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The Effect of Service Quality and Heritage Tourism on Tourist Loyalty: The Case of Borobudur Temple

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Abstract: UNESCO designated Borobudur as a World Heritage Site (WHS), a tourist and cultural destination capable of increasing visitor demand. However, the number of international tourists visiting the Borobudur Temple Park is still considered low compared to similar destinations in other countries, such as Angkor Wat in Cambodia. This study aims to identify the determinants of visitor loyalty to Borobudur through consumer preferences, as indicated by service quality and heritage tourism variables. This research employs the reflective measurement model. We conducted this study at the Borobudur Temple tourist site. We used a non-probability sampling technique, specifically accidental sampling, with 248 domestic and foreign tourists visiting Borobudur. The results indicate that price and responsiveness have a positive effect on satisfaction, as well as on loyalty. While communication significantly influences satisfaction, tangibles have a significant impact on loyalty. Furthermore, research has proven that tourist satisfaction positively influences tourist loyalty. The conclusion of this study is that tourists' high loyalty to Borobudur indicates that individual experiences with service quality and price are important factors influencing travel characteristics and destination loyalty.

Keywords: heritage tourism; service quality; tourist loyalty; price; world heritage site

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1. Introduction

Heritage tourism is currently growing in line with the global trend in cultural tourism and has emerged as one of the popular forms of tourism among the public. In many developed countries, the cultural heritage sector also represents an important component in the development of tourism. However, with the increasing number of tourists and tourism activities, the management of sites and the sustainability of heritage tourism have become key concerns from both a practitioner and academic perspective. In this regard, heritage attraction products are encouraged to evolve from those focused on exhibitions and education to those with a visitor-oriented approach that emphasizes consumer preferences and the quality of personal experiences. Furthermore, the development of heritage tourism is one of the ways to achieve sustainable tourism development. Therefore, a better understanding of tourist behavior and, more specifically, tourist preferences in terms of the service attributes provided by heritage tourism can offer valuable insights for managers seeking to develop effective sustainable development strategies.

Borobudur, a cultural heritage in Indonesia, is a World Heritage Site (WHS) designated by UNESCO. World Heritage Sites (WHSs) are recognized as tourist and cultural

destinations that can increase the demand for visitors [1]. Research shows that the characteristics of WHS are closely linked to visit motivations of tourists [2–5]. Furthermore, studies also demonstrate the influence of travel characteristics on loyalty, such as length of stay, travel-related factors, and socioeconomic aspects [6,7]. Visitor loyalty to WHS is associated with affective value and the visit experience, leading to positive impressions, sharing information about history and educational content, and an increased appreciation for the site.

Visitor loyalty research typically focuses on several factors, including customer satisfaction, service product quality, price, enjoyable customer experiences, reputation and brand image, as well as social influence and recommendations. Visitor loyalty refers to the tendency of consumers to return or choose the same product or service in the long term after having a positive experience. This loyalty not only involves repeated purchasing behavior but also includes levels of satisfaction, recommendations to others, and also affection toward a particular brand or place [8–16]. A satisfying experience typically enhances visitor loyalty. Visitors are more likely to return if they feel that their needs or expectations have been met. They are often loyal if the quality of the product or service provided is consistent and aligns with their expectations. Prices perceived as fair or competitive can influence a visitor's decision to return. Pleasant customer experiences, whether in terms of interactions with staff, comfort, or ease of access, can increase visitor loyalty. A brand or location with a good reputation often attracts visitors to return. Trust in the brand can play a key role in building loyalty. Social influence and recommendations or online reviews can also affect a visitor's decision to return or recommend the location to others.

Furthermore, heritage tourism is a form of tourism focused on visits to historical, cultural, and natural sites that hold significant value for the history, identity, and culture of a community or country. Research on heritage tourism covers many aspects and dimensions, including the social and economic impacts, the management and preservation of heritage sites, the experiences of visitors or tourists, and the role of technology in enhancing the appeal of heritage tourism destinations [3,17–30]. Research on Heritage Tourism at Borobudur Temple encompasses various aspects related to the utilization of Borobudur Temple as a cultural tourist attraction with significant historical, archaeological, and spiritual value. Borobudur Temple, as a UNESCO World Heritage Site, attracts attention not only as a religious site but also as an important tourism destination in Indonesia. Studies on heritage tourism in Borobudur typically involve research on management, architectural studies, symbolic meanings, the history of its construction, socioeconomic impacts, conservation efforts, and the visitor experience [31–35].

Many studies show that service quality and heritage tourism attributes work synergistically to influence tourist loyalty [36]. High service quality can enhance the experience offered by heritage tourism attributes. Conversely, strong heritage elements (such as authenticity and cultural value) can also improve visitors' perceptions of the quality of service received. Together, these two factors create a more satisfying experience, leading to higher loyalty [12]. High service quality directly increases visitor satisfaction [37]. Strong heritage tourism attributes (such as authenticity and historical value) enhance the visitor experience, which in turn increases satisfaction and loyalty [30]. Visitor loyalty is influenced by the combination of satisfaction derived from service quality and the experiences gained from heritage elements [20,36]. Overall, the existing literature shows that service quality and heritage tourism attributes have a strong influence on visitor loyalty. Good service quality enhances satisfaction, which in turn increases visitor loyalty. Authentic, culturally rich, and easily accessible heritage tourism attributes also play a significant role in creating a satisfying experience, which increases the likelihood of visitors returning and recommending the destination.

The focus of this research is to identify the determinants of visitor loyalty to Borobudur through consumer preferences, as indicated by service quality and heritage tourism attributes. This study adopts a consumer preference approach, examining service quality and heritage tourism attributes, and their influence on visitor loyalty. Research using the service quality variable and heritage tourism attributes that influence tourist loyalty has not been widely conducted. Consumer behavior research through behavioral intentions can provide valuable insights into customer retention at tourism destinations, especially for cultural heritage destination management. This research is essential to understand tourist preferences, as an important evaluation tool for the development of tourist attractions, and to understand market demand for heritage tourism at Borobudur. Therefore, developing profiles and understanding consumer preferences is crucial for understanding demand and the characteristics of visitor loyalty. Moreover, this is expected to provide input for the development of tourism destinations that promote heritage tourism. The findings of this research are expected to offer empirical information on visitor loyalty and contribute valuable insights for developing tourism destination strategies for managers. Furthermore, this study will help predict the behavior of both domestic and international tourists in Indonesia when visiting tourist destinations, particularly those promoting the concept of heritage tourism. Therefore, the results of this study is the guidelines for stakeholders to improve service quality and insights for the development of Borobudur Temple Tourism Park as a major global tourist destination. It also contributes the development of the heritage tourism concept at other cultural heritage sites.

2. Object of Study

The high level of tourist loyalty to WHSs makes individual preferences an important factor influencing travel characteristics and destination loyalty. Developing tourist profiles and understanding visitor preferences are crucial efforts in understanding demand and maintaining visitor loyalty to the destination. Previous research on cultural heritage tourism and WHSs has explored various aspects of destination image and brand equity [5,38–42], authenticity at cultural and heritage sites, and emotional attachment to destinations [27,43–47]. Additionally, previous studies have highlighted the understanding of motivations [48], visitor experiences [49], traditional food [50], and behavioral intentions [51]. Previous research has also shown that past experiences and travel characteristics help in identifying consumer profiles and understanding their impact on destination loyalty [52,53].

The data (Table 1) show that the number of tourist visits to the Borobudur Temple Tourism Park (TWC Borobudur) has declined, especially since the outbreak of the COVID-19 pandemic. In 2022, the number of tourist visits increased compared to the previous year, although it has not fully recovered. However, the number of international tourists (foreign visitors) to Borobudur Temple is still relatively low compared to similar destinations in other countries, such as Angkor Wat in Cambodia, which is also a sacred site designated by UNESCO as a World Cultural Heritage Site. On average, the number of international visitors to Borobudur Temple is about 250,000 per year, while the number of foreign visitors to Angkor Wat can reach 2.5 million per year. In 2022, the number of foreign tourists visiting Borobudur was only 53,936, which is only a quarter of the visitors to Angkor Wat, which reached 287,454 [54].

Table 1. Number of visitors to Borobudur Temple tourist attraction by tourist origin.

Type of Visitors	2017	2018	2019	2020	2021	2022	2023
Domestic	3,551,326	3,663,054	3,747,757	965,699	422,930	1,443,286	1,281,226
Foreign	224,473	192,231	242,082	31,551	674	53,936	193,053
Total	3,775,799	3,855,285	3,989,839	997,250	423,604	1,497,222	1,474,279

Source: [55].

Tourism in Indonesia is still largely focused on Bali as a primary tourist destination. The government has launched the super-priority destination program to develop other tourist destinations outside of Bali. The designation of Borobudur Temple as one of the super-priority destinations has raised issues related to the preservation of the temple. The preservation of the temple is linked to its low tolerance for mass tourism [56]. The trend of mass tourism in Indonesia has long been a mainstay of the country's tourism sector. However, this trend is shifting toward the concept of quality tourism [57], which prioritizes the principles of sustainable tourism at tourist destinations. The research problem to be studied is the decline and fluctuation in the number of both domestic and international tourist visits. Increasing the quantity of both international and domestic tourists to the Borobudur Temple Tourism Park is becoming inevitable. However, the quality of tourist visits also needs to be addressed.

The objective of this research is to develop a consumer preference model using PLS-SEM that highlights the reasons behind consumers' decisions to visit heritage tourism sites. This approach looks at service quality, heritage tourism attributes, and their impact on visitor loyalty. This research is essential to understand tourist preferences, serving as an important evaluation tool for the development of tourist attractions, as well as for understanding market demand for heritage tourism at Borobudur. Therefore, developing profiles and understanding consumer preferences is crucial for understanding demand and the characteristics of visitor loyalty. Moreover, this is expected to provide input for the development of tourism destinations that promote heritage tourism.

3. Literature Review and Hypothesis Development

3.1. The Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) by Ajzen & Kruglanski builds upon the original theory of reasoned action (TRA) [58]. The TRA initially proposed that consumers' behavioral intentions could be predicted by their attitudes and subjective norms. However, Ajzen & Kruglanski expanded this by adding perceived behavioral control as another factor influencing behavior. This addition helps explain consumer decision-making regarding their intentions and behavior in using a particular product or service. Travel decision-making is influenced by various factors, making it a complex process. These include psychological (attitude) factors, social (subjective norm) factors, and perceived behavioral control [58]. According to the TPB, human behavior is motivated by individual intentions or repeated behaviors [59]. Revisit intention, which refers to a person's likelihood of returning to a specific location, is crucial in this context [60].

