



# How to Make Them Coming Back? - Study on Indonesian Event Visitor's Behavior

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**Abstract** *Countless companies for marketing its products have done Event marketing multiple times. This is an effective strategy in marketing communication because it engages consumers by creating a good experience at the event hence they have positive feelings for the products and ended by purchasing them. This research aims to discover strategies that can increase the intention to revisit an event by trying to fill the conceptual gap in previous studies about the intention to revisit, satisfaction, event image, visitor experience, and events cape. About 263 analyzable questionnaires were gathered from the Honda ADV 150 Motor Launching event at The Park Mall Solo Baru by using Analysis of Moment Structure-Structural Equation Models to reveal the relationship among the conceptual variables. Results reveal that the program, facility, and staff of the events cape positively and significantly influence the visitor experience. Moreover, visitor experience significantly elevating the forming of destination image and satisfaction, also adding visitors' satisfaction by the destination image. Besides, satisfaction significantly increases the intention to revisit. This research results contribute to recognizing the behavior of event visitors. Managerial implications and future research directions for marketing events are presented.*

**Keywords:** *Event-Marketing, Events Cape, Visitor Experience, Event Image, Intention to Revisit*

## INTRODUCTION

In the last few decades, we have seen a significantly upgrowing event industry in the whole world (Brida et al., 2012; Brown et al., 2015; & Carneiro et al., 2019) which hold multiple advantages, such as promoting economical, social and cultural development; and let's not forget that event promotes traveling destinations. In this growing industry, the marketing event company is one of the most influential marketing communications. Thus, some events with a new experience for visitors are essential for product and service promotion (Liu et al., 2018), because this can make a bond between each visitor and the brand that it likely makes them buy some products (Event Marketing Institute and Mosaic Experiential Marketing, 2018). Another essential point is that the visitors tend to post their activities on whichever

social media platforms they have. Those posts will engage other social media users which automatically becomes a marketing content strategy that will bring advantage to elevate the focus of brands (Event Marketing Institute and Mosaic Experiential Marketing, 2016). In conclusion, the event is an effective strategy for brand achieving, marketing, and corporate-level targets (Zarantonello & Schmitt, 2013). There are many activities in an event including sports, live concerts, art exhibitions, festivals, or anything related to attracting visitor's enthusiasts.

The competition among event creators to attract more visitors coming to their event has reached a new level since there are numerous various event alternatives provided (Kruger & Saayman, 2018). Consequently, event practitioners are struggling to make a satisfying experience for event visitors so that they will come back or revisit in future events (Tanford

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& Jung, 2017). Intention to revisit on a visitor's mind is the main focus for event creators and their marketing team because it is a strong predictor in understanding consumers' behaviors in the future (Assaker & Hallak, 2013). Therefore, studies in these recent years have been focused on affecting behavior intention in the future that impacts visitor's loyalties (Wu et al., 2015; Bařarangil, 2018; Choe et al., 2018; and Kim et al., 2020). Hence, marketers and event creators need to understand several factors that influence consumers' loyalties to maintain and to increase the visitor's number in the future event.

To understand the visitor's loyalties concept, it is significant to inspect what causes visitors often revisit one destination. Several journals mentioned that the visitor's loyalties are associated with intention to revisit the same destination and visitor's willingness to share their positive experience to their friends and families during visiting the event (Anil, 2012; Mason & Paggiaro, 2012; Fourie & Kruger, 2015; & Sangpikul, 2018). The main factor affecting loyalties is the visitor's satisfaction. According to Soleimani and Einolahzadeh (2018), the high satisfaction can impact the high intention to revisit, thus implies repurchasing souvenirs and its service growth reputation (Kim et al., 2011; & Troisi et al., 2018). In this way, satisfaction control is crucial because it can be feedback to identify the causes of the decreasing visitors' satisfaction that is a negative impact on a future visit.

However, inmaking antecedent satisfaction models and visitor's behavior intention, researchers have to input visitor's experience (Prayag et al., 2013; & Prayag et al., 2015) because satisfaction and visitor's behavior intention have been affected by visitors feeling, such as their feeling towards service and interpersonal relation during the event (Ghorbanzade et al., 2019). If they have a good experience in one destination, most likely they would be happier and might revisit in the future (Kim & Brown, 2012). On the contrary, if one destination fails to give a wonderful experience to visitors then they won't revisit, ever (Sangpikul, 2018).

