The condition for an indicator to be declared valid is if the loading factor value is > 0.7 . If it is not valid, the indicator must be removed from the model (Mindari, 2022).

The results of the analysis of the outer model of this study can be seen in the image below.

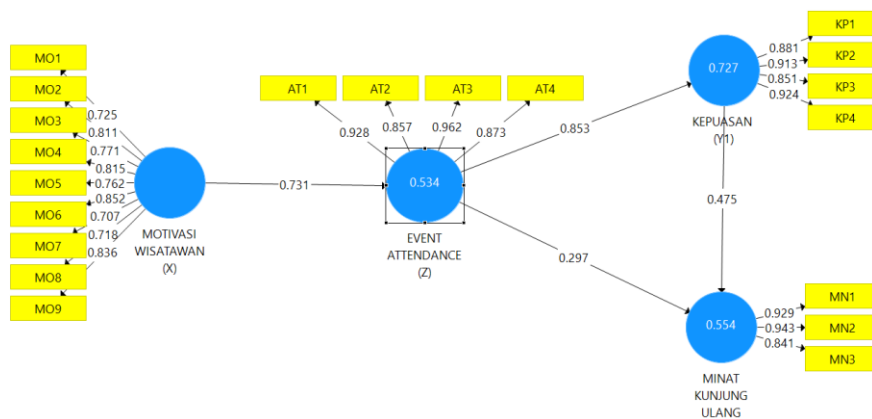


Figure 1. Outer Model Algorithm Results

Source: Processed primary data, 2022

As seen from the picture above, the latent variable of Tourist Motivation is 9 indicators, all indicators have a loading factor > 0.7 . Then in the Event Attendance variable, all four indicators have a loading factor > 0.7 . For the Satisfaction variable, all four indicators have a loading factor of > 0.7 . In the return visit interest variable, three indicators have a loading factor > 0.7 . It can be concluded from the analysis results show that the loading factor of all items from the four variables has a value of > 0.7 , so it is likely valid.

Average Variance Extracted (AVE)

AVE is the value that is also used in the Convergent Validity test. The AVE value expected to be declared valid in the research results is > 0.5 . In the table below, the latent variable constructs all have a value > 0.5 .

Table 1. AVE Output Results

Construct	AVE
X Tourist Motivation	0.607
Z Event Attendance	0.821
Y1 Satisfaction	0.797
Y2 Interest in Repeat Visits	0.820

Source: Processed primary data, 2022.

Discriminate Validity

Because there are no problems with convergent validity, a problem test related to discriminant validity is carried out. This test is used to test the validity of a model. The value of Discriminate validity is seen through the cross-loading value, which shows the correlation between constructs and their indicators and indicators from other constructs. The results of the cross-loading in the discriminate validity analysis are in Table 2 below.

Table 2. Cross Loading Value

Indicator	Event Attendance (AT)	Satisfaction (KP)	Interest (MN)	Motivation (MO)	Correlation	Desc
MO1	0.478	0.564	0.477	0.725	MO1>EA, KP, MN	Valid
MO2	0.519	0.407	0.459	0.811	MO2>EA, KP, MN	Valid
MO3	0.638	0.644	0.401	0.771	MO3>EA, KP, MN	Valid
MO4	0.566	0.499	0.589	0.815	MO4>EA, KP, MN	Valid
MO5	0.501	0.423	0.473	0.762	MO5>EA, KP, MN	Valid
MO6	0.802	0.701	0.540	0.852	MO6>EA, KP, MN	Valid
MO7	0.467	0.383	0.515	0.707	MO7>EA, KP, MN	Valid
MO8	0.333	0.308	0.391	0.710	MO8>EA, KP, MN	Valid
MO9	0.617	0.530	0.540	0.836	MO9>EA, KP, MN	Valid
AT1	0.928	0.787	0.565	0.605	AT1>KP, MN, MO	Valid
AT2	0.857	0.708	0.699	0.661	AT2>KP, MN, MO	Valid
AT3	0.962	0.811	0.642	0.675	AT3>KP, MN, MO	Valid
AT4	0.873	0.779	0.631	0.700	AT4>KP, MN, MO	Valid
KP1	0.754	0.881	0.562	0.529	KP1>AT, MN, MO	Valid
KP2	0.740	0.913	0.557	0.556	KP2>AT, MN, MO	Valid
KP3	0.733	0.851	0.768	0.642	KP3>AT, MN, MO	Valid
KP4	0.812	0.924	0.690	0.618	KP4>AT, MN, MO	Valid
MN1	0.687	0.675	0.929	0.605	MN1>AT, MN, MO	Valid
MN2	0.525	0.719	0.943	0.623	MN2>AT, MN, MO	Valid
MN3	0.478	0.572	0.841	0.461	MN3>AT, MN, MO	Valid

Source: Processed primary data, 2022.