Attitude refers to a person's positive or negative evaluation of a behavior. The more positive the attitude, the more likely a person is to engage in their behavior. A favorable evaluation of the behavior leads to a more positive attitude from the consumer [58]. Meanwhile, a subjective norm represents social pressure to either engage in or avoid behavior. It refers to how the opinions of significant others influence an individual's decision. For instance, if an individual believes that key people in their life approve or disapprove of a behavior, it will impact their intention to perform that behavior [58]. Perceived behavioral control (PBC) refers to the perceived ease or difficulty of performing a behavior [58]. Indi-

viduals who perceive more control over a behavior are more likely to intend to engage in it. Finally, revisit intention, in marketing, is similar to "consumer repurchase". Tosun et al. define it as the likelihood that tourists will return to a destination to engage in tourism activities [60]. Revisit intention refers to a tourist's desire to return to a destination [61]. Attracting repeat visitors costs significantly less than attracting new ones. The importance of revisits in growing the market share of established tourist destinations lies in the fact that drawing returning visitors is often easier and more cost-effective than attracting new tourists [3].

As a result, revisit intention has become a prominent topic in tourism research, with some researchers predicting the number of repeat visitors based on their intention to revisit. Over the past decade, there has been considerable scholarly focus on understanding tourists' revisit intentions, particularly within the context of travel and tourism [3,21,61–63]. This growing interest is due to the importance of revisiting intention for the growth and sustainability of tourism businesses. Examining the impact of tourists' emotional attachment to a place, referred to as place attachment, which reflects the bond between people and places is a more practical approach to understanding revisit intention. Additionally, it is essential to consider that this intention must be assessed rationally, as tourists' perceived value stems from their logical evaluation of the value of their travel experience.

3.2. Theory of Planned Behavior (TPB) with WHS

Research by Hongyu et al. used theories of planned behaviour (TPB) to explore the potential of resident donations as a largely untapped source of funding for the adaptive reuse of cultural heritage (ARCH) projects and the factors influencing residents' related intentions and behaviors [64]. Heritage awareness greatly aids in the transfer of intentions to actual behaviors. The results of the study give policymakers useful information that encourages a collaborative approach to managing cultural assets. This will create a positive feedback loop for protecting cultural heritage and making progress in building more sustainable cities. Theories of planned behaviour (TPB) were used by Zhang et al., Qiu et al., and Wang et al. to examine how tourist actions that are good for the environment affect the protection of cultural landscape heritage and the long-term success of heritage tourism [65–67]. The results showed that attitudes about conduct, subjective norms, and perceived behavioral control favorably and significantly impacted tourists' pro-environmental behavioral intentions. This supports the explanatory value of theories of planned behaviour (TPB) and is consistent with the results of other previous investigations. It implies that if people feel more social pressure and control over their actions, or if they think that pro-environmental actions have more advantages, they are more likely to engage in them. Therefore, those previous studies confirmed that TPB could well explain behavior in a heritage tourism context.

3.3. Service Quality, Price, Satisfaction, and Loyalty

3.3.1. Service Quality Affects Satisfaction

Service quality (SERVQUAL) is a key determinant of customer satisfaction. The following points shed light on the relationship between service quality and satisfaction. Firstly, in terms of expectations, customers enter a service interaction with certain expectations about the service they are about to receive. Secondly, perceived service refers to how customers evaluate the actual service provided. When the service quality meets or exceeds customer expectations, satisfaction increases. If service quality falls below expectations, dissatisfaction arises [68–70]. The SERVQUAL dimension has evolved into the HISTOQUAL dimensions, which are specifically designed for historical properties [71,72].

The SERVQUAL model identifies five key dimensions of service quality that influence satisfaction [73–76]. Tangibles refer to the physical appearance of facilities, equipment, personnel, and communication materials. Reliability refers to the ability to perform the promised service dependably and accurately. Responsiveness refers to the willingness to help customers and provide prompt service. Assurance refers to the knowledge and courtesy of employees and their ability to instill trust and confidence. Empathy refers to the provision of caring, individualized attention to customers. Meanwhile, Frochot & Hughes identified the HISTOQUAL dimensions as responsiveness, tangibles, communications, consumables, and empathy for historic properties [71,72]. When those dimensions are high, customers tend to be more satisfied [71]. Frochot & Hughes (2000) assert that staff productivity and the capacity to identify client needs are linked to responsiveness [71]. The term "tangibles" describes the inside and external property environment, including cleanliness, authenticity, and attractiveness. The level of depth and quality of the information given is referred to as communication. Additional services, like dining establishments and retail stores, are referred to as consumables. The willingness to regard the needs of children and visitors with disabilities is known as empathy.

Customers value consistent service. Over time, receiving reliable and predictable services strengthens their satisfaction. For example, a restaurant that consistently delivers high-quality food and service will create a loyal customer base. Services that cater to individual customer needs while providing personalized attention generate higher satisfaction. A positive personal experience with a service, such as being recognized by name or having needs anticipated, can significantly increase satisfaction. How a service provider responds to issues or complaints also plays a significant role in customer satisfaction. Effective service recovery can turn a negative experience into a positive one, and poor recovery can lead to dissatisfaction. Quick resolution of customers' concerns restores their satisfaction.

High service quality not only increases satisfaction but also enhances customer loyalty and retention. Satisfied customers are more likely to return and recommend the service to others, leading to increased business for the provider. In industries where services are intangible and experiences vary, delivering superior service quality can distinguish a brand from its competitors. A strong reputation for high-quality service often leads to better customer retention and growth. In summary, service quality plays a crucial role in determining customer satisfaction. By focusing on providing high-quality service across the relevant dimensions and ensuring a consistent, responsive, and personalized experience, companies can significantly enhance customer satisfaction and foster loyalty. Hence, the following is hereby hypothesized:

H1. *Service quality affects satisfaction.*

3.3.2. Service Quality Affects Loyalty

Service quality is crucial in shaping loyalty. For tourism businesses, whether they are hotels, airlines, tour operators, or destinations, delivering high-quality service directly influences whether tourists will return or recommend the experience to others. Tourists are more likely to become loyal to a destination or service provider if they consistently receive high-quality service. Whether this is through exceptional customer service, comfortable accommodation, or well-organized tours, a positive experience makes tourists more inclined to return. This repeat behavior is a direct result of service quality that meets or exceeds their expectations.

High service quality often leads to higher levels of tourist satisfaction, which is essential for fostering emotional connections to a destination or service provider. When tourists feel cared for and valued, such as by receiving personalized attention or experiencing genuine hospitality, they are more likely to develop a sense of loyalty. This emotional bond

is a key factor that encourages repeat visits and positive word-of-mouth recommendations. Tourists need to feel that the services they are booking will meet their expectations, especially in a foreign environment. Reliability, whether in relation to on-time transportation, clean accommodation, or friendly customer service, plays a major role in building trust. When tourists trust that a service provider consistently delivers high-quality experiences, they are more likely to become loyal customers. Building on service quality, this trust motivates tourists to return, confident in their ability to rely on the service in the future [36,38,77]. Tourists often seek unique, culturally rich, or personalized experiences when traveling. Service quality that includes attention to cultural nuances, personalized recommendations, or adapting to individual needs can create a sense of exclusivity and satisfaction. This level of care can make tourists feel more connected to the destination, which fosters loyalty. A customized experience based on their preferences increases the likelihood of repeat visits and strengthens their loyalty. Tourists who enjoy their trip are more likely to return or use the same service. The overall quality of service, which encompasses the friendliness of staff, the cleanliness of accommodation, the availability of services, and the quality of the tourist attractions themselves, directly influences satisfaction. When service quality aligns with tourist expectations, it leads to increased satisfaction, which translates into greater loyalty [78–81]. In the highly competitive tourism industry, service quality can act as a key differentiator. Destinations or service providers that offer exceptional service can stand out from the competition. Tourists who experience top-notch service are more likely to stick with that destination or provider, even when other options are available, fostering long-term loyalty. Service quality is fundamental to building and maintaining tourist loyalty. By ensuring high levels of service across various dimensions, including reliability, empathy, responsiveness, and personalized attention, tourism businesses can enhance tourist satisfaction, create emotional connections, and foster long-term loyalty. Loyal tourists not only return but also advocate for the brand, helping it grow and thrive in a competitive industry. Hence, the following is hereby hypothesized:

H2. *Service quality affects loyalty.*

3.3.3. Price Affects Satisfaction

Price significantly affects customer satisfaction, but its impact is nuanced and depends on various factors, such as perceived value, customer expectations, and the quality of the product or service. Perceived value is the customer's assessment of the worth of a product or service relative to its price. If customers believe they are receiving more value than what they paid for, they are more likely to feel satisfied, regardless of the actual price. However, dissatisfaction is likely if customers perceive the price as excessive given the value received [82–84]. Customers often associate higher prices with higher quality. Satisfaction is typically high when the product or service meets or surpasses the expectations set by its price. Price mismatches with quality can cause dissatisfaction. Customers have expectations about what they should receive based on the price they pay. Customers expect better experience, higher quality, or more benefits if a product or service costs more than others in the market. Failing to meet those expectations can result in disappointment and lower satisfaction.

Price fairness refers to whether customers perceive the price as reasonable in relation to the value offered. If customers feel the price is fair, satisfaction tends to be higher. Even with a high-quality product or service, their dissatisfaction may result from an unfair or excessive price. Price is often a critical factor in the purchase decision itself. A lower price can attract more customers and lead to a sense of satisfaction if the product or service meets or exceeds expectations. On the other hand, high prices might deter customers from even considering a purchase if they do not believe the value justifies it. Customers may feel

more or less satisfied with a purchase depending on how much they perceive it affecting their finances. Even if the product or service is of high quality, if customers feel the price is too high for their budget, it may reduce their satisfaction due to financial strain [84].

