



Customer Experience and Facilities to encourage Revisit Intention with Customer Satisfaction as an intervening variable at the Old Town tourist attraction in Surabaya

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ABSTRACT

This research aims to prove and analyze the influence of Customer experience and Facilities in influencing interest in returning to visit with Customer Satisfaction as an intervening variable at the Old Town tourist attraction in Surabaya. This type of research is causal-explanatory the population is visitors to the Old Town in Surabaya. The sampling method uses Accidental Sampling which is a group of Non-Probability Sampling. The data collection method uses a questionnaire involving 100 respondents and Smart PLS 4 as the analysis tool. Customer satisfaction has a positive and significant impact on customer satisfaction, facilities have a positive and significant impact on customer satisfaction, customer experience has a positive but not significant impact on customer satisfaction, facilities have a negative and insignificant impact on customer intention, and customer satisfaction has a positive and significant impact on customer satisfaction. Additionally, facilities have a significant impact on customer satisfaction through customer satisfaction, and customer experience has a significant impact on customer satisfaction through customer satisfaction.

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ABSTRAK

Penelitian ini bertujuan untuk membuktikan dan menganalisis pengaruh Customer experience dan Facilities dalam mempengaruhi minat berkunjung kembali dengan Customer Satisfaction sebagai variabel intervening pada objek wisata Kota Lama di Surabaya. Jenis penelitian ini adalah causal-explanatory dengan populasi adalah pengunjung objek wisata Kota Lama di Surabaya. Metode pengambilan sampel menggunakan Accidental Sampling yang merupakan kelompok Non-Probability Sampling. Metode pengumpulan data menggunakan kuesioner yang melibatkan 100 responden dan Smart PLS 4 sebagai alat analisis. Customer Satisfaction berpengaruh positif dan signifikan terhadap customer satisfaction, facility berpengaruh positif dan signifikan terhadap customer satisfaction, customer experience berpengaruh positif namun tidak signifikan terhadap customer satisfaction, facility berpengaruh negatif dan tidak signifikan terhadap customer intention, dan customer satisfaction

berpengaruh positif dan signifikan terhadap customer satisfaction. Selain itu, facility berpengaruh signifikan terhadap customer satisfaction melalui customer satisfaction, dan customer experience berpengaruh signifikan terhadap customer satisfaction melalui customer satisfaction.

Kata Kunci : Pengalaman Pelanggan, Fasilitas, Kepuasan Pelanggan, Niat untuk Mengunjungi Kembali

1. INTRODUCTION

Tourist is a sector that is quite important for improving the community's economy. With the presence of a new tourist spot, it will also improve the economy around the area. Tourism development can create new jobs for people around tourist areas, especially in the accommodation sector, food and beverage, transportation services sector and the sector other supporting industries (Nurarifin et al., 2024).

To ensure that tourism grows in line with the natural ecosystem, local communities and culture, the Indonesian government has implemented sustainable tourism in recent years (Nasrullah & Susanty in Margaretha R, 2024). The form of tourism that considers economic, socio-cultural, and environmental impacts is sustainable tourism (Wibowo & Belia, 2023). Tourism that is responsible for the environment, local communities, and the economy is sustainable tourism that is expected to be realized in Indonesia.

The tourism sector in the city of Surabaya itself is still experiencing fluctuations which are the impact of the Covid-19 pandemic, fluctuations can be seen from the number of tourists. The largest number of tourists was in 2019 with the number of domestic tourists being 10,354,135 and foreign tourists being 76,798, while the smallest number of tourists was in 2021, namely with domestic tourists being 2,940,506 and foreign tourists being 5,047. Although in 2023 there will be rapid growth with domestic tourists being 6,887,842 and foreign tourists being 29,326, the tourism sector still needs to make efforts to increase the number of tourists in Surabaya.

Existing unique destinations. The city of heroes or Surabaya, offers various cultural and historical tours. One of the interesting cultural and historical tourist attractions is the Old City area. With optimal management, the Old City can be a major attraction that can increase the number of tourist visits to Surabaya.