Besides, researchers and event creators also need to know the kind of stimulants which can improve the attractiveness and the retention of the event visitors, one of them is event attribute known as eventscape. There are plenty of literature studies about eventscape (Lee et al., 2008; Anil, 2012; Lee & Chang, 2017; and Choe et al., 2018). Lee et al. (2008) investigated festival attributes towards loyalties. Anil's (2012) study was focused on festival visitors' satisfaction and loyalties toward small, local, and municipality festival. Lee and Chang (2017) studied festival attributes towards festival identity linked to visitors' emotions and authenticity experience on two aboriginal festivals in Taiwan.

Different from the previous studies, the goal of this study is to investigate the behavior intention of Indonesian

event visitors by combining several conceptual frames simultaneously among eventscaapes, visitor experience, event image, satisfaction, and intention to revisit. Eventscaapes as a direct stimulant will affect visitor's experiences when they are in the event. Visitor's experiences will influence the visitor's perspectives about the overall event's image and lead to increasing visitor satisfaction. Thus, increasing visitor satisfaction may affect on raising the intention of the visitor to revisit in the future.

This research will give three contributions to tourism especially for visitors visiting a marketing event. For marketing literature, it offers an analysis of several dimensions that determine consumer's perceptions about event scape, visitor experience, event image, satisfaction, and intention to revisit. Furthermore, this research conveys the development of an integrated framework that investigates complex relations. Hopefully, this research will bring benefits for marketers and event creators in understanding consumer's behaviors during visiting an event, so that they could develop and apply a business strategy that implies increasing the event's visitor number.

## LITERATURE REVIEW AND CONCEPTUAL MODEL

### Stimulus-Organism-Response (SOR) Theory

SOR Theory explained that with a stimulant (S) accepted by any individual, someone can elaborate internal condition (O) which then gives implication to consequences management (R) (Peng & Kim, 2014). Next, individuals can deliver feedback to the environment with two reaction behaviors, including positive behavior, such as the urge to explore, stay, affiliate or work, and the contrary response like avoidance (Lee et al., 2011). In the beginning, SOR theory just focused on human emotions as a relation between stimulant and human behavior (Kim et al., 2020). The next-step SOR theory development conducted by Bitner (1992) combined cognition and physiology and also expanded the application to servicescaapes.

SOR theory has been researched a lot of times on tourism, such as Mehrabian and Russell's SOR development by Jang and Namkung (2009) which focused on an emotional response as mediation among atmospherics, product quality, and service quality to the visitor's behavior intention. Meanwhile, Kim and Moon (2009) concentrated on an emotional response as mediation between atmospherics and product quality to the visitor's behavior intention. Rajaguru's SOR theory (2014) observed on cinemas visitor by adding stimulants like visual and sound effects which motivated visitors to their intention and cinema's visit. Regarding the

integrative SOR model's development, research by Kani et al. (2017) put destination image both effectively and cognitively that mediated cultural values and credibility of destination source to the destination attachment, satisfaction, and revisit intention for tourists visiting Malaysia. By using the SOR model, this research claims hypothesis in which attribute event (stimulant) will cause perspective diversion about destination image because of positives visitor's experience (organism) that it leads to visitor satisfaction and their revisit intention (response).

## Attributes of Eventscape and Visitor Experience

Eventscape concept, referred to servicescape concept reported by Bitner (1992), is a physical environment condition where the services are provided. The services include surrounding conditions, encompassing ambient conditions, space features, and symbols, and artifacts. In servicescape, the provided services are often associated with the service environment in retail stores and restaurants. Meanwhile, in eventscape, the provided services are about services on events (Choe et al., 2018).

Festival is one form of event that has undergone multiple developments. Festivalscape concept has been studied to measure visitor's perception, not only the real features of the festival but also the atmosphere (Mason & Paggiaro, 2012). Lee et al. (2008) described that festivalscape is a condition experienced by festival visitors which can influence visitors to the festival's perspective, satisfaction, and loyalty. In this paper, the concept of the servicescape is adjusted to the scope of marketing event, and under the designation eventscape. Eventscape dimension variations discussed in the literature are various corresponding to the type of event, such as food events tended to highlight food dimension on eventscape (Bruwer, 2015), and heritage events more fixed on historical characteristics or heritage landscape (Fu et al., 2017).