Price does affect customer satisfaction, but the relationship is complex. Customers generally seek value for money, meaning they want the price to be fair in relation to the quality, benefits, and overall experience they receive. When customers perceive the price as reasonable and justifiable, either because the product or service meets or exceeds their expectations, they are more likely to be satisfied. However, if customers feel they are overpaying, or if the price does not align with their perception of value, dissatisfaction can arise [82,83]. Hence, the following is hereby hypothesized:

H3. *Price affects satisfaction.*

3.3.4. Price Affects Loyalty

Various factors, such as perceived value, customer expectations, and competitive positioning, shape the impact of price on customer loyalty. Perceived value is the most important factor linking price and loyalty. When customers feel that they are getting excellent value for the price they pay, they are more likely to stay loyal to a brand. A fair price that reflects the quality of the product or service fosters trust and encourages repeat business.

For many customers, loyalty is not just about price—emotional loyalty plays a big role. Brands that create positive emotional experiences, such as with personalized service, exceptional quality, or social responsibility, can inspire customers to remain loyal even if a businesses' prices are higher than those of competitors. While discounts and promotions can boost short-term sales and attract new customers, they can have mixed effects on long-term loyalty. Frequent promotions can create a mindset where customers expect lower prices and may delay purchases until a sale occurs, which can harm brand loyalty. Alternatively, providing exclusive deals to loyal customers can reinforce loyalty. Customers often compare prices between competitors. Customers may consider switching if they believe a competitor provides better value or a lower price for the same quality. However, price alone is not always the deciding factor in customer loyalty; other factors, such as service, convenience, and brand reputation, also play a role. The willingness to pay a premium is a sign of strong loyalty, especially when customers are loyal to a brand because they perceive its offerings to be superior in quality, status, or experience. In such cases, customers are less likely to switch to competitors even if they offer lower prices. When customers have high expectations for a product or service based on its price, failing to meet them can undermine loyalty. On the other hand, when a company exceeds these expectations, customers may feel more satisfied and more likely to stay loyal [82,85].

Price plays a crucial role in shaping customer loyalty, but its effect is not straightforward. It depends on various factors, like perceived value, the alignment between price and quality, customer expectations, and how the price compares to competitors. Competitive pricing can attract customers, but consistently delivering value and ensuring a fair exchange for the price they pay often builds loyalty. Offering rewards, maintaining price stability, and exceeding expectations can strengthen loyalty, even when prices are high. Ultimately, loyal customers are those who feel they are getting both a favorable deal and a positive experience from the brand [86,87]. Hence, the following is hereby hypothesized:

H4. *Price affects loyalty.*

3.3.5. Satisfaction Affects Loyalty

Satisfaction has a significant impact on tourist loyalty. Satisfied tourists are more likely to return to the same location, recommend it to others, and remain loyal to the brand or service provider. Satisfaction directly influences the likelihood of a tourist returning to the same destination or using the same service provider. If tourists are satisfied with their experience (accommodation, services, destinations, etc.), they are more likely to visit again in the future, which fosters loyalty [88].

Satisfied tourists are more likely to recommend the destination or travel service to friends and family or on social media. This word-of-mouth promotion is valuable for tourism providers and helps build a loyal customer base. When tourists are satisfied, they develop trust in the service provider and a strong emotional attachment to the destination. This emotional bond can be a powerful driver of loyalty, because tourists begin to identify with the destination or brand, making them more likely to return or seek out new experiences from the same provider. Tourists who are satisfied with a specific destination or brand often develop a preference for it over time. This preference leads to increased loyalty, as they are less likely to choose competing destinations or service providers when booking future travel [89–91].

Satisfaction reduces tourists' sensitivity to price. When tourists are satisfied with the overall value and quality of a destination or travel service, they are often willing to pay a premium for the same experience in the future. This loyalty can translate into higher revenue for tourism providers. Tourism providers often use loyalty programs to encourage repeat business. When tourists are satisfied with the rewards, services, and benefits offered, they are more likely to remain loyal and continue using or visiting the destination. Satisfied tourists who have a strong connection to a destination or service provider may exhibit greater tolerance for minor service failures. If the majority of their experience has been positive, they are more likely to forgive small issues or inconveniences and remain loyal [88,90,92]. Satisfaction does not just lead to loyalty in the short term but also establishes the foundation for long-term relationships. When tourists are consistently satisfied over time, their loyalty strengthens, and they become more likely to stay with the same destination or service provider as their travel preferences evolve. Even after the trip is over, post-trip satisfaction plays a significant role in ensuring loyalty. After positive experiences, tourists are more likely to return to the same destination or brand. Positive post-experience feelings encourage repeat behavior and brand advocacy [89,90].

Satisfaction is a key driver of tourist loyalty. When tourists are satisfied with their travel experiences, they are more likely to return, recommend the destination to others, and maintain a strong emotional connection with the brand. Satisfaction leads to repeat visits, word-of-mouth promotion, and a higher willingness to pay for future services, all of which contribute to long-term loyalty. By focusing on delivering excellent service, personalized experiences, and consistently meeting or exceeding expectations, tourism providers can cultivate loyal customers who are more likely to choose their brand over competitors in the future [88,89,92]. Hence, the following is hereby hypothesized:

H5. *Satisfaction affects loyalty.*

4. Materials and Methods

4.1. Study Site

Borobudur Temple, a UNESCO World Heritage Site, stands as a symbol of Indonesia's cultural and historical pride. The temple has religious value, historical value, architectural value, and artistic value, which attract tourists to explore the Borobudur to enhance their

experience of Indonesia's cultural heritage [93]. A picture of the Borobudur, a World Heritage Site, is shown in Figure 1.

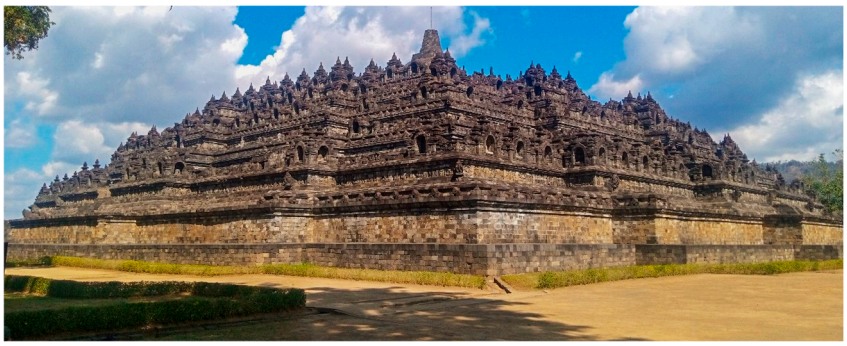


Figure 1. Borobudur Temple. Source: Author.

Visitors to Borobudur have two options for their visit, namely access to the temple grounds or the temple structure. Visitors who purchase the temple grounds ticket can only access the grounds of Borobudur (Figure 2). They are free to walk around the courtyard of Borobudur Temple without any time restrictions. In addition, there is a popular photo spot in the courtyard of Borobudur where tourists often take pictures by themselves or with local photographers who offer their services, as depicted in Figure 3.



Figure 2. The courtyard on the west side of Borobudur Temple. Source: Author.



Figure 3. Popular photo spot in Borobudur's courtyard. Source: Author.

On the other hand, visitors who purchase the temple structure ticket have access to both the ground and the temple structure of Borobudur. They are required to wear special footwear called *Upanat* when climbing Borobudur Temple and are not allowed to touch the reliefs/stupa. They have an hour to explore the structure of Borobudur, accompanied by a tour guide (Figure 4) who explains the history or story about the reliefs (Figure 5) and the stupa (Figure 6). The access to the structural temple is limited to a quota of 1200 visitors per day as part of efforts to preserve the condition of Borobudur Temple. The ticket price for the temple grounds (PT Taman Wisata Candi Borobudur, 2025) is USD 3.14 or IDR 50,000 for domestic tourists, and USD 24.31 or IDR 400,000 for foreign tourists. For both domestic and foreign visitors, the ticket price for the temple structure is USD 7.53 or IDR 120,000, and USD 28.55 or IDR 455,000, respectively.



Figure 4. A tour guide who explains the history of Borobudur and the story behind the relief panels and stupa. Source: Author.



Figure 5. The relief panels of Borobudur. Source: Author.



Figure 6. The stupas on the highest level of Borobudur and the Buddha Statue. Source: Author.

4.2. Method

We conducted the pilot survey and data collection on weekends, during both national/school holidays (August 2024) and non-national holidays (September 2024). The sample consisted of 248 visitors who had purchased either temple grounds or temple structure tickets, selected through incidental sampling. The number of samples, as determined by the minimum R-squared method [94], is sufficient. The maximum number of arrows pointing at a construct is 5, and the minimum R^2 in the model is 0.75.

The surveys aim to gather information regarding visitor satisfaction and their intention to revisit Borobudur due to service quality and price. For interview purposes, the authors used questionnaires in both Indonesian and English versions. The questionnaires primarily utilize the HISTOQUAL dimensions [22,71], which encompass responsiveness, tangibles, communication, consumables, and empathy as indicators of service quality for heritage. The price then reflects the consumer's behavior. The questionnaires comprise two sections: the first piece delineates the visitor's characteristics and travel characteristics, while the second section examines the HISTOQUAL and pricing dimensions. We assess HISTOQUAL and price using a 5-point Likert scale, where 1 signifies strong disagreement and 5 denotes strong agreement.

Table 2 shows the indicators for each construct; there are 8 indicators of communication, 3 indicators of empathy, 16 indicators of tangibles, 7 indicators of responsiveness, and 6 indicators for consumables. Then, there are 6 indicators for price, 4 indicators for satisfaction, and 4 indicators for loyalty.

After obtaining the data, we divided each item's scale into intervals of 0.8, as indicated in Table 3, using the following formula for average weighting scores:

$$Interval = \frac{Max - Min}{k} = \frac{5 - 1}{5} = 0.8 \quad (1)$$

where max is the highest score, min is the lowest score, and k is the number of classifications.

Table 2. Construct and indicator measurement.

Construct		Indicator	Source
COMMUNICATION	COM1	The written leaflets/sitemap provide enough information.	[22,71]
	COM2	The information management of Borobudur could provide accurate information on the quota for each temple package (especially for the temple structure ticket).	
	COM3	Management accommodates your visiting schedule.	
	COM4	The written information about Borobudur is detailed enough.	
	COM5	The Borobudur management provides visitors with comprehensive information about its various attractions, such as the Samudra Raksa Ship Museum.	
	COM6	The tour guides provide detailed explanations.	
	COM7	The tour guides provide clear explanations.	
	COM8	The bus drivers provide clear explanations about Borobudur and its culture.	
EMPATHY	EM1	The Borobudur Temple management provides for the needs of less able visitors.	[22,71]
	EM2	Facilities for children are provided.	
	EM3	Safety facilities for visitors are provided.	