The Old City is a historical heritage with the attraction of magnificent colonial architectural buildings, historic streets, and a strong nostalgic atmosphere. The Old City of Surabaya is centered on Jalan Rawajali with a cluster of cultural heritage buildings that record the history of the development of Surabaya. Recently, the Old City area has been revitalized by the Surabaya city government and officially opened as a tourist destination on July 3, 2024. The revitalization of the Old City was carried out not only to repair old buildings, but it is also hoped that it can increase the number of tourists in Surabaya so that it can improve the economy of the surrounding community.

Old Town Surabaya adopts sustainable tourism by providing a memorable experience for customers in the form of a strong colonial atmosphere and historical buildings. Customers can enjoy various activities such as taking a historical tour, taking pictures in colonial or regional clothing with a background of historical buildings or enjoying siropen which is the first syrup in Indonesia.

It is important to pay attention to good experiences so that customers remain loyal (Evelyna, 2022). Customer experience is the impression felt by customers after purchasing a product/service. (Susilawati et al., 2022). Customer experience can be created with the right marketing strategy by providing emotional elements so that it can provide a deep impression for consumers. (Mihron & Nuvriasari, 2023). The experience gained by visitors when traveling will influence Revisit intention in the future. Visitors' desire to visit a tourist attraction is influenced by an impressive customer experience (Nabila, 2020).

In addition to prioritizing customer experience, Kota Lama Surabaya also prioritizes various facilities such as transportation to get around the old city, European-style clothing rentals and regional clothes, seating in the park area and other supporting facilities so that visitors feel satisfied. One of the things that can encourage tourists to stay at a tourist destination is facilities (Infrastructure in Alfariysi & Suyuthie, 2024). If the facilities are comfortable and attractive, consumers will feel more comfortable while visiting tourist attractions (Malikhah et al., 2023). By providing complete, quality facilities that are in accordance with visitor needs, a tourist attraction can increase visitor satisfaction and ultimately increase the number of visits and income.

One of the factors that must be considered for business success is Customer Satisfaction. (consumer satisfaction). Consumer satisfaction is something that consumers show when they realize that the goods or services offered are in accordance with what they expect. (Wijianti & Budiarti, 2023). If the desire is not

fulfilled then the consumer feels dissatisfied, and vice versa if the desire is fulfilled then the consumer feels satisfied (Ayu Fitriya et al., 2023). By paying attention to visitors having a positive experience and also providing adequate facilities, it is hoped that visitors will feel satisfied so that they are interested in visiting Kota Lama again. The satisfaction of visiting a tourist attraction can make someone interested in visiting again (Rafika Fikri et al., 2020).

The research conducted Malikhah et al (2023) stated that facilities and revisit interest cannot be mediated by consumer satisfaction, in contrast to the research results Dwi et al (2021) that stated that facilities and revisit interest can be mediated by satisfaction. Therefore, the role of Customer Satisfaction as an intervening variable needs to be considered.

Revisit intention is an important factor in ensuring the sustainability and long-term growth of a tourist destination . The intention to revisit reflects the high level of satisfaction and positive emotional connection built between the visitor and the attraction. In addition, visitors who are interested in returning often become unofficial ambassadors, recommending the place to others, who in turn can increase the number of new visitors and expand the tourism market . When consumers have consumed and evaluated the product/service, it can raise interest in revisiting (Ayu Fitriya et al., 2023). Interest in revisiting occurs because consumers want to use the product/service again (Sagita & Wulansari, 2023).

From the description above, it can be seen that Revisit intention is very important for tourist attractions, which has a direct impact on the sustainability and long-term success of the destination. When tourists have the intention to return, this shows that they are satisfied with the experience provided . Returning tourists not only provide more stable income, but also help promote the attraction through recommendations to others. In addition, attraction managers can be more efficient in planning development and improvements, because they can focus on maintaining and improving the quality of the visitor experience. This research is expected to provide insight for tourism managers about how aspects of Customer Experience and Facilities contribute to Customer Satisfaction and Revisit intention , which can ultimately strengthen the sustainability of the tourism sector in Surabaya.

2. METHOD

The information taken in this study is related to Customer experience , Facilities, Customer Satisfaction and Revisit intention . This type of research is causal-explanatory, the population of which is visitors to the Old City in Surabaya. The sampling method uses Accidental Sampling which is a group of Non-Probability Sampling . The data collection method uses a questionnaire with a Likert scale and Smart PLS 4 as an analysis tool. (SEM) or Structural Equation Modeling is an analysis technique used with the stages of the outer model and inner model.