Moreover, previous researches have often deliberated the dimension of eventscape. On cultural events, Lee et al. (2008) have determined seven dimensions involving convenience, staff, information, program, facility, souvenirs, and food. Meanwhile, Anil (2012) has categorized six dimensions including festival area, staff, food, souvenir, informational adequacy, and convenience. On food festivals, Yoon et al. (2010) have classified five dimensions those were informational service, program, souvenirs, food, and facilities. Meanwhile, Bruwer (2015) has composed of the dimensions to be four dimensions containing generic festival features, logistical features, comfort amenities, and festival venue, and service staff.

Furthermore, besides correlating cognitive and evaluative responses to environmental stimuli, eventscape also

involves the forming of experiences that originate from the perception of the typical festival, heritage, and landscape products. Therefore, natural consumption can be seen from the influence of the environment on traveler perceptions and affective responses. In general, the experience is related to the advantage accepted by the consumers, not only traditional and functional benefits but also the result of sensorial, affective, cognitive, behavior, and social benefits (Troisi et al., 2018).

Mason and Paggiaro (2012) have observed about eventscape and experience. They reported about festivalscape (food, fun, comfort) towards experience in which the dimensions of food contained quality attributes while the fun dimension enclosed people and collateral services. Meanwhile, Lee and Chang's (2017) study about eventscape and experience declared that programs and facilities positively impacted experience. Therefore, the proposed hypothesis as follows:

- H1. There is a relationship between the program of eventscape and visitor experience.*
- H2. There is a relationship between the facility of eventscape and visitor experience.*
- H3. There is a relationship between the staff of eventscape and visitor experience.*
- H4. There is a relationship between the informational adequacy of eventscape and visitor experience.*

## Visitor Experience, Event Image, and Satisfaction

Destination image is usually implied as a mental or behavior construct composed of the number of beliefs, ideas, and impressions of tourists towards a destination (Crompton J. L., 1979). Accordingly, the destination image is very crucial in tourism literature because it can conceive travel behavior and decision-making process (Zhang et al., 2014). Multiple kinds of literature that classify the types of destination image formed on various stages (pre-visit, during a visit, and post-visit) of the tourist experience (Prayag et al., 2015) establish tourists' perceived image of a destination dynamic (Lee et al., 2014). Yet, most of the literature review the perceptions of tourists' post-visit image and its relationship with post-travel evaluations for satisfaction level (Assaker & Hallak, 2013; Lee et al., 2014; & Su et al., 2020) and intention to recommend (Papadimitriou et al., 2015; and Stylidis et al., 2017). From those various researches, the point of the destination image is an overall evaluative interpretation of the holistic impression of tourists at the destination (Echtner & Ritchie, 1993).

Visitor's experience during their direct visitation will influence the visitor's perspectives about the more realistic and different images (Martín-Santana et al., 2017). Certainly, tourists can possess a more realistic destination image during

and after experiencing a place because the preconceptions of the destination can turn into a more complex perceived image (Gartner, 1994; and Beerli & Martín, 2004). Hence, the visitor experience could directly affect the destination image that induces to tourist satisfaction for the destination (Su et al., 2020). The previous researches stated that image could impact tourist satisfaction (Prayag, 2009; Wang & Hsu, 2010; and Prayag et al., 2015). The high level of satisfaction felt to the destination can be caused by the higher evaluation of a tourist keeps of the destination image (Zhang et al., 2014; Kim, 2017; and Martín-Santana et al., 2017). Besides that, an impressive tourism experience convinces positive effects on satisfaction (Kim, 2017). As a consequence, there are there following hypotheses:

- H5. There is a positive relationship between visitor experience and event image.*
- H6. There is a positive relationship between visitor experience and satisfaction.*
- H7. There is a positive relationship between event image and satisfaction.*

## Satisfaction and Intention to Revisit

In marketing and consumer behavior literature, satisfaction and intention behavior are two main research fields. Satisfaction is reflected as a part of the loyalty construct, while intention behavior is satisfaction confirmation and positive evaluation of a product (Troisi et al., 2018). Haryanto and Budiman (2016) define tourist satisfaction from a cognitive perspective as a result of tourist's evaluation and comparison of perception with expectation. The meaning is that tourist satisfaction happens when the real experience is higher than the expectations, and vice versa. On the other hand, satisfaction according to affective perspective is elucidated as positive feelings caused by experience (Grappi & Montanari, 2011; Mason & Paggiaro, 2012; & Chang et al., 2014).