Table 2. *Cont.*

Construct		Indicator	Source
TANGIBLES	TG1	The Borobudur Temple is well taken care of.	[22,71,95–97]
	TG2	The Borobudur Temple is well restored.	
	TG3	The Borobudur Temple has remained authentic.	
	TG4	It is pleasant to see the Borobudur Temple so clean.	
	TG5	The reliefs and construction of Borobudur offer a lot of interesting things to look at.	
	TG6	The landscaping in the Borobudur area is attractive.	
	TG7	The parking lots are available and easy to reach.	
	TG8	There are signs prohibiting smoking and food in the temple area.	
	TG9	Direction signs for entry and exit are provided.	
	TG10	Direction signs for parking are provided.	
	TG11	Direction signs to the toilet are clear and helpful.	
	TG12	Direction signs to the sitemap are clear and helpful.	
	TG13	Direction signs for the elderly, stroller users, and less able visitors are clear.	
	TG14	The management provides bilingual educational material for visitors.	
	TG15	Availability of a place to conduct religious activities.	
	TG16	Availability of an information center.	
RESPONSIVENESS	RP1	The staff of the Borobudur Temple are professional.	[22,71,98]
	RP2	The staff give the right example of following the rules in the Borobudur area (no smoking/bringing food into the temple area).	
	RP3	The level of crowding in the ticketing area is tolerable.	
	RP4	The level of crowding in the Borobudur Temple area is tolerable.	
	RP5	Visitors are made to feel welcomed.	
	RP6	You feel free to explore; there are no restrictions to access (except in the non-ordered area of Borobudur Temple).	
	RP7	While visiting Borobudur, you feel safe.	
CONSUMABLES	CS1	The Borobudur offers various shuttles [Andong (Carriage), Golf (Buggy Car), and Tayo].	[22,50,71]
	CS2	There are supporting facilities (such as a stroller, umbrella, hat, and sunglasses) available.	
	CS3	The photographer's staff provides good service.	
	CS4	The toilets have good sanitation.	
	CS5	The local shop offers a large variety of goods (like souvenirs).	
	CS6	The Borobudur area is easily accessible by transportation.	
PRICE	P1	The ticket price matches the satisfaction I get.	[82,85]
	P2	Compared to other tourist attractions, ticket prices at Borobudur are reasonable.	
	P3	The price of the shuttle is reasonable.	
	P4	The price of the photographer and tour guide is reasonable.	
	P5	The prices of the umbrella and stroller are reasonable.	
	P6	Food and souvenir prices in the Borobudur area are reasonable.	
SATISFACTION	SA1	The experience of visiting Borobudur met my expectations.	[20,22,95,98]
	SA2	I enjoy learning new things about cultural heritage.	
	SA3	I am impressed by Borobudur as an example of cultural heritage.	
	SA4	The availability of the temple package (temple or non-temple grounds) meets my expectations.	

Table 2. *Cont.*

Construct		Indicator	Source
LOYALTY	LO1	I will recommend Borobudur Temple to other people.	[20,95,98–100]
	LO2	I will tell others something positive about my time at Borobudur Temple.	
	LO3	In the future, I will go back to see Borobudur Temple again.	
	LO4	I will seek cultural heritage tourism in other destinations.	

Source: The respondents evaluated the experience by each criterion using a Likert scale.

Table 3. Interval of response category.

Scale Level	Interval	Rating Classification
1	1.00–1.80	Very low
2	1.81–2.60	Low
3	2.61–3.40	Medium
4	3.41–4.20	High
5	4.21–5.00	Very high

4.3. Assessment of Constructs' Reliability and Validity

This study employs a reflective measurement model alongside SmartPLS software 4, which encompasses the assessment of construct validity and reliability levels. Hair, Babin et al. and Hair, Risher et al. describe the reflective measurement model in the PLS method. It has two steps: first, it checks the constructs' reliability and validity; second, it checks the structural model [94,101]. Outer loading, Cronbach's alpha, AVE (average variance extracted), and HTM are the first tools used to check the constructs' reliability and validity. Ref. [94] asserts that an outer loading value exceeding 0.6 is necessary to demonstrate that the items are reliable within the construct or hold significant relevance. Researchers usually use Cronbach's alpha to check if an indicator is internally consistent; it should be greater than 0.7. Researchers also determine whether an indicator is sufficiently convergent if its AVE exceeds 0.5 [94,101]. Additionally, the Fornell–Larcker criterion, a method for assessing discriminant validity, demonstrated that the condition was satisfied when the shared variance for all model constructs remained below their respective AVEs [95,102].

4.4. Assessment of the Structural Model

Subsequently, the PLS-SEM model estimates are looked at with a certain threshold (for example, SRMR < 0.08) for the approximation fit index, like the standardized root mean square residual [94,101]. This study utilized partial least squares structural equation modeling (PLS-SEM) for the purpose of data analysis. We performed the hypothesis testing using significance levels of 1%, 5%, and 10% alpha. Figure 7 below provides a visual representation of the study model.

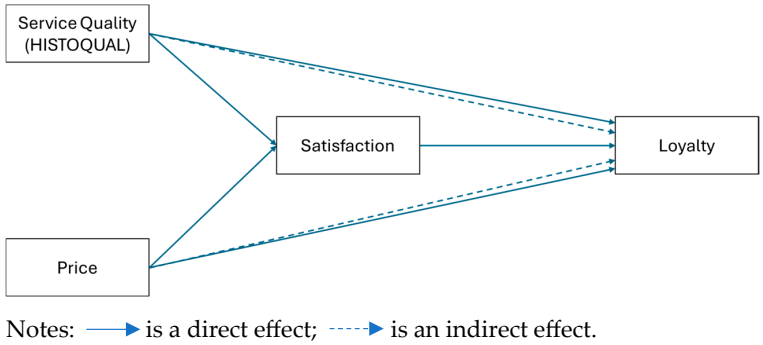


Figure 7. Study model.

4.5. Assessment of Measurement Invariance

Measuring invariance is the first step in MGA. It checks to see if the tourist groups understand the construct measurements the same way [102,103]. Firstly, we should ensure that the number of samples for each subgroup has sufficient statistical power (80%). With 5 arrows pointing at a construct, a significance level of 5%, and a minimum R^2 of 0.75, there are more than 36 samples in each group for the Temple Site and Origin in Table 4, which means that the data are statistically strong.

Table 4. Number of respondents of each subgroup.

Temple Site	Tempel Structure	68 (27.09%)
	Temple Grounds	183 (72.91%)
Origin	Domestic	153 (60.96%)
	Foreigner	98 (39.04%)

Secondly, the measurement invariance is assessed using measurement invariance of composite models (MICOM) as illustrated in Figure 8 [102–106]. SmartPLS has automatically confirmed the first step of MICOM, which is configural invariance. The permutation results then facilitate the second and third steps, which involve assessing the compositional invariance and the equality of the composites' mean values and variances. If the *p*-value for the correlation permutation in the second step is higher than 0.05, it means that the partial measurement invariance is supported. Following this, if all of the *p*-values for all of the composites in the third step are greater than 0.05, we have full measurement invariance. If some of the composite values are not significant, we have partial measurement invariance. Next, we could compare the coefficients across groups from the bootstrapping results of the multi-group analysis (MGA).

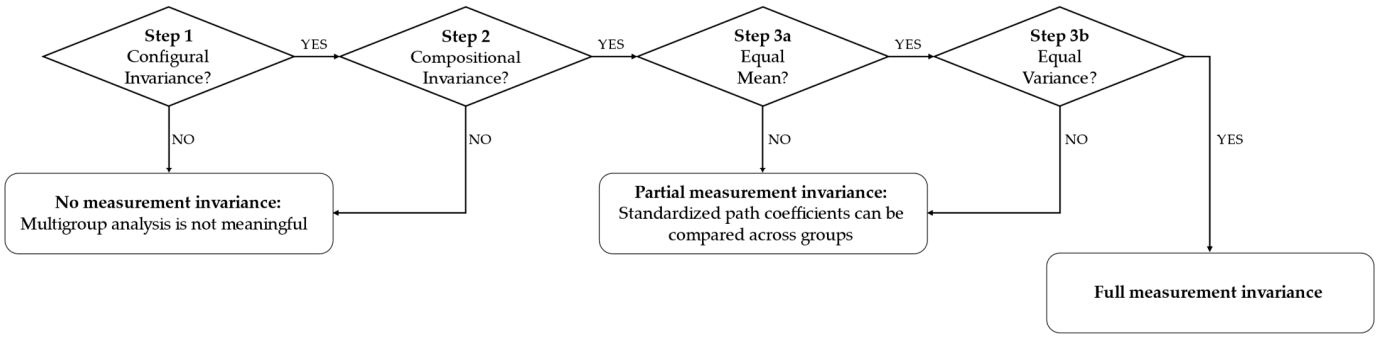


Figure 8. Steps of MICOM. Source: [103,104,106,107].

5. Results

Four subsections comprise the results section, namely the demographic profile, the travel characteristics, the reflective measurement model, and the hypothesis testing section.

5.1. Demographic Profile

Table 5 presents the demographic characteristics of this empirical study. Among the respondents, 39.52% were international tourists, while 60.48% were domestic tourists. The proportion of male visitors was greater (62.10%) than that of female visitors (37.90%). Most respondents were aged 26–45 years (43.03%), followed by young individuals aged 18–25 (25.1%) and a mere fraction were over 60 (10.36%). Meanwhile, 66.14% of the participants had completed higher education, and 68.92% were currently working.

Table 5. Profile of the respondents (n = 248).