3. RESULT DAN ANALISIS

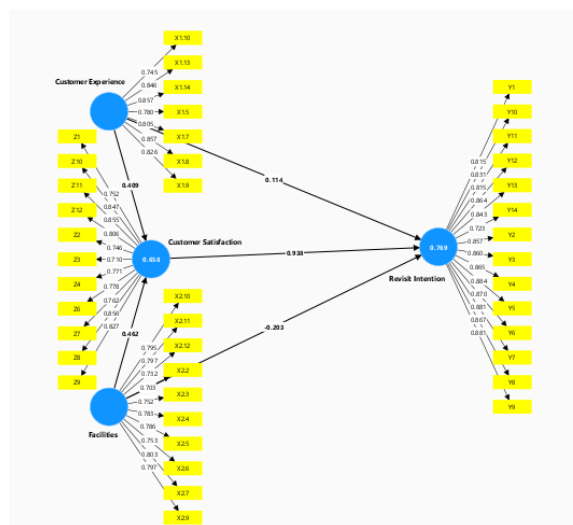


Figure 1. Outer Model

Convergent Validity

Table 1. *Outer Loading*

	The first stage	Second	Third	Fourth	Fifth
X1.1	0.532				
X1.2	0.612				
X1.3	0.626				
X1.4	0.716	0.696			
X1.5	0.700	0.748	0.763	0.774	0.780
X1.6	0.700				
X1.7	0.762	0.783	0.791	0.799	0.806
X1.8	0.789	0.822	0.825	0.843	0.857
X1.9	0.768	0.774	0.795	0.806	0.827
X1.10	0.867	0.713	0.729	0.743	0.745
X1.11	0.734	0.708	0.707	0.682	
X1.12	0.557				
X1.13	0.812	0.832	0.839	0.845	0.846
X1.14	0.790	0.816	0,827	0.848	0.857
X1.15	0.700	0.707	0.628		
X2.1	0.667				
X2.2	0.711	0.704	0.704	0.704	0.704
X2.3	0.749	0.752	0.752	0.752	0.752
X2.4	0.753	0.784	0.784	0.784	0.784
X2.5	0.789	0.786	0.786	0.786	0.786
X2.6	0.736	0.753	0.753	0.753	0.753
X2.7	0.791	0.803	0.803	0.803	0.804
X2.8	0.690				
X2.9	0.809	0.797	0.797	0.797	0.797
X2.10	0.783	0.795	0.795	0.795	0.795
X2.11	0.789	0.797	0.797	0.797	0.797
X2.12	0.732	0.731	0.731	0.731	0.731
Z1	0.765	0.762	0.764	0.766	0.769
Z2	0.754	0.758	0.761	0.764	0.766
Z3	0.725	0.717	0.720	0.724	0.727
Z4	0.774	0.769	0.768	0.768	0.767

	The first stage	Second	Third	Fourth	Fifth
Z5	0.689				
Z6	0.797	0.785	0.787	0.790	0.791
Z7	0.747	0.752	0.750	0.748	0.745
Z8	0.840	0.849	0.847	0.846	0.843
Z9	0.807	0.821	0.818	0.816	0.814
Z10	0.833	0.841	0.839	0.837	0,836
Z11	0.845	0.849	0.848	0.845	0.844
Z12	0.803	0.803	0.803	0.801	0.800
Y1	0.813	0.819	0.819	0.819	0.820
Y2	0.857	0.856	0.856	0.857	0.857
Y3	0.856	0.864	0.863	0.863	0.864
Y4	0.860	0.866	0.866	0.865	0.865
Y5	0.875	0.885	0.885	0.884	0.884
Y6	0.866	0.870	0.869	0.868	0.868
Y7	0.879	0.881	0,88	0.880	0.879
Y8	0.863	0.866	0.865	0.864	0.864
Y9	0.882	0.881	0.881	0.881	0.881
Y10	0.824	0.830	0.829	0.828	0.828
Y11	0.811	0.812	0.812	0.812	0.811
Y12	0.857	0.862	0.862	0.862	0.862
Y13	0.850	0.840	0.842	0.842	0.842
Y14	0.742	0.725	0.727	0.729	0.732
Y15	0.686				

Source: Primary data output from SmartPLS 4 processed by researchers (2024)

In the data processing results, it can be seen that the correlation value between the construct and the variable initially did not meet convergent validity . Model modification was carried out by eliminating statements on indicators that had loading factors below 0.70. In the fifth stage shown in the table, it shows that all loading factors have values above 0.70 after eliminating indicators that had loading factors below 0.70.