Behavior intention is often connected to retentions and consumer's loyalty (Alexandris, Dimitriadis & Markata, 2002) in which satisfaction has become the main factor affecting tourist for their revisit intention (Bigné et al., 2001; and Wu et al., 2015) and an essential factor in creating long-term relationships with the visitors (Akhoondnejad, 2016; and Song et al., 2014). Grappi and Montanari (2011) stated that satisfied consumers tend to change their interest to something different so that to keep visitor's loyalty at the event, event creators should offer satisfactory experiences to their visitors (Wu et al., 2015; and Lee & Chang, 2017) and provide their essential needs and wants (Grappi & Montanari, 2011). Moreover, satisfaction plays an important role in making visitors revisit in one place (Soleimani & Einolahzadeh, 2018). As such, the study proposes the following hypothesis:

- H8. There is a positive relationship between satisfaction and behavior intention.*

## RESEARCH CONTEXT AND METHODOLOGY

### Sample and Data Collection

The study was held at Honda Motor ADV 150 launching event conducted by Main Dealer Astra Honda Motor (AHM) Central Java at 28 – 29 September 2019 in The Park Mall, Solo. This event also invited the Honda Motor community in Central Java to enlighten the event and to participate in a series of events, such as the launching procession and the convoy of Honda motorbikes around Solo. It consisted of an entertainment stage and stand booths for each different activity. Furthermore, sales promotion was positioned at each stand booth to educate visitors and to conduct prospects for motorcycle sales. This event presented various shows, from PongkiBarata live concert as a guest star, parade music, fashion show, several competitions (hip-hop music, KPOP dance cover, and photography), ADV 150 touring by top management of Astra Honda Motor (AHM) Central Java, press and guest, and motor convoy. There were also various supporting events, such as free Honda motorbike service for Mall visitors, ADV 150 test ride, VR games, press conference Launching the ADV 150, and door prize distribution for event visitors. The door prize coupon redemption was done at the relevant stand booth and finished before the peak of the Honda ADV 150 launching procession.

Due to a lack of time and manpower, data sampling was completed by a convenience sampling technique on visitors. Respondents were randomly selected from visitors with the age of 17 years and older. To obtain representative samples, this research was conducted at the time of 14.00-22.00. We expected that it could attract more Mall visitors to see the event then gained more various respondents. The survey was carried out by spreading questionnaires on the door prize coupon exchange spot to urge visitor's participation.

From 350 questionnaires returned, there were 263 completed analyzable respondent questionnaires which produced a total response rate of 75.14%. The descriptive statistics of the sample can be seen in Table 1. As many as 71.10% of tested visitors were men. The visitors' age grouped around 17-29 years old and 30-30 years old with the percentages of 66.92% and 23.95%, respectively. Among the visitors, 50.57% were graduated from high school or below, 31.56% of visitors were graduated from bachelor and 17.87% rest were diploma graduates.

**Table 1: Descriptive Statistics**

Profil	Frequency	Percent
<b>Gender</b>		
Male	187	71.10
Female	76	28.90
<b>Age</b>		
17–29 years old	176	66.92
30–39 years old	63	23.95
40–49 years old	17	6.46
50 years old or above	7	2.66
<b>Education</b>		
High school or below	133	50.57
Diploma	47	17.87
Bachelor	83	31.56

## Variable Definitions and Measurements

Variable definitions and their measurements are discussed as follows. The selection of the measured items was chosen based on the development of the empirical study that is adopted according to the research environment.

First, eventscape is introduced as the overall physical event environment and was measured using 19 items including (a) program, (b) facility, (c) staff and (d) informational adequacy (Lee et al., 2008; Anil, 2012; and Lee & Chang, 2017). The program was valued by attractive shows, entertainment variation, quality of program, interesting artists, and a well-organized program. The facility was tempted by its comfort, cleanness, available parking lot, interior design, and enough festival layout with enough size location for the event. The staff was assessed by staff behavior, their knowledge about the event, their response, their willingness to help visitors, and their politeness. The informational adequacy was verified by enough information on commercials, signboards, pamphlets, and easy-to-read signature.

Second, visitors' experience is illustrated as a good form of communication in thoughts and feelings subjectively. It was confirmed by enjoyed, thrilled, interest, and different experiences (Kim & Ritchie, 2014; and Su et al., 2020).

Third, event image is defined as a subjective stigma and perception of the whole event. It was evaluated with three items those were good prestige, good brand reputation, better reputation than others that were adopted from previous researches (Wong et al., 2015; and Wu & Ai, 2016).