Variable		Frequency	Percentage (%)
Origin	Central Java	34	13.71
	Outside Central Java	116	46.77
	Foreigner	98	39.52
Gender	Male	154	62.10
	Female	94	37.90
Age	18–25	3	1.20
	26–45	63	25.10
	46–59	108	43.03
	>60	43	17.13
	No Answer	26	10.36
Education	Basic education (junior high school or below)	18	7.17
	Secondary education (high School)	61	24.30
	Higher education (diploma and above)	166	66.14
	No answer	6	2.39
Occupation	Currently working	173	68.92
	Currently not working	71	28.29
	No answer	7	2.79

5.2. Travel Characteristics

Based on Table 6, 78.23% of respondents favored independent travel, while 18.55% and 3.23% opted for group visits or scheduled tours, respectively. They obtained information about Borobudur Temple from electronic media (34.26%) and were recommended to visit by friends or relatives (30.68%), others (20.72%), and the official website (14.34%). The primary motivations for visiting Borobudur were to appreciate and investigate the site (33.86%) and to seek rest and entertainment (37.45%). Compared to visiting Borobudur's structure (27.42%), many respondents (72.58%) chose to take a tour of the temple grounds. This is because not all visitors, particularly local ones, are aware that they need to purchase a ticket online to access the structure. However, 82.66% of respondents expressed a willingness to return to Borobudur, and 85.91% expressed a preference for exploring the temple structure itself.

Table 6. Travel characteristics of respondents (n = 248).

Variable		Frequency	Percentage (%)
Type of Visit	Group	46	18.55
	Free independent travel	194	78.23
	Tour package	8	3.23
Borobudur Temple Information Source	Information from the electronic media	86	34.26
	Information from the official website	36	14.34
	Recommended by friends or relatives	77	30.68
	Others	52	20.72
Preferred Temple Site	Temple grounds	180	72.58
	Non-temple grounds (structure of the temple)	68	27.42
Have visited World Cultural Heritage sites	Yes	117	46.61
	No	117	46.61
	No answer	17	6.77

Table 6. *Cont.*

Variable		Frequency	Percentage (%)
Visiting Borobudur due to its status as a World Heritage Site	Yes	179	71.31
	No	61	24.30
	No answer	11	4.38
Previously visited a cultural heritage site other than Borobudur	Yes	187	74.50
	No	60	23.90
	No answer	4	1.59
Motivation for visiting Borobudur	Learn and research about the heritage	49	19.52
	Religious reason	2	0.80
	Admire and explore the heritage	85	33.86
	Rest and entertainment	94	37.45
	No answer	21	8.37
Revisit Borobudur	Yes	205	82.66
	No	43	17.34
Temple Site Type for Revisit	Non-temple grounds	189	85.91
	Temple grounds	31	14.09

5.3. Reflective Measurement Model

Table 7 illustrates the first stage of analyzing the reflective measurement model, i.e., evaluating the constructs' reliability and validity. The indicators and the constructs in this study are reliable since Cronbach's alpha and AVE meet the minimum requirement. The Cronbach's alpha, which ranges from 0.70 to 0.90, indicates the internal consistency reliability of the constructs, making them suitable for exploratory research. In addition, the value of AVE, which is more than 0.50, indicates that the constructs explain at least 50 percent of the variance of their items. Furthermore, the items/indicators that are statistically significant are considered relevant since their outer loadings exceed 0.50. In this section, we have eliminated indicators with outer loading values below 0.5.

Table 7. Validity and Reliability Measurement.

Variables		Mean	Standard Deviation	Outer Loading	Cronbach's Alpha	AVE
COMMUNICATION		3.866			0.792	0.544
COM1	The written leaflets/sitemap provide enough information.	3.976	0.965	0.724		
COM2	The information management of Borobudur could provide accurate information on the quota for each temple package (especially the quota for the non-temple grounds ticket).	3.774	0.984	0.705		
COM3	Management accommodates your visiting schedule.	3.919	0.945	0.761		
COM4	The written information about Borobudur is detailed enough.	3.887	1.043	0.812		
COM6	The tour guides provide detailed explanations.	3.773	0.912	0.681		
EMPATHY		3.954			0.747	0.664
EM1	The Borobudur Temple management provides for the needs of less able visitors.	3.976	1.018	0.836		
EM2	Facilities for children are provided.	3.657	1.053	0.821		
EM3	Safety facilities for visitors are provided.	4.230	0.858	0.786		

Table 7. *Cont.*

Variables		Mean	Standard Deviation	Outer Loading	Cronbach's Alpha	AVE
TANGIBLES		4.233			0.859	0.546
TG6	Landscaping of the Borobudur area is attractive.	4.556	0.653	0.608		
TG8	Forbidden signs for no smoking/food in temple area.	4.165	0.949	0.678		
TG9	Direction signs for entry and exit are provided.	4.371	0.815	0.806		
TG10	Direction signs for parking are provided.	4.117	0.930	0.820		
TG11	Direction signs to the toilet are clear and helpful.	4.347	0.835	0.828		
TG12	Direction signs to the sitemap are clear and helpful.	4.214	0.968	0.764		
TG15	Availability of a place to conduct religious activities	3.859	0.944	0.636		
RESPONSIVENESS		4.460			0.852	0.533
RP1	The staff of the Borobudur Temple are professional.	4.435	0.755	0.714		
RP2	The staff give the right example of following the rules in the Borobudur area (no smoking/bringing food into the temple area).	4.294	0.819	0.614		
RP3	The level of crowding in the ticketing area is tolerable.	4.512	0.679	0.786		
RP4	The level of crowding in Borobudur Temple area is tolerable.	4.508	0.655	0.783		
RP5	Visitors are made to feel welcome.	4.536	0.642	0.807		
RP6	You feel free to explore; there are no restriction to access (except the non-ordered area of Borobudur Temple).	4.290	0.976	0.645		
RP7	While visiting Borobudur, you feel safe.	4.645	0.600	0.737		
CONSUMABLES		3.977			0.823	0.529
CS1	The Borobudur offers various shuttles [Andong (Carriage), Golf (Buggy Car), Tayo].	4.016	0.922	0.702		
CS2	The availability of supporting facilities (stroller, umbrella, hat, sunglasses).	4.069	0.908	0.751		
CS3	The photographer staff provide good service.	3.629	0.858	0.731		
CS4	The toilets have good sanitation.	4.097	0.908	0.747		
CS5	The local shop offers a large variety of goods (like souvenirs).	3.891	0.913	0.732		
CS6	The Borobudur area is easily accessible by transportation.	4.161	0.943	0.699		
PRICE		3.631			0.779	0.522
P1	The ticket price matches the satisfaction I get.	3.923	1.200	0.822		
P2	Compared to other tourist attractions, ticket prices at Borobudur are reasonable.	3.847	1.260	0.864		
P3	The price of shuttle is reasonable.	3.496	0.820	0.653		
P5	The prices of umbrellas and strollers are reasonable.	3.415	0.820	0.617		
P6	Food and souvenir prices in the Borobudur area are reasonable.	3.472	0.809	0.616		

Table 7. *Cont.*

Variables		Mean	Standard Deviation	Outer Loading	Cronbach's Alpha	AVE
SATISFACTION		4.378			0.781	0.603
SA1	Experience visiting Borobudur met my expectations.	4.226	0.984	0.796		
SA2	I enjoy learning new things about cultural heritage.	4.488	0.790	0.747		
SA3	I am impressed by Borobudur as an example of cultural heritage.	4.613	0.620	0.782		
SA4	The availability of the temple package (temple or non-temple grounds) meets my expectations.	4.185	1.060	0.779		
LOYALTY		4.479			0.794	0.627
LO5	I will recommend Borobudur Temple to other people.	4.633	0.660	0.900		
LO6	I will tell others something positive about my time at Borobudur Temple.	4.621	0.656	0.895		
LO7	In the future, I will go back to Yogyakarta and see the Borobudur Temple again.	4.145	1.205	0.692		
LO8	I will seek cultural heritage tourism in other destinations.	4.516	0.714	0.645		

Notes: some indicators have been removed from the model due to invalid (outer loading < 0.6).

For the discriminant validity, Table 8 shows the result of the Fornell–Larcker criterion. The shared variance for all model constructs does not exceed their respective AVEs. Therefore, all constructs meet the validity standard.

Table 8. Fornell and Larcker criterion.

	Communication	Consumables	Empathy	Loyalty	Price	Responsiveness	Satisfaction	Tangibles
Communication	0.738							
Consumables	0.439	0.727						
Empathy	0.495	0.494	0.815					
Loyalty	0.395	0.349	0.411	0.792				
Price	0.383	0.458	0.389	0.492	0.722			
Responsiveness	0.364	0.345	0.417	0.560	0.425	0.730		
Satisfaction	0.481	0.320	0.395	0.533	0.518	0.432	0.776	
Tangibles	0.478	0.464	0.582	0.489	0.420	0.519	0.414	0.739

Through a simulation analysis, these methods are not able to accurately identify the absence of discriminant validity in typical research scenarios [108]. Therefore, we evaluated the discriminant validity based on the multi-trait–multimethod matrix using the heterotrait–monotrait ratio of correlations (HTMT). The value of HTMT in Table 9 is lower than 0.85, which means that discriminant validity is present in this model [101].

We assessed the structural models using VIF, predictive power, and model fit. Since the VIF values of the indicator in Table 10 are below 5, there are no collinearity issues among the predictor constructs, allowing for the next structural model assessment.

Table 9. Heterotrait–monotrait ratio (HTMT).

Heterotrait–Monotrait Ratio (HTMT)			
Consumables <-> Communication	0.541	Responsiveness <-> Communication	0.422
Empathy <-> Communication	0.640	Responsiveness <-> Consumables	0.394
Empathy <-> Consumables	0.624	Responsiveness <-> Empathy	0.523
Loyalty <-> Communication	0.479	Responsiveness <-> Loyalty	0.676
Loyalty <-> Consumables	0.420	Responsiveness <-> Price	0.505
Loyalty <-> Empathy	0.524	Satisfaction <-> Communication	0.588
Price <-> Communication	0.456	Satisfaction <-> Consumables	0.378
Price <-> Consumables	0.586	Satisfaction <-> Empathy	0.499
Price <-> Empathy	0.497	Satisfaction <-> Loyalty	0.656
Price <-> Loyalty	0.587	Satisfaction <-> Price	0.605
Tangibles <-> Communication	0.567	Satisfaction <-> Responsiveness	0.515
Tangibles <-> Consumables	0.526		
Tangibles <-> Empathy	0.722		
Tangibles <-> Loyalty	0.581		
Tangibles <-> Price	0.486		
Tangibles <-> Responsiveness	0.590		
Tangibles <-> Satisfaction	0.473		

Table 10. Collinearity statistics (VIF).