These results show that each indicator has a true correlation value to the indicator in its variable rather than the correlation with indicators from other variables so that all indicators are declared appropriate to explain the construct of each variable and prove that the discriminant validity of all items is valid.

Composite Reliability

To ensure that there are no problems with measurement, the final step in evaluating the outer model is to test the unidimensionality of the model. This unidimensionality test was carried out using composite reliability and Cronbach's alpha. For these four variables, the cut-off point is 0.7. The results of data processing are presented in the following table:

Table 3. Composite Reliability

Construct	Composite Reliability
X Tourist Motivation	0.933
Z Event Attendance	0.948
Y1 Satisfaction	0.940
Y2 Interest in Repeat Visits	0.932

Source: Processed primary data, 2022

The table above shows that all constructs have a composite reliability value above 0.7. Therefore no problems are found in the unidimensionality of the effect of Tourist Motivation on Event Attendance and the effect of event attendance on Satisfaction and intention to return to the Branjangan Culture Event, Semarang Regency; all variables declared reliable.

Evaluation of Inner Model Testing

Coefficient of Determination R2 (R-Square)

The value of Q2 can know the goodness of fit in PLS. The Q2 value has the same meaning as the coefficient of determination (R-Square) in the regression analysis.

Table 4. Coefficient of Determination

Construct	R Square	R Square Adjusted
Z Event Attendance	0.543	0.529
Y1 Satisfaction	0.727	0.724
Y2 Interest in Repeat Visits	0.554	0.545

Source: Processed primary data, 2022

Based on the R-Square Table, the effect of Tourist Motivation (X) on Event Attendance (Z) is 0.529, meaning that the model can explain 52.9% of data, the effect of Event Attendance (Z) on Satisfaction is 72.4% and the effect of Event Attendance on interest in repeat visits is 54.5%, other factors influence the rest.

Hypothesis test

Coefficient t-statistics

PLS-SEM Significance Test (Bootstrapping) To see whether a hypothesis can be accepted or rejected by paying attention to the significance value between constructs, t-statistics and p-values. In the bootstrap resampling method in this study, the significance value used (two-tailed) t-value is 1.98 (significance level = 5%), provided that the t-statistic value must be greater than the t-table value of 1.98. The table below displays a hypothetical path image as follows.

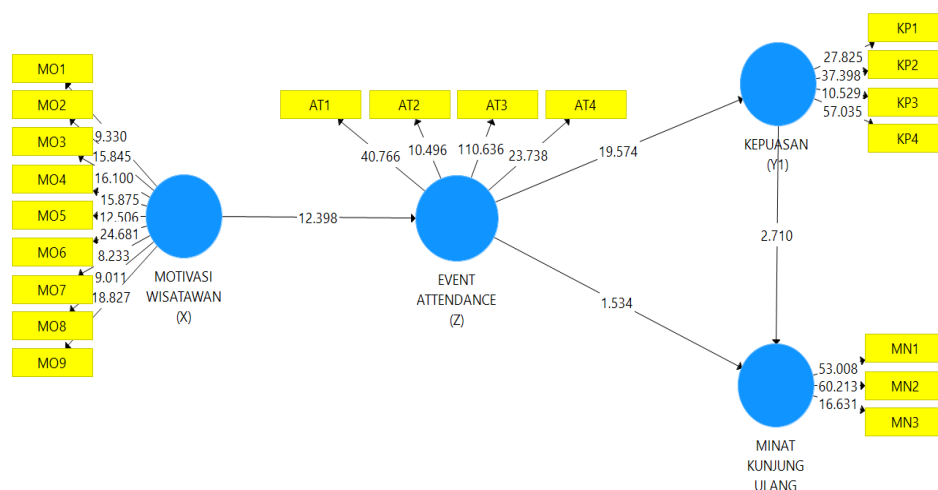


Figure 2. The T-Statistic Coefficient of Bootstrapping Results

Based on the picture above, the t-statistical value of the effect of tourist motivation on event attendance is 12.398 > t table 1.98. This shows that the influence of tourist motivation is significant in event attendance at the Branjangan Culture Event, Semarang Regency.