Fourth, satisfaction is described as an individual feeling caused by facts that exceed hopes. Based on the previous researches, there were four items to measure satisfaction

those were satisfaction, the right choice, appropriate expectation, and exceed expectations (Lee et al., 2007; and Mason & Paggiaro, 2012).

Finally, the intention to revisit is interpreted as the individual's desire to re-visit the festival in the future. The intention to revisit is adopted from the research by Arya and was measured with probability, will, tendency, interest, and desire. Those variables were rated using a five-level Likert scale: 1 (strongly degree) to 5 (strongly agree). Hypothesis test was conducted using the Structural Equation Model with AMOS 23.

## RESULTS

### Analysis of Validity and Reliability

In this research, we used composite reliability (CR) to test construct reliability. The value of CR should be higher than 0.7 so that the construct reliability test can be accepted (Fornell & Larcker, 1981). Meanwhile, the validation used in this research were employed to examine construct validity. The types of validity could be accepted if factor loading is cut off 0.4 and the average variance extracted (AVE) is more than 0.5 (Lee et al., 2008; Hair et al., 2010; and Ferreira et al., 2016).

Table 2 informs that all construct has fulfilled the reliability standard in which the estimated value of the CR of latent constructs is between 0.762 and 0.902. Next, the validity test is represented by a good validity value on the extracted indicator, where the factor loading is ranged from 0.619 until 0.848, and AVE is ranged from 0.488 to 0.672. The validity of the informational adequacy is still acceptable because AVE is less than 0.5 and CR is higher than 0.6 (Fornell & Larcker, 1981; and Pervan et al., 2017).

**Table 2: Validity and Reliability Test**

Variables	Indicators	Factor Loading	CR	AVE
Program	PRO 1	0.828	0.902	0.648
	PRO 2	0.756		
	PRO 3	0.816		
	PRO 4	0.785		
	PRO 5	0.838		
Facility	FAC 1	0.730	0.838	0.509
	FAC 2	0.747		
	FAC 3	0.619		
	FAC 4	0.723		
	FAC 5	0.741		

Variables	Indicators	Factor Loading	CR	AVE
Staff	STA 1	0.814	0.883	0.601
	STA 2	0.756		
	STA 3	0.793		
	STA 4	0.739		
	STA 5	0.773		
Information Adequacy	IAD 1	0.691	0.792	0.488
	IAD 2	0.681		
	IAD 3	0.722		
	IAD 4	0.701		
Visitor Experience	VEX 1	0.766	0.840	0.569
	VEX 2	0.722		
	VEX 3	0.776		
	VEX 4	0.751		
Event Image	IEM 1	0.680	0.762	0.517
	IEM 2	0.766		
	IEM 3	0.708		
Satisfaction	SAT 1	0.782	0.832	0.556
	SAT 2	0.754		
	SAT 3	0.809		
	SAT 4	0.623		
Intention to Revisit	INR 1	0.848	0.891	0.672
	INR 2	0.795		
	INR 3	0.843		
	INR 4	0.791		

## The Result of Hypotheses Testing

The overall measurement test was performed to identify the proposed model validity and the hypothesis. SEM was taken for evaluating relations among the constructs. Table 3 lists the overall results of the model; chi-square = 492.742; chi-square/df = 1.085; adjusted goodness-of-fit index (AGFI) = 0.875; comparative fit index (CFI) = 0.993; tucker-lewis index (TLI) = 0.992; and root mean square error approximations (RMSEA) = 0.018. Those values have appropriated with the criteria in which the chi-square/df ratios shouldn't exceed 3.0 (Pestana et al., 2020); AGFI emerges satisfying measurement model if the value is above 0.8 (Wu et al., 2015); the value CFI and TLI should be higher than 0.9 (Hu & Bentler, 1999); and RMSEA is less than 0.08 (Hu & Bentler, 1999; and Martín-Santana et al., 2017). To determine either the acceptance or the refusal of the hypothesized relationship between the latent constructs, it can be seen from the significant coefficient in the structural model.