Discriminant Validity

Table 2. Cross Loading

	Customer experience	Facilities	Customer satisfaction	Revisit intention
X1.5	0.780	0.486	0.515	0.546
X1.7	0.805	0.722	0.618	0.504
X1.8	0.857	0.550	0.651	0,576
X1.9	0.826	0.609	0.609	0.491
X1.10	0.745	0.543	0.570	0.493

	<i>Customer experience</i>	<i>Facilities</i>	<i>Customer satisfaction</i>	<i>Revisit intention</i>
X1.13	0.846	0.654	0.662	0.592
X1.14	0.857	0.630	0.645	0.599
X2.2	0.448	0.703	0.445	0.340
X2.3	0.671	0.752	0.522	0.464
X2.4	0.446	0.783	0.546	0.373
X2.5	0.558	0.786	0.559	0.433
X2.6	0.664	0.753	0.656	0.501
X2.7	0.544	0.803	0.567	0.411
X2.9	0.740	0.797	0.709	0.570
X2.10	0.546	0.795	0.574	0.431
X2.11	0.509	0.797	0.611	0.485
X2.12	0.481	0.732	0.615	0.507
Z1	0.694	0.693	0.752	0.606
Z2	0.699	0.704	0.746	0.581
Z3	0.665	0.618	0.710	0.608
Z4	0.550	0.582	0.771	0.712
Z6	0.618	0.748	0.778	0.581
Z7	0.448	0.473	0.762	0.689
Z8	0.555	0.572	0.856	0.755
Z9	0.498	0.508	0.827	0.744
Z10	0.577	0.560	0.874	0.785
Z11	0.610	0.593	0.855	0.767
Z12	0.597	0.587	0.806	0.729
Y1	0.587	0.483	0.672	0.815
Y2	0.644	0.574	0.801	0.857
Y3	0.603	0.478	0.691	0.860
Y4	0.606	0.455	0.733	0.865
Y5	0.627	0.515	0.770	0.884
Y6	0.547	0.395	0.706	0.870
Y7	0.572	0.465	0.738	0.881
Y8	0.532	0.456	0.738	0.867
Y9	0.562	0.493	0.749	0.881

	<i>Customer experience</i>	<i>Facilities</i>	<i>Customer satisfaction</i>	<i>Revisit intention</i>
Y10	0.504	0.504	0.730	0.831
Y11	0.486	0.562	0.764	0.815
Y12	0.515	0.552	0.750	0.864
Y13	0.553	0.573	0.806	0.843
Y14	0.570	0.566	0.624	0.723

Source: Primary data output from SmartPLS 4 processed by researchers (2024)

In the cross loading table , it can be seen that each indicator has a higher loading on the measured construct compared to the loading value to other constructs. This means that each latent variable can be distinguished from other latent variables.

Composite Reliability

Table 3. Construct Reability and Validity

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_c)</i>	<i>(AVE)</i>
<i>Customer experience</i>	0.917	0.934	0.669
<i>Facilities</i>	0.924	0.936	0.594
<i>Customer Satisfaction</i>	0.941	0.949	0.629
<i>Revisit intention</i>	0.970	0.973	0.719

Source: Primary data output from SmartPLS 4 processed by researchers (2024)

In the table above, it can be seen that the Crombach's alpha value of each variable is above 0.7 and the AVE value is above 0.5. These results show good reliability and it can be concluded that all values are reliable .