Indicator	VIF	Indicator	VIF
com1	1.704	rp1	1.713
com2	1.534	rp2	1.431
com3	1.569	rp3	4.411
com4	1.890	rp4	4.358
com6	1.264	rp5	2.111
cs1	1.670	rp6	1.547
cs2	1.700	rp7	1.646
cs3	1.648	sa1	1.757
cs4	1.556	sa2	1.670
cs5	1.734	sa3	1.667
cs6	1.440	sa4	1.665
em1	1.521	tg10	2.368
em2	1.490	tg11	3.049
em3	1.466	tg12	2.088
lo5	3.191	tg15	1.287
lo6	3.170	tg6	1.263
lo7	1.347	tg8	1.635
lo8	1.275	tg9	2.467
p1	2.475		
p2	2.634		
p3	1.348		
p5	2.385		
p6	2.360		

Next, we assessed the statistical significance and relevance of the path coefficient in the structural model using the coefficient of determination (R^2) and the blindfolding-based cross-validated redundancy measure (Q^2). Table 11's R^2 for endogenous constructions shows weak prediction [109], yet it remains a valid construct [108]. A value of 0.386 suggests that service quality and price can account for 38.6% of visitors' satisfaction, while another variable accounts for the remaining portion. Meanwhile, a value of 0.438 indicates that satisfaction could explain loyalty by 43.8%. Furthermore, the Q^2 value of the endogenous construct exceeds 0.25, indicating a medium predictive relevance for the PLS-path model. Then, in terms of fit measures, SmartPLS offers the following SRMR, d_ULS, d_G, NFI, and Chi² (Table 12). The value of SRMR in Table 12 is under 0.08, which means that the model in this study is fit and has predictive power [109].

Table 11. Explanatory power.

Predictors		R^2	f^2	Q^2
Communication	Loyalty	0.463	0.001	0.382
Consumables			0.000	
Empathy			0.002	
Price			0.029	
Responsiveness			0.103	
Tangibles			0.064	
Satisfaction			0.017	
Communication	Satisfaction	0.396	0.076	0.341
Responsiveness			0.004	
Consumables			0.004	
Empathy			0.119	
Tangibles			0.029	
Price			0.003	

Table 12. Model fit assessment.

	Saturated Model	Estimated Model
SRMR	0.078	0.078
d_ULS	5.253	5.253
d_G	1.644	1.644
Chi-square	2143.645	2143.645
NFI	0.632	0.632

5.4. Hypothesis Testing

The constructs and items in this study demonstrate significant reliability, validity, and predictive power as explanatory variables. Therefore, we can conduct hypothesis testing to investigate the impact of service quality and price on visitors' satisfaction and loyalty, as well as the relationship between satisfaction and loyalty.

Table 13 and Figure 9 indicate that communication, responsiveness, and tangibles, as dimensions of service quality, have a partial and significant effect on satisfaction and loyalty. Communication has a positive and significant effect on satisfaction, whereas tangibles positively affect loyalty. Meanwhile, responsiveness and price have positive and significant effects on both satisfaction and loyalty. Furthermore, satisfaction significantly affects loyalty.

Table 13. Results of hypothesis testing using path analysis from PLS-SEM.

	Original Sample	STDEV	T Statistics	*p* Values	Results	
Service Quality -> Satisfaction						
Communication -> Satisfaction	0.264 ***	0.058	4.565	0.000	Sig.	H1 is partially proven
Responsiveness -> Satisfaction	0.161 **	0.070	2.292	0.022	Sig.	
Consumables -> Satisfaction	−0.06	0.073	0.813	0.416	Not Sig.	
Empathy -> Satisfaction	0.068	0.083	0.810	0.418	Not Sig.	
Tangibles -> Satisfaction	0.056	0.081	0.686	0.492	Not Sig.	
Service Quality -> Loyalty						
Communication -> Loyalty	0.027	0.054	0.497	0.619	Not Sig.	H2 is partially proven
Responsiveness -> Loyalty	0.292 ***	0.068	4.277	0.000	Sig.	
Consumables -> Loyalty	0.005	0.066	0.080	0.936	Not Sig.	
Empathy -> Loyalty	0.039	0.062	0.632	0.527	Not Sig.	
Tangibles -> Loyalty	0.133 *	0.072	1.836	0.066	Sig.	
Price -> Satisfaction	0.325 ***	0.077	4.249	0.000	Sig.	H3 is proven
Price -> Loyalty	0.161 **	0.067	2.401	0.016	Sig.	H4 is proven
Satisfaction -> Loyalty	0.239 ***	0.079	3.013	0.003	Sig.	H5 is proven

Notes: *, **, and *** indicate significance level at 10%, 5%, and 1%, respectively. Sig. denotes significant.

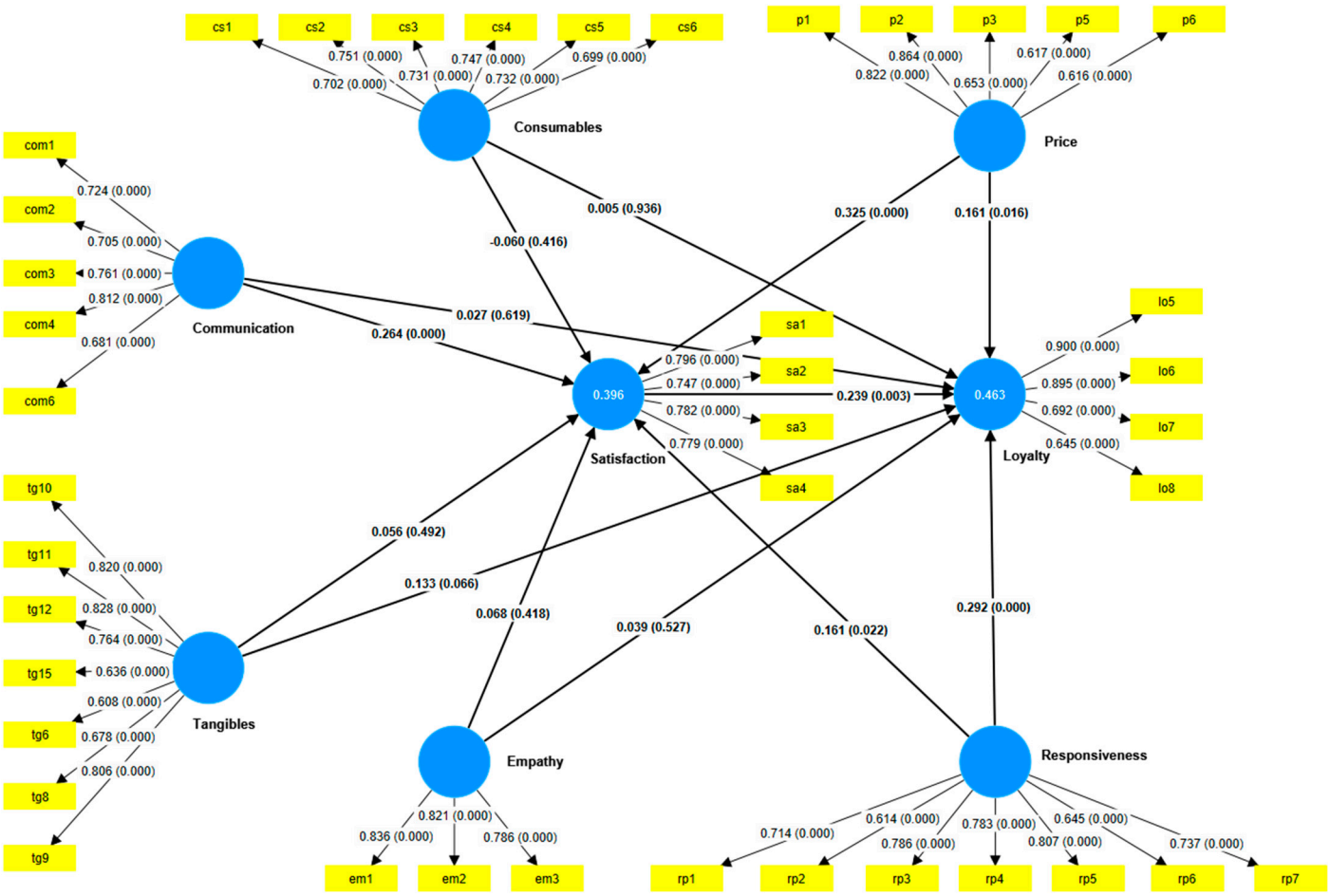


Figure 9. Bootstrapping outcomes for the path diagram of PLS-SEM. *Notes*: The parentheses represent the *p*-value. The outer model represents the outer loadings, while the inner model contains the path coefficients.

For the ratings of response classifications for each variable in Table 14, loyalty has the highest rating, followed by responsiveness, satisfaction, and tangibles. Even though price is the lowest rating, it still has a high rating, as do consumables, empathy, and communication.

Table 14. Rating of response category.

Variables	Mean	Rating Classification
Communication	3.870	High (agreement)
Responsiveness	4.459	Very high (strong agreement)
Empathy	3.957	High (agreement)
Tangibles	4.232	Very high (strong agreement)
Consumables	3.977	High (agreement)
Price	3.636	High (agreement)
Satisfaction	4.376	Very high (strong agreement)
Loyalty	4.472	Very high (strong agreement)

Furthermore, Table 15's Sobel test confirms the mediators' role in mediating the relationship between exposure and outcomes. Satisfaction can play the mediating role in the effect of communication, price, and responsiveness on loyalty for the Borobudur Temple.

Table 15. Mediation analysis using the Sobel test.

Path	Test Statistic	Standard Error	*p*-Value
Communication -> Satisfaction -> Loyalty	2.515	0.025	0.012 **
Responsiveness -> Satisfaction -> Loyalty	1.824	0.021	0.068 *
Consumables -> Satisfaction -> Loyalty	−0.785	0.018	0.432
Empathy -> Satisfaction -> Loyalty	0.782	0.021	0.434
Tangibles -> Satisfaction -> Loyalty	0.669	0.020	0.503
Price -> Satisfaction -> Loyalty	2.458	0.032	0.014 **

Notes: *, **, indicate significance level at 10%, 5%, respectively. Sig. denotes significant.