The t-statistic value of the effect of event attendance on Satisfaction is 19.574 > t table 1.98; this shows that event attendance's effect is significant.

The t-statistic value of event attendance on intention to return is $1.534 < t$ table 1.98. This indicates that the effect of event attendance is insignificant on the intention to return.

The t-statistic value of Satisfaction to repeat visits is $2.710 > t$ table 1.98. This indicates that the effect of Satisfaction is significant on the intention to repeat visits.

Table 5. Significance Test Results

No	Indicator	Original Sample	Sample Means	Standard Deviation	t-statistics	P-value
H1	MO → EA	0.731	0.745	0.057	12,857	0.000
H2	EA → KP	0.853	0.853	0.044	19,512	0.000
H3	EA → MN	0.297	0.301	0.183	0.1620	0.106
H4	KP → MN	0.475	0.483	0.176	0.2694	0.007
H5	EA → KP → MN	0.405	0.412	0.138	0.2642	0.000

Source: Processed primary data, 2022

- Hypothesis 1 : The Effect of Motivation on *Event Attendance*
- Results : Hypothesis testing showed a t-statistic value of $12.857 > 1.98$ and a p-value of $0.000 < 0.05$.
- Conclusion : Based on the calculation results above, hypothesis 1 is accepted, and it is stated that tourist motivation significantly influences *event attendance*.
- Hypothesis 2 : Effect of *Event Attendance* on Satisfaction
- Results : Hypothesis testing shows a t-statistic value of $19.512 > 1.98$ and a p-value of $0.000 < 0.05$
- Conclusion : Based on the calculation results above, it can be concluded that hypothesis 2 is accepted, and it is stated that there is a significant effect of *event attendance* on Satisfaction.
- Hypothesis 3 : The effect of *event attendance* on intention to repeat visits
- Results : Hypothesis testing shows a t-statistic value of $1.620 < 1.98$ and a p-value of $0.106 > 0.05$.
- Conclusion : Based on the calculation results above, it can be concluded that hypothesis 3 is rejected, and it is stated that there is no significant effect of *event attendance* on the intention to repeat visits.
- Hypothesis 4 : Effect of Satisfaction on intention to repeat visits
- Results : Hypothesis testing showed a t-statistic value of $2.694 > 1.98$ and a p-value of $0.000 < 0.05$.
- Conclusion : Based on the calculation results above, it can be concluded that hypothesis 4 is accepted, and it is stated that Satisfaction has a significant effect on the intention to return.

SEM Analysis with Mediation Effects Testing the mediation effect in PLS uses the procedure developed by (Baron and Kenny 1998 in Ghazali and Latan 2015) with the following stages (Anggraeni, 2020).

1. The first model examines the effect of the independent variables on the dependent variable and must be signed at the t-statistic of 1.98.
2. The second model examines the effect of the independent variable on the intervening variable and must be signed at the t-statistic of 1.98.
3. The third model simultaneously examines the effect of independent and intervening variables on the dependent variable. In this test, if the effect of the independent variable on the dependent variable

through the intervening variable is significant at the t-statistic of 1.98, then the intervening variable is proven to mediate the effect of the independent variable on the dependent variable.

Table 6. Simultaneous Significance Test

No	Indicator	Original Sample	Sample Means	Standard Deviation	t-statistics	P-value
H5	EA →KP →MN	0.405	0.412	0.138	0.2642	0.000

Source: Processed primary data, 2022

The table above shows the path coefficient that relates the indirect influence of event attendance on interest to repeat visits with tourist satisfaction as a mediating variable, With the results of the mediation test as follows:

- Hypothesis 5 : The effect of *event attendees on intention* to revisit through Satisfaction
- Results : Partial hypothesis testing shows the t-statistic value of the independent variable *event attendance* on the dependent variable interest in repeat visits of $1,620 < 1.98$ and the t-statistic value of *the event attendance independent variable* on the Satisfaction intervening variable of $19.512 > 1.98$. Simultaneous hypothesis testing shows the t-statistic value of the independent variable *event attendance* on the dependent variable interest in repeat visits through the intervening variable Satisfaction of $2.463 > 1.96$ with a significance value of $0.007 < 0.05$.
- Conclusion : Based on the calculation results above, hypothesis 5 is accepted. There is a significant effect of event attendance on the intention to return through Satisfaction.