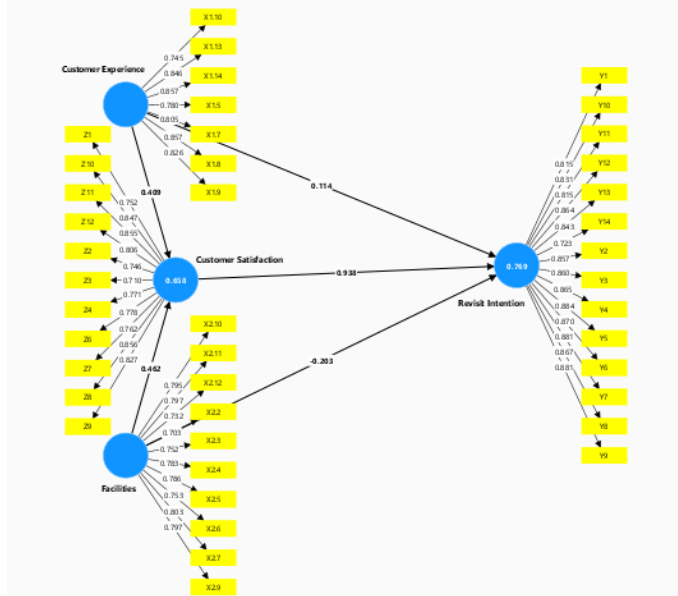


Figure 2. Inner Model

Coefficient of Determination (R²)

Table 4 . R-Square

	<i>R-square</i>	<i>R-square adjusted</i>
<i>Customer Satisfaction</i>	0.658	0.651

Customer Intention 0.769 0.761

Source: Primary data output from SmartPLS 4 processed by researchers (2024)

R-square test result of the Customer Satisfaction variable is 0.658, indicating that the Customer experience and Facilities variables are able to explain the Customer experience variable by 65.8%. So it can be concluded that the model is considered moderate. While the R-Square value of the Customer Intention variable is 0.769, indicating that the Customer experience, Facilities and Customer Experience variables are able to explain the Revisit intention variable by 76.9%. So it can be concluded that the model is considered strong.

Effect Size (f²)

Table 5. F-Square

	Customer Satisfaction	Revisit intention
Customer experience	0.226	0.021
Facilities	0.288	0.064
Customer Satisfaction		1,299

Source: Primary data output from SmartPLS 4 processed by researchers (2024)

The explanation is as follows:

- 1) Since there is a 0.226 correlation between customer experience and customer happiness, this relationship is regarded as medium.
- 2) Facilities have a moderate impact on customer satisfaction, as shown by their 0.288 coefficient.
- 3) Customer experience has a negligible impact on return intention, as seen by the 0.021 effect on revisit intention.
- 4) Facilities are thought to have a little impact on revisit intention, as seen by their 0.064 effect.
- 5) Customer satisfaction has a significant impact on return intention, as shown by the 1,229 correlation between the two variables.

Path Coefficients

Table 6. Path Coefficients

	Original sample	T statistics	P values
Customer experience → Customer Satisfaction	0.409	5.597	0.000
Customer experience → Revisit intention	0.114	0.981	0.327
Facilities → Customer Satisfaction	0.462	5.449	0.000
Facilities → Revisit intention	-0.203	1.678	0.093
Customer Satisfaction → Revisit intention	0.938	5.810	0.000
Customer experience → Customer Satisfaction → Revisit intention	0.383	4,758	0.000
Facilities → Customer experience → Revisit intention	0.433	4.914	0.000

Source: Primary data output from SmartPLS 4 processed by researchers (2024)

The explanation is as follows:

- 1) Customer satisfaction is significantly impacted by customer experience, as shown by the P values of $0.000 < 0.05$ found for the Customer Experience → Customer Satisfaction route.
- 2) P values of $0.327 > 0.05$ were found for the customer experience → revisit intention route, indicating that there is no significant relationship between customer experience and revisit intention.

- 3) Facilities have a considerable impact on customer happiness, as shown by the P values of $0.000 < 0.05$ derived from the Facilities → Customer happiness route.
- 4) Facilities do not significantly affect revisit intention, as shown by the P values of $0.093 > 0.05$ for the Facilities → Revisit intention route.
- 5) Customer happiness significantly influences revisit intention, as shown by the P values of $0.000 < 0.05$ found for the customer satisfaction → revisit intention route.
- 6) The relationship between customer experience and customer satisfaction and revisit intention yielded P values of $0.000 < 0.05$, indicating that customer satisfaction significantly influences revisit intention.
- 7) Facilities significantly influence revisit intention via customer happiness, as shown by the P values of $0.000 < 0.05$ for the route Facilities → Customer happiness → Revisit intention.