Table 16 shows the robustness test of satisfaction as the mediation role in the model, using the ratio of the indirect effect to the total effect [110–112]. The effect size of all items is approximately 50%.

Table 16. Results of the mediation test.

Path	A	b	c′	ab/(ab + c′)	%
Communication -> Satisfaction -> Loyalty	0.264	0.239	0.063	0.49974	49.97
Responsiveness -> Satisfaction -> Loyalty	−0.060	0.239	−0.014	0.50376	50.38
Consumables -> Satisfaction -> Loyalty	0.068	0.239	0.016	0.50177	50.18
Empathy -> Satisfaction -> Loyalty	0.325	0.239	0.078	0.49898	49.90
Tangibles -> Satisfaction -> Loyalty	0.161	0.239	0.038	0.50288	50.29
Price -> Satisfaction -> Loyalty	0.056	0.239	0.013	0.50653	50.65

Notes: a represents the direct impact of exposure on mediators, b represents the direct influence of mediators on outcomes, and c′ denotes the indirect impact of exposure on outcomes via mediators.

5.5. Multigroup Analysis (MGA)

Table 17 illustrates that the preferred Temple Site group (temple structure and ground) demonstrates partial measurement invariance, suggesting the establishment of multi-group analysis (MGA). However, no significant differences are observed between the foreign and domestic tourists' groups.

Table 17. Measurement invariance test using MICOM.

Group	Composite	Step 2							
		Correlation Permutation Mean	5.00% -Quantile	Permutation *p*-Value	Compositional Invariance				
Preferred Temple Site (Structure & Temple ground)	Communication	0.990	0.972	0.370	Yes				
	Responsiveness	0.994	0.986	0.095	Yes				
	Consumables	0.986	0.965	0.519	Yes				
	Empathy	0.993	0.977	0.483	Yes				
	Tangibles	0.992	0.980	0.176	Yes				
	Price	0.991	0.969	0.103	Yes				
	Satisfaction	0.996	0.989	0.415	Yes				
	Loyalty	0.996	0.989	0.709	Yes				
		Step 3a				Step 3b			
	Composite	Mean Original Difference	CI 95%	Equal Means?		Variance Permutation Mean Difference	CI 95%	Equal Variance?	Measurement Invariance
	Communication	0.000	[−0.281; 0.282]	No		−0.020	[−0.394; 0.340]	Yes	Partial
	Responsiveness	0.001	[−0.286; 0.277]	No		−0.027	[−0.463; 0.397]	Yes	
	Consumables	0.003	[−0.286; 0.29]	Yes		−0.013	[−0.317; 0.273]	Yes	
	Empathy	−0.001	[−0.297; 0.273]	Yes		−0.016	[−0.348; 0.289]	Yes	
	Tangibles	0.003	[−0.287; 0.281]	Yes		−0.015	[−0.362; 0.321]	Yes	
	Price	0.002	[−0.284; 0.277]	Yes		−0.017	[−0.361; 0.301]	No	
	Satisfaction	−0.001	[−0.287; 0.271]	No		−0.022	[−0.484; 0.456]	Yes	
	Loyalty	0.001	[−0.28; 0.273]	No		−0.030	[−0.601; 0.508]	No	

Table 17. *Cont.*

Group	Composite	Step 2				Measurement Invariance
		Correlation Permutation Mean	5.00%	Permutation *p*-Value	Compositional Invariance	
Foreigner-Domestic Tourists	Communication	0.993	0.980	0.816	Yes	No
	Responsiveness	0.996	0.989	0.321	Yes	No
	Consumables	0.989	0.974	0.709	Yes	No
	Empathy	0.994	0.982	0.671	Yes	No
	Tangibles	0.994	0.984	0.008	No	No
	Price	0.992	0.972	0.640	Yes	No
	Satisfaction	0.997	0.991	0.066	Yes	No
	Loyalty	0.998	0.993	0.012	No	No

Notes: 5.00% in Step 2 is 5.00% quantile correlation, CI = confidence interval.

Table 18 presents the estimated paths between tourists visiting the temple structure and those visiting the temple grounds. The findings suggest that satisfaction serves as a mediator of loyalty for both groups, with a stronger effect observed among visitors to the temple structure. Additionally, communication and pricing significantly enhance satisfaction across both groups, exerting a greater influence on visitors to the temple structure than those visiting the temple grounds. Consumables negatively affect satisfaction among visitors to the temple structure, whereas responsiveness enhances satisfaction for temple grounds visitors. Furthermore, responsiveness positively impacts loyalty for both groups, with a more pronounced effect for temple grounds visitors. Finally, tangibles are found to positively influence loyalty only among visitors to the temple structure. In Table 19, on average, visitors to the temple structure rate communication, price, satisfaction, and loyalty higher than those who visit the temple grounds.

Table 18. Bootstrap results for MGA.

Relationship	Original (Temple Structure)	Original (Temple Ground)	t Value (Temple Structure)	t Value (Temple Ground)
Communication -> Satisfaction	0.304 **	0.189 ***	1.987	2.654
Communication -> Loyalty	0.045	−0.023	0.349	0.332
Responsiveness -> Satisfaction	−0.269 **	0.079	2.188	0.762
Responsiveness -> Loyalty	0.036	0.049	0.402	0.505
Consumables -> Satisfaction	0.061	0.070	0.512	0.688
Consumables -> Loyalty	−0.029	0.081	0.284	1.040
Empathy -> Satisfaction	0.191	0.155 *	1.274	1.820
Empathy -> Loyalty	0.211	0.306 ***	1.553	3.775
Tangibles -> Satisfaction	0.152	0.021	0.992	0.217
Tangibles -> Loyalty	0.290 **	0.077	2.155	0.821
Price -> Satisfaction	0.380 ***	0.275 ***	3.912	2.564
Price -> Loyalty	−0.060	0.176 **	0.446	2.070
Satisfaction -> Loyalty	0.454 ***	0.191 **	3.219	2.042

Notes: *, **, and *** indicate significance level at 10%, 5%, and 1%, respectively. Sig. denotes significant.

Table 19. Response Rating classification of communication, price, satisfaction, and loyalty between the temple grounds and temple structure.

Items		Temple Ground	Rating Classification	Temple Structure	Rating Classification
COM1	The written leaflets/sitemap provide enough information.	3.934	High	4.103	High
COM2	The information management of Borobudur could provide accurate information on the quota for each temple package (especially the quota for the temple structure ticket).	3.650	High	4.132	High

Table 19. *Cont.*

Items		Temple Ground	Rating Classification	Temple Structure	Rating Classification
COM3	Management accommodates your visiting schedule.	3.749	High	4.397	Very high
COM4	The written information about Borobudur is detailed enough.	3.776	High	4.206	High
COM6	The tour guides provide detailed explanations.	3.523	High	4.426	Very high
P1	The ticket price matches the satisfaction I get.	3.778	High	4.309	Very High
P2	Compared to other tourist attractions, ticket prices at Borobudur are reasonable.	3.717	High	4.191	High
P3	The price of the shuttle is reasonable.	3.511	High	3.471	High
P5	The prices of umbrellas and strollers are reasonable.	3.444	High	3.353	Medium
P6	Food and souvenir prices in the Borobudur area are reasonable.	3.525	High	3.338	Medium
SA1	Experience of visiting Borobudur met my expectations.	4.111	High	4.552	Very high
SA2	I enjoy learning new things about cultural heritage.	4.406	Very high	4.706	Very high
SA3	I am impressed by Borobudur as an example of cultural heritage.	4.561	Very high	4.750	Very high
SA4	The availability of the temple package (temple or non-temple grounds) meets my expectations.	4.011	High	4.647	Very high
LO5	I will recommend Borobudur Temple to other people.	4.542	Very high	4.868	Very high
LO6	I will tell others something positive about my time at Borobudur Temple.	4.539	Very high	4.838	Very high
LO7	In the future, I will go back to Yogyakarta and see Borobudur Temple again.	4.173	High	4.368	Very high
LO8	I will seek cultural heritage tourism in other destinations.	4.472	Very high	4.636	Very high

6. Discussion

The results of the reflective measurement model in Table 13 show that service quality does have some effect on tourists' satisfaction and loyalty to Borobudur. They also show that service quality does have an effect on tourists' satisfaction and loyalty to Borobudur. Communication positively affects tourist satisfaction, meaning that the quality and detail of the information visitors receive can enhance their experience of Borobudur's cultural heritage and increase their satisfaction level. This finding aligns with Afthanorhan et al., Cheunkamon et al., and Shrestha [68,69,77]. The information available to visitors from the management includes a sitemap and written details about Borobudur. Visitors can learn about the history of Borobudur, the timeline of its restoration, the number of stones and sculptures, and a large stone on Borobudur's west side, which lists the names of those who have helped restore the site since its founding. Meanwhile, temple structure visitors are guided by professional tour guides who provide information about Borobudur's history and value. According to the respondents' experiences and previous studies by Saddhono et al. [93], the key values include religious, historical, architectural, and artistic values. The reliefs carved into the walls depict Buddha's spiritual journey and valuable life lessons,

while the sculptures, particularly the Stupa, embody the sacred Buddhist atmosphere, further enhancing visitors' spiritual experiences. Additionally, the unique construction, resembling a pyramid, uses high-precision stone stacking without adhesive, allowing the structure to withstand the test of time [32,93]. Although temple structure visitors only have limited time to explore Borobudur, the tour guide allows them to explore the temple on their own for 10–20 min, as long as they wear the Upanat and refrain from touching the stones. Furthermore, the Bodhi Tree, near the entry gate to the Borobudur site, was planted with the belief that it holds symbolic significance and a spiritual connection to the sacred tree in India. This detailed information and profound spiritual experience explain why the effect of communication between the temple grounds and the temple structure on visitors' satisfaction is significantly different, as depicted in Table 19.

Knowing that communication plays a crucial role in enhancing the cultural heritage experience for visitors, the management of Borobudur should consistently maintain and improve how they deliver information to visitors, particularly regarding the ticket purchasing system and the quota for temple structure visitors. Not every tourist is aware that they must purchase temple structure tickets online via Borobudur's official website, and these tickets are limited to 1,200 per day, divided between foreign and domestic tourists. Some tourists only become aware of this requirement when they reach the ticket gate. Therefore, the management of Borobudur should provide detailed information to visitors before they reach the ticket gate, such as at the entrance or parking area. If the management could display this information to visitors and provide offline temple structure tickets, the disappointment of those unable to purchase tickets online might be reduced. Furthermore, the management could provide signage or written information about the Bodhi Tree, so that visitors to the temple grounds can also access this valuable information.