The Effect of Motivation on Event Attendance

The study results show that the first hypothesis, which states that tourist motivation positively and significantly affects attendance at events, is accepted. This means that tourists who have high motivation want to attend the Branjangan Culture Event in Branjang Village, Semarang Regency.

The variables of tourist motivation in this study are measured by four dimensions: event enthusiasts, hang-around, novelty seekers and nature seekers. The event enthusiasts' dimension is measured by 2 indicators, namely the urge to like the atmosphere of the Cultural Exhibition event and the urge to socialize with fellow event enthusiasts. Two indicators measure the hang-around dimension: encouragement to enjoy the Branjangan Culture Event with family/friends and to take advantage of free time. The third dimension is novelty seekers, namely the desire to find the true meaning of an event, measured by three indicators: the desire to learn/increase knowledge about the event, the desire to experience attending the event, and the desire to see a new place or atmosphere. At the same time, the dimension of nature lovers is measured in 2 dimensions, namely the urge to appreciate the natural environment where the event is held and the desire to be close to the rural natural environment where the Branjangan Culture Event was held.

The results showed that the visitors to the Branjangan Cultural Exhibition gave strong scores in the novelty seekers and nature seekers dimensions, meaning that the visitors to the Branjangan Cultural Exhibition agreed that their strong motivation for coming to the Branjangan Cultural Exhibition was to seek meaning and enjoy the natural atmosphere of the countryside.

In the novelty seekers dimension, the most dominant indicator is the urge to learn and seek new knowledge related to the Branjangan Culture Event. As well as indicators of the dimension of nature seekers, especially the desire to be closer to the rural atmosphere where the Branjangan Culture Event occurs.

For attendance at the event to increase, tourist motivation must be fulfilled through strengthening aspects of fulfilling novelty seekers, namely how visitors can learn and get to know more so they gain knowledge about the cultural title event presented in the Branjang Village and also strengthen village-style offerings to fulfil the wishes of nature seekers.

Such a statement conveys that visitors participate in events mainly because they have a special motivation or interest in the products, events, historical heritage, or celebrations of the traditions presented. However, there is some degree of variation in their motivations (Kim & Jang, 2016). The results of the research support previous research conducted (Sayangbatti & Baiquni, 2013) in which the results of previous research stated that tourist motivation had a positive and significant effect on visiting decisions (event attendance).

The Effect of Event Attendance on Visiting Satisfaction

The study results show that the second hypothesis, which states that event attendance positively and significantly affects visitor satisfaction, is accepted. This means that the more tourists who attend and enjoy the event that takes place, the more Satisfaction of visitors to the Brajnangan Culture title will increase.

event attendance variable is measured in 4 indicators including the importance of attending events, attending events is fun, attending events is interesting, and attending events makes you more familiar with the Branjangnan Culture Event.

The presence of someone directly is important in an event to participate and experience the atmosphere of an event (Maeng et al., 2016). In addition to being physically present, attending an event also provides the benefit of social cohesion, which allows visitors to meet, interact and share views with other visitors and the local community through ethnic, linguistic, religious and historical ties.

The study of event attendance is a key factor in designing events. Furthermore, the most powerful indicator in event attendance is the fourth indicator, namely the importance of attending an event in terms of getting to know Being present at the Cultural Event made me more familiar with Branjang Village and the statement that attending an event is a pleasant thing for visitors and being present at the event make interesting things for visitors. In order to increase Satisfaction, visitors who attend are expected to be presented with a pleasant and interesting atmosphere for visitors so that they can feel Satisfaction with the event.

This research aligns with previous research (Whitfield et al., 2012), which stated that event attendance would affect visitor satisfaction at an event.

The Influence of Ettandenance Events on Interest in Repeat Visits

The study results show that the third hypothesis, which states that event attendance has a positive and significant effect on the intention to repeat visits, is rejected. This means that more than event attendance is required to automatically affect interest in revisiting to attend the Branjangnan Culture Event.