3.1. The Influence of Customer Experience on Customer Satisfaction at the Old City tourist attraction in Surabaya

The first hypothesis test revealed that Customer experience has a positive and significant effect on Customer Satisfaction at the Old City tourist attraction in Surabaya. These results show that the better the experience that visitors get, the more satisfied they feel. This can happen when the more the view of the historical building provides a pleasant visual experience for visitors, the more satisfied visitors will feel. The atmosphere and cleanliness of the environment that makes customers feel comfortable when visiting can make visitors feel satisfied. The experience that visitors get when traveling around the Old City of Surabaya which makes visitors nostalgic for history, and visitors are encouraged to take photos in the Old City of Surabaya is also a sign that visitors are satisfied with the experience they get.

This study supports the findings that customer satisfaction is significantly impacted by customer experience. According to the study's findings, customer satisfaction in this instance—a CV user—is significantly and favorably impacted by customer experience. The wifi service provided by Network Maha Jaya in Bakalan Village.

3.2. The Influence of Facilities on Customer Satisfaction at the Old City tourist attraction in Surabaya

The second hypothesis test revealed that Facilities have a positive and significant influence on Customer Satisfaction at the Old City tourist attraction in Surabaya. These results show that the better or more adequate the facilities provided by the tourist attraction, the higher the level of visitor satisfaction. The better the form of the facilities such as the neat and easily accessible layout of the facilities makes visitors feel more satisfied. Facilities that are able to meet the needs of visitors such as toilets, European and regional themed clothing rentals, and transportation that can be used to get around the Old City of Surabaya that function well can satisfy visitors. The more strategic the location of the facilities and easy to find and the better the quality such as the cleanliness of the toilets, information boards that function well and good lighting considering that the Old City of Surabaya is crowded at night, the more it increases visitor satisfaction.

This study is in line with research Dwi et al (2021) that tourism facilities are significant to visitor satisfaction. The study Kurniawan & Hanifah (2023) also shows the results of the analysis that facilities have a positive and significant effect on guest satisfaction at Novotel Jakarta Gajah Mada.

3.3. The Influence of Customer Experience on Revisit Intention at Old Town Tourist Attractions in Surabaya

The third hypothesis test revealed that Customer experience has a positive but insignificant influence on Revisit intention at the Old City tourist attraction in Surabaya. These results show that the better the experience felt by visitors such as the view of historical buildings providing a pleasant visual experience for visitors, the atmosphere and cleanliness of the environment when visiting the tourist attraction, the more likely they are to return .

Although the influence is positive, the impact is not strong enough in other words, there is not enough evidence to state that changes in Customer experience significantly affect the intention to return . This can happen because visitors feel the visual quality of historic buildings is less attractive, visitors feel less comfortable when exploring the old city area, lack of information understanding about historic buildings. In the answers of respondents to the customer experience variable , it can be seen that there are several respondents who disagree with the statement submitted by 40 respondents. In other words, visitor experience is not the main or significant factor that consistently influences their decision to return. The results of this study are not in line with research Nabila (2020) which has customer experience results that have a significant influence on repeat visit interest.

3.4. The Influence of Facilities on Revisit Intention at Old Town Tourist Attractions in Surabaya

The fourth hypothesis test revealed that Facilities have a negative and insignificant influence on Revisit intention at the Old City tourist attraction in Surabaya. This result shows that visitors feel that the existing facilities are not a determining factor for them to return. In some cases, perhaps even the opposite, the existing facilities do not support visitors' decisions to come back.

The existing facilities may be less able to meet the needs of visitors, in the respondent's answer item for the facilities variable it can be seen that there are 31 respondents who chose to disagree with the existing statement. This can happen because respondents may feel that facilities such as toilets and prayer rooms are limited so that there are quite dense queues, European-themed clothing rentals and limited areas are less than satisfactory so that visitors are less interested in visiting again. The findings of this investigation do not align with those of Alfariysi & Suyuthie's (2024) study, which found that there was a positive and significant influence because the tourism facility variable had an average TCR value of 68.5 and the return visit interest variable had an average value of 72.7.