Regarding responsiveness, it has a positive and significant effect on satisfaction and loyalty, which aligns with the findings from other studies [3,5,7,39–42]. The management of Borobudur has provided sufficient services that address visitors' needs, resulting in high satisfaction levels. Visitors can freely explore the peaceful and secure environment, which includes a special route for wheelchair and stroller users, as well as for the elderly, and security posts throughout the area. Although tour guides are not available to visitors in the temple grounds, they provide clear information about Borobudur as a cultural heritage site and answer any questions from visitors, such as those concerning the missing Buddha statues. Additionally, the professional staff not only oversees the administration of tourist attractions, such as the information center, ticketing, and tour guides, but also includes trained cleaning staff who speak English, offering assistance to visitors who need directions or other information. Moreover, the manageable crowding in the ticketing area and at the temple helps visitors enjoy Borobudur freely. Tables 14 and 18 how that the effect of responsiveness on satisfaction for both temple structure and temple grounds visitors is nearly the same, and the responsiveness rating is the highest among other service quality factors. These findings demonstrate that responsiveness, as a part of service quality, plays a role in satisfying visitors and encouraging them to return [20,36] across different visitor categories. Empathy, referring to the property's consideration of the needs of visitors, especially children and less-abled visitors, does not significantly affect satisfaction and loyalty. This result is in line with Wan & Cheng [22] but contrasts with Akroush et al., Pakurár et al., and Shrestha, who demonstrate the significant influence of empathy on satisfaction [69,70,78]. Based on the respondents' feedback, they understand that the Borobudur Temple structure may not be suitable or safe for children, the elderly, or wheelchair users due to the temple's steep stairs. Even though the temple grounds have a dedicated route for wheelchair and stroller users, its impact on satisfaction and loyalty is not as significant as the enjoyment that visitors derive from the cultural experience at

Borobudur Temple. Despite the provision of amenities, like wheelchairs and stroller lanes, the key experience or value is the ability to see Borobudur.

Unlike other studies by Nian et al., Yang et al., Yang et al., Ozdemir et al., and Baloglu et al. [1–3,6,7], this study finds that consumables, which are supplementary services provided by the property, have no effect on satisfaction and loyalty. These facilities include shuttles, rented goods (such as umbrellas, strollers, and wheelchairs), items sold by vendors (like hats and sunglasses), photographers, toilets, local shops, and transport access. For the shuttles, visitors can walk just 5 min from the main entrance to the Borobudur site; therefore, taking a paid shuttle near the main gate is unnecessary unless they wish to explore the entire Borobudur area. As of the end of September 2024, the new entry and exit gates are located to the northwest of the Borobudur area, a considerable distance away. To accommodate this, the management has provided a free shuttle service from the new entry gate to Borobudur Temple, and from the temple to the new exit gate. The local shop's initial location was under construction during the surveys, leading to its relocation near the temporary exit gate. As a result, most respondents reported having no prior experience purchasing souvenirs or goods. Although they were informed of the souvenir prices, they assumed the prices at the local shop were reasonable, given its location in a tourist area. Additionally, the availability of strollers, umbrellas, hats, and sunglasses sold by vendors at the entrance, as well as local photographer services in the Borobudur Temple grounds, are not essential for visitors to enjoy Borobudur. These items merely supplement their experience of Borobudur as a cultural heritage site.

Regarding tangibles, the Borobudur area, directional signage (including access and departure points, parking, restrooms, and sitemaps), and the provision of spaces for religious activities reflect well-organized and high-quality management. The positive experience of visiting Borobudur encourages visitors to share it and plan future visits. The directional signage complements the landscaping, ensuring efficient navigation to key destinations. Additionally, Borobudur Temple, as a sacred site for Buddhism [113], allows Buddhists to engage in religious activities, including the Vesak Day celebration and individual practices in the stupa area on the highest floor of the temple. This explains why tangibles have a significant and positive effect on the satisfaction of temple structure visitors, but not on temple ground visitors.

In terms of price, visitors find that the cost of tickets, shuttle fees, and other amenities (e.g., umbrellas, strollers, wheelchairs, food, and souvenirs) is reasonable, aligns with their expectations, and makes the experience worth the cost. Therefore, visitors feel comfortable, enjoy their trip, and have a cultural experience without experiencing financial stress. Moreover, the fair pricing of temple structure tickets demonstrates respect for cultural heritage and accessibility for diverse groups, enhancing visitors' enjoyment and learning experiences. In fact, the price for accessing the temple structure remains lower than the perceived value of exploring it, which adds to the overall sense of value for money. This finding is important because it confirms that the price is considered fair and not excessively high, further contributing to visitors' satisfaction. Table 18 supports this, demonstrating a larger effect of price on satisfaction for temple structure visitors compared to those visiting the temple grounds. This suggests that price discrimination not only safeguards the sustainability of Borobudur from overtourism but also provides a superior experience and a sense of exclusivity for temple structure visitors. On the other hand, price only positively affects the loyalty of temple grounds visitors. This is because the affordable price and the ability to see the Borobudur Temple from the courtyard motivate them to recommend Borobudur as a destination and to return to the courtyard. It also encourages the motivation to visit the temple for a new cultural experience and the chance to learn from the temple structure. Furthermore, the satisfaction and loyalty of temple structure

visitors outweigh those of temple grounds visitors. These findings support the idea that the implementation of price discrimination will enhance Borobudur's sustainability as a World Heritage Site for tourism while preserving its cultural and physical condition.

Borobudur is part of the Indonesian government's super-priority program, which aims to increase visitors' intention to revisit. In response, Borobudur's management has focused on improving service quality to ensure the continuity of tourist visits. The continuity of tourist visits means that Borobudur's management ensures that tourists who have visited the site will return or recommend it to others. This, in turn, attracts new visitors, helping to maintain a steady and sustainable flow of tourists to Borobudur, especially foreign tourists. Such a continuity of visits helps maintain the site's tourism revenue and its overall impact on the local economy. However, the conditions of Borobudur, as an ancient site from the 8th century, need to be protected by imposing restrictions and limits on visitor numbers. The implementation of a quota of 1200 per day and price discrimination (differentiating prices for the temple structure and the grounds) helps the management of Borobudur to ensure the preservation of Borobudur. Even though prices are rising, they do not prevent tourists from visiting and revisiting, which is not in line with demand theory (higher prices followed by lower quantity demanded). Additionally, there is information regarding day-specific restrictions. For example, on Mondays, tourists are not allowed to go into the temple structure due to special disinfecting treatments, which are part of efforts to maintain the temple's condition. Therefore, the implementation of visitor restrictions, a daily quota, and price discrimination can be used as tools for ensuring the site's sustainability by promoting the continuity of visits and preserving Borobudur. This policy is not only the concern of Borobudur's management but also the government, which is the main authority in charge of Borobudur.

7. Conclusions

Ensuring the sustainability of Borobudur as an example of global cultural and religious heritage involves two key factors, namely attracting repeat visitors to the site and implementing measures that preserve the Borobudur Temple itself. The hypothesis proposed in this research focus on the relationship between service quality, price, satisfaction, and loyalty, as well as how these factors contribute to the sustainable management and preservation of the temple. The reflective measurement model confirms that various aspects of service quality or HISTOQUAL, including communication, responsiveness, consumables, empathy, tangibles, and pricing, have significant impacts on visitors' overall experience or satisfaction and their likelihood to return or recommend the site. Communication, particularly through the provision of detailed and accessible information, significantly enhances tourist satisfaction by enriching their understanding of Borobudur's cultural and historical significance. This emphasizes the need for Borobudur's management to continually improve communication, especially regarding ticketing systems and visitor quotas, to avoid confusion and enhance visitor experiences. Responsiveness also emerged as a key factor in satisfaction and loyalty. The study highlights the effectiveness of Borobudur's management in addressing visitor needs, ensuring that services, such as accessible routes and assistance from staff, contribute to a positive and memorable visit. This reinforces the importance of maintaining high responsiveness across different visitor groups. On the other hand, empathy, particularly in terms of catering to the needs of children, elderly visitors, and those with disabilities, was found to have a less significant impact on satisfaction and loyalty compared to other factors. This suggests that while amenities for these groups are important, they do not carry as much weight as the cultural and spiritual experience that Borobudur offers. In terms of price, the findings indicate that visitors perceive the pricing structure, especially for temple structure access, as fair and aligned with the value

of the experience. The use of price discrimination, differentiating the cost between temple structure and grounds visitors, not only helps manage visitor numbers but also ensures the sustainability of Borobudur as a World Heritage Site. This pricing strategy maintains the exclusivity of the temple structure while encouraging a steady flow of visitors to the site, ensuring long-term preservation. Overall, Borobudur's management strategy, which balances accessibility, cultural enrichment, and preservation, plays a pivotal role in ensuring the site's sustainability. The continuity of visits, driven by improved service quality and thoughtful visitor management practices, will contribute to Borobudur's longevity as a significant cultural landmark while supporting the local economy. However, ongoing efforts to protect the site's physical and cultural integrity, such as implementing visitor quotas and specific maintenance measures, are essential to ensuring that Borobudur remains a revered heritage site for future generations.

Along with its strengths, the research has several limitations. The number of respondents is small; therefore, better results could be obtained by including more respondents, especially foreign tourists. Additionally, exploring larger tourism areas around the Magelang district, such as Breksi, Prambanan Temple, and the Palace of Yogyakarta (Kraton), could help understand consumer preferences for creating tour packages that include Borobudur and surrounding cultural heritage sites. To enhance the research's generalizability, it could be conducted not only during holidays and weekends but also on weekdays and during special events, such as Vesak Day. Additionally, this study is limited to cross-sectional research, so future studies should consider the impact of seasonality when measuring sustainability. Furthermore, future research could draw comparisons with other heritage tourism locations or sites, taking into account variables that were not significant in this study. It could also utilize a research model with a CB-SEM approach to further develop heritage tourism theory.

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