Three indicators measured interest in repeat visits in this study, namely wanting to visit the Cultural Exhibition again in the future, being willing to advise others to come to the upcoming Cultural Exhibition and being willing to prepare time and funds to return to the upcoming Cultural Exhibition. Come.

The strongest indicators are the first and second indicators, namely wanting to visit the Cultural Exhibition event again and being willing to suggest other people come to the Cultural Exhibition event in the future. For interest in repeat visits to be influenced by attendance at the event, it needs to be strengthened by other factors that will cause this indicator to increase, so visitors who attend the event must be given the event experience.

This research aligns with research (Diliani & Widayanto, 2020) who confirmed that attendance would encourage someone to revisit an event.

The Effect of Satisfaction on Interest in Repeat Visits

The study results show that the fourth hypothesis, which states that visitor satisfaction has a positive and significant effect on the intention to return to the event is accepted. This means that visitors who are satisfied with the experience of the event and are bound by their feelings about that destination will be interested in visiting again for the next Branjangan Culture event.

Four indicators measured visitor satisfaction in this study: attending the Cultural Exhibition is the right decision, feeling satisfied with the Cultural Exhibition event, the Cultural Exhibition is an interesting event for visitors, and will tell people that the Cultural Exhibition is interesting.

The study results show that the third indicator has the strongest satisfaction score because the Branjangan Culture Exhibition is an interesting event. Followed by indicators of praising and being willing to tell this event to others, feeling satisfied because the right decision was the right one to come to the event.

In this study, interest in revisiting was measured by three indicators: wanting to visit the Cultural Exhibition again in the future, being willing to advise others to come to the upcoming Cultural Exhibition and being willing to prepare time and funds to come back to the Cultural Exhibition. will come. The indicator with the highest score is the first indicator, namely the willingness of visitors to return to cultural events in the future.

This research is in line with research (Keliwar & Nurcahyo, 2015) which states that event visitor satisfaction will encourage someone to return to the next event.

Satisfaction Mediates the Effect of Event Attendance on Repeat Interests

The study results show that the fifth hypothesis states that there is a mediation of Satisfaction in the effect of event attendance on repeat visit intentions. This means that visitors are willing to repeat themselves at future events, so if they are present, they must feel satisfied with the Semarang Regency Branjangan Culture Event. This is in line with research on the impact of event satisfaction on the intention to return following research (Wirata, 2020) which states aspects of public Satisfaction as end evaluations of physical Satisfaction with physical conditions and social Satisfaction. So, event visitor satisfaction will lead to their closeness to the physical places visited and spur interest in visiting the event again.

Previous research has explained that the intention to revisit is a type of purchase intention, in which consumers will continue to use the product again in the future and maintain the frequency of consumption (Julyanthry et al., 2022). In the context of tourism, it is seen as the result of a tourist's evaluation of a tour (Burton, 2003). It defines the intention to revisit as a desire to revisit the same tourist attraction (Syarifuddin & Priyanto, 2020).

Interest in visiting again can be equated with a visitor's interest in staying in the same hotel on a subsequent visit to a place (Hidayanti & Masyhudi, 2020). When tourists get more Satisfaction or pleasure from an experience than their expectations, they will tend to plan to return to the same destination again.

The results of this study do not support previous research conducted in which the results of previous studies stated that event attendance had a positive and significant effect on the intention to return (Keliwar & Nurcahyo, 2015).

CONCLUSION

Conclusion Based on the results and previous discussion, the following conclusions can be drawn: 1) The first hypothesis is accepted, which means that there is influence, this means that there is a need for tourist motivation so that the wider community is willing to attend (event attendance) in the Branjangan cultural title. 2) Hypothesis 2 is accepted, which means it is influential; the community attending events (event attendance) will contribute to visitor satisfaction with the Branjangan Culture Title. 3) Hypothesis 3 is rejected, which means it has no effect, this means that event attendance has no effect in increasing the public's interest in revisiting the next Branjangan Culture Event. 4) Hypothesis 4 is accepted, which means that it is influential; the more visitors feel Satisfaction with the event, the more it will increase the public's interest in visiting the Branjangan Culture Exhibition again. 5) The fifth hypothesis is accepted, meaning that there is mediation, which means that event attendance will affect their Satisfaction. Visitors who feel Satisfaction will impact their interest in the upcoming Branjangan Culture Event.

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