Fig. 1 displays the path diagrams of all structural relationships of the event. The program, facility, and staff providing the eventscape positively and significantly affect

visitor experience; ( $\beta = 0.226$ ; SE = 0.114; CR = 1.978), ( $\beta = 0.351$ ; SE = 0.137; CR = 2.568), ( $\beta = 0.240$ ; SE = 0.122; CR = 1.973). The informational adequacy of eventscape insignificantly influences visitor experience ( $\beta = 0.181$ ; SE = 0.207; CR = 0.873). Thus, it can be concluded that H1, H2 and H3 were supported at events whereas H4 was rejected.

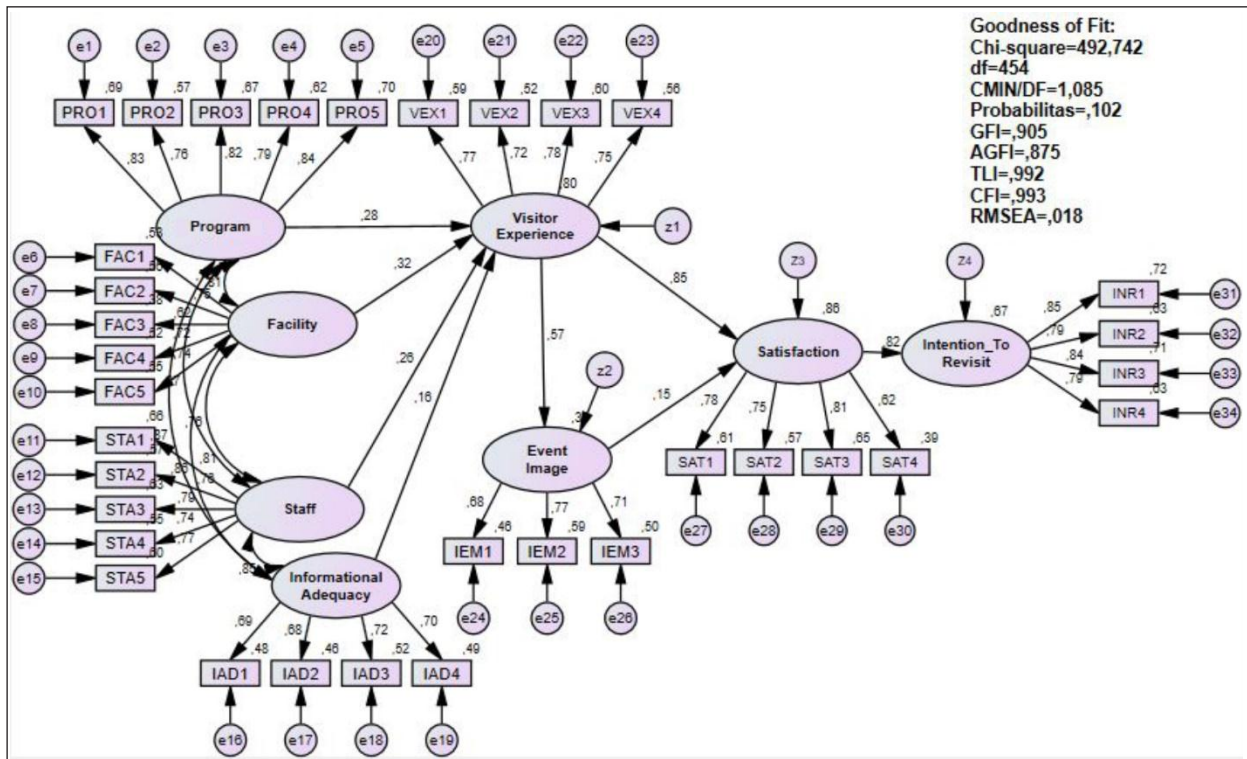
In this research, the facility has primary effects on the visitor experience. The result of this study differs from the study conducted by Carneiro et al. (2019), where program and design are strong contributors that shape visitor experience, whereas the program is the most influential event attribute to visitor experience (Lee et al., 2008; Grappi & Montanari, 2011; and Lee & Chang, 2017). This shows the difference in visitor experience at the event due to the difference in the eventscape itself which depends on the types and characteristics of the event, location, and culture (Choe et al., 2018).

Our results demonstrate that visitor experience significantly and positively affects the event image ( $\beta = 0.578$ ; SE = 0.082; CR = 7.037). Besides, the same results are also exposed by visitor experience and satisfaction ( $\beta = 0.646$ ; SE = 0.079; CR = 8.153). So does with event image and satisfaction ( $\beta = 0.114$ ; SE = 0.049; CR = 2.324) which displays positive and significant relation. The next results convey that intention to revisit is significantly affected by consumer's satisfaction ( $\beta = 1.175$ ; SE = 0.127; CR = 9.281). Accordingly, H5, H6, H7 and H8 were supported at event.