3.5. The Influence of Customer Satisfaction on Revisit Intention at Old Town Tourist Attractions in Surabaya

The fifth hypothesis test revealed that Customer Satisfaction has a positive and significant influence on Revisit intention at the Old City tourist attraction in Surabaya. This result shows that the higher the level of satisfaction felt by visitors to the tourist attraction, the greater their intention to return to visit in the future .

When visitors feel satisfied with both the experience they get during their trip and the adequate and quality facilities, they tend to have a deep positive impression of the place. This positive impression encourages them to make it one of the main choices for their next visit. This is consistent with studies showing that visitor pleasure significantly influences the likelihood of returning.

3.6. The Influence of Customer Experience on Revisit Intention with Customer Satisfaction as an Intervening Variable at the Old City Tourist Attraction in Surabaya

The path coefficients show that Customer experience has a significant effect on Revisit intention through Customer Satisfaction . These results show that a good visitor experience in Kota Lama Surabaya can increase their level of satisfaction. High levels of satisfaction ultimately encourage them to have a greater intention to return.

This high level of satisfaction not only affects the perception of visitors towards Kota Lama Surabaya but also becomes a major factor in encouraging their intention to return in the future. Visitors feel that the facilities and services in Kota Lama Surabaya are of high quality and are commensurate with the costs incurred, visitors have a positive perception of Kota Lama Surabaya, and the fulfillment of expectations makes visitors feel satisfied.

Satisfied visitors tend to consider the destination worth revisiting, either to repeat the same experience or to explore new things it has to offer in the future. This is consistent with studies that The findings of the bootstrapping-based mediation study demonstrate that customer happiness may mediate the desire to return to a store.

3.7. The Influence of Facilities on Revisit Intention with Customer Satisfaction as an Intervening Variable at the Old City Tourist Attraction in Surabaya

The path coefficients show that Facilities have a significant effect on Revisit intention through Customer Satisfaction . These results show that adequate facilities provide a positive impression on visitors to the Old City of Surabaya , so they are more likely to have the intention to return to the tourist attraction in the future.

Adequate facilities cover various aspects, such as the availability of safe parking areas and proximity to the Old City of Surabaya tourist area , clean public toilets, complete rest areas, and easily accessible tourist information. When these facilities are well met, visitors feel more comfortable and satisfied while at the tourist location. A pleasant experience due to supporting facilities makes visitors more likely to have the intention to return in the future . This is in line with research Dwi et al (2021)stating that satisfaction can mediate facilities with the intention to revisit.

4. DISCUSSION/CONCLUSION

A sample of 100 respondents participated in this study, which was carried out in the Old City object in Surabaya. Respondents were distributed as part of the data gathering process. The first hypothesis is accepted and its veracity is examined based on the findings of the data analysis, which indicate that: (1) Customer satisfaction at Surabaya's Old City tourism destination is positively and significantly impacted by customer experience. (2) The second hypothesis is accepted and its veracity is examined since facilities at Surabaya's Old City tourist destination have a favorable and noteworthy impact on customer satisfaction. (3) The third hypothesis is disproved since customer experience has a favorable but little impact on the desire to revisit Surabaya's Old City tourist destination. (4) The fourth hypothesis is disproved since facilities have a negligible and adverse impact on visitors' intentions to revisit Surabaya's Old City tourism destination. (5) The fifth hypothesis is accepted as customer satisfaction significantly and favorably influences the propensity to revisit Surabaya's Old City tourist destination. (6) At the Old City tourism destination in Surabaya, customer satisfaction has a major impact on the desire to return. (7) At Surabaya's Old City tourism destination, facilities have a big impact on customers' intentions to return via customer satisfaction.

It is expected that the management of the Old City object in Surabaya can increase the interest in returning by providing a good experience for visitors. Providing a good experience for visitors can be done in several ways such as maintaining the cleanliness of the area and installing CCTV in the surrounding area so that visitors feel safe, maintaining the quality of existing services, installing information boards about historical buildings, offering more typical Surabaya food. Management can also improve existing facilities such as maintaining the cleanliness of public facilities and providing more seating areas. In addition, management is also expected to be able to maintain the quality of service so that visitors feel satisfied and have an interest in returning.

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