This result supports previous researches result (Prayag et al., 2015; Kim, 2017; Sharma & Nayak, 2018; Carneiro et al., 2019; and Huete-Alcocer & López-Ruiz, 2019) which concludes experience significantly elevating the forming of destination image and satisfaction, also adding tourist satisfaction by the destination image. Thus, this result represents the importance of experience as a base of tourist satisfaction and destination image. Next, this result contributes to express the importance of destination image felt by visitors during the experiences. Meanwhile, the previous researches stated that destination image was often described before tourist visiting which affected tourist's visiting motivation (Kim et al., 2012; and Zhang et al., 2014). During and after visiting destination, the tourist's perspective will change to the image (Martín-Santana, Beerli-Palacio & Nazzareno, 2017), then this research highlights the experience as the antecedent which affects on image changes felt by tourist during their visit. This research also highlights that a positive image on the destination will create a high visitor's satisfaction, and intention to revisit is governed by the visitor's satisfaction. The result in this study has a similar result to the previous studies (Assaker & Hallak, 2013; Wu et al., 2015; Bintarti & Kurniawan, 2017; Başarangil, 2018; and Soleimani & Einolazadeh, 2018). Therefore, this research gives a well understanding of the relationship of experiences and intention to revisit which is related to image destination and satisfaction during visit.

**Table 3: Result and Goodness-of-Fit Indicates**

Variables	Estimate	S.E.	C.R.	P-Value
VEX ← PRO	0.226	0.114	1.978	0.048
VEX ← FAC	0.351	0.137	2.568	0.010
VEX ← STA	0.240	0.122	1.973	0.048
VEX ← IAD	0.181	0.207	0.873	0.383
IEM ← VEX	0.578	0.082	7.037	***
SAT ← VEX	0.646	0.079	8.153	***
SAT ← IEM	0.114	0.049	2.324	0.02
INR ← SAT	1.175	0.127	9.281	***
<b>Goodness-of-fit model</b>				
Chi-square				492.742
Probability				0.102
CMIN/DF				1.085
AGFI				0.875
CFI				0.993
TLI				0.992
RSMEA				0.018



**Fig. 1: Results from the Model**

## CONCLUSIONS, LIMITATIONS, AND IMPLICATIONS

Theoretically, this research contributes to the development of the frame theory to understand the complex relationship among five important marketing constructs including eventscape, visitor experience, event image, satisfaction, and intention

to revisit. This study also delivers overall evaluations of the event visitors perception to all variables. The measurement model tests show that the relationship among all dimensions has a proper model fit. Besides, the reliability and validity tests indicate a good result for each variable.

In this research, we identified four-event attributes through visitor experience which will have implications on image,

satisfaction, and intention to revisit. Then, the facility is the most influential dimension from eventscape to visitor experience. But, all four dimensions of eventscape seems to be essential components in evaluating event visitation because visitors can consider this dimension as part of the overall evaluation they feel. Besides that, the empirical results also denote that visitor experience proceeds positive effects on the image. The positive relationship recognized between visitor experience and image could be interpreted as the high number of experiences felt by the visitors that would affect a better impression about the event in their mind. Next, the visitor's satisfaction positively impacts the intention to revisit. The positive relation between satisfaction and intention to revisit could be a sign that satisfied visitors will possess the intention to revisit the event in the future.

Practically, this research gives insight for marketers and event creators in developing successful services marketing strategies. Marketers and event creators need to figure out types of stimulant which allow effects directly and indirectly on visitor's satisfaction. Besides that, the results also demonstrate overall evaluations from attendees about visitor experience and event image effectively elevating visitor's satisfaction which could implicate to intention to revisit.

Asides from several advantages we got from this research, this research still has few limitations. First, researchers did not evaluate pre-consumption expectations because several things could affect post-consumption evaluations and emotions of visitors. With pre-consumption expectations, the researchers could test the difference and compare pre-consumption expectations and post-consumption which forms visitor's happiness. Second, because we studied the field of marketing events, the next research can be focused on the effect of product sales before and after the event periodically. Thus, the effectiveness of the marketing event to buying intention for the offerable product from the company can be reviewed. Therefore, the company can determine other marketing strategies if marketing events cannot elevate the number of sales.

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