

# Revisiting Royal Tourism: Tourists' Intention to Revisit the Yogyakarta Palace in Indonesia

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It is well accepted that countries with a monarchy system have the capital to develop royal tourism. Even though Indonesia is a republic, the country was formed by merging small kingdoms and sultanates and some of their palaces are now turned into living museums and attractions for tourists. This study examines the factors influencing the intentions of tourists to return to the Yogyakarta Palace, a palace belonging to a sultanate that still survives and is recognized by the government. The study cohort was 250 and was selected using the convenience sampling method, and data were tested using an exploratory factor analysis and structural equation models. The main finding of the current study is that revisit intention was influenced by service quality, perceived value, tourist satisfaction, and place attachment.

*Keywords:* royal tourism, palace tourism, royal heritage, place attachment, revisit intention



<https://doi.org/10.26493/2335-4194.15.307-321>

## Introduction

Currently, several countries have implemented a monarchy system, such as Brunei Darussalam, the United Kingdom, Japan, Jordan, Luxembourg, Malaysia, Morocco, Monaco, Spain, Saudi Arabia, Swaziland, and Thailand. These countries have a great potential to develop and offer royal tourism, which is a tourism product that makes the monarchy an object and subject of tourism. In general, tourists are interested in aspects related to the monarchy, from its history, buildings, and celebrations to its royal members.

Collectively, there are two types of studies that focus on different aspects of royal tourism. First, the studies concerning tourism induced by the travels of

royalty, which means royal leaders visit places, which in turn creates a crowd of tourists travelling to sites visited by those royal leaders. According to Zuelow (2006), the visit of King George IV to Scotland in 1822 visit attracted thousands of tourists to also visit this country. Tourism historians noted this event as the beginning of royal tourism in Scotland, and the tradition still exists. In the early 1850s, Butler (2007) mentioned that Queen Victoria and Prince Albert destroyed and rebuilt a castle there, Balmoral, which they visited every summer. The visit of British royalty to Scotland makes this country attractive in the eyes of international tourists and has even become an identity for the country (Palmer, 2007). As depicted by Leiper (2008),

a similar incident occurred when King Chulalongkorn of Siam (now Thailand) visited Europe in 1897. The places visited by the King, both in Europe and in Siam after the King's return from Europe, became crowded with tourists, which impacted the local community's economy.

The second type of royal tourism studies concerns the activities carried out in the palaces of royal leaders to attract tourists. Thus, Baxendale (2007) considered palace tourism as a type of heritage tourism. Referring to the Tower of London, Windsor Castle, and Hampton Court in England, she found that visitors were motivated by nationalism and royalism to visit those sites. Other studies with settings in Indonesia concerned how palaces can continue to survive as cultural centres by holding royal dinners or overnight stays (Cahyadi, 2015, 2019; Ruastiti, 2015). Indonesia is a country with thousands of islands and consisted of small kingdoms and sultanates before its independence. At present, despite being a republic, in some areas there are still several kingdoms, especially the sultanates. However, they do not have the authority or power of the kingdoms and empire of previous times and the number of the remaining sultanates that have opened their palaces to be tourist destinations is limited. This current study refers to this second type of royal tourism.

It is axiomatic that different events involving royal families – such as births, anniversaries, birthdays, and funerals – attract remarkable public attention (Raad et al., 2021). Accordingly, Palmer and Long (2019) shed light on the impact of royal family life on travel and tourism patterns through their tourism and leisure activities and experiences. Elsewhere, Maddens and Vanden Berghe (2008) have investigated the context of royal tourism in Spain by focusing on the management of royal destinations as distinctive historical contexts for tourists, whereas Luchprasith (2022) has explored the potential of royal tourism in the context of Thailand and found that royal tourism could be a valuable addition to the country's existing cultural tourism attractions or utilized as a tool to enhance the national heritage for local communities. Furthermore, Porananond and King (2016) postulate that to date, the relevant literature on tourism and monarchies is ded-

icated to the history of the Western Europe, especially the United Kingdom, and they state that there is an urgent need to expand the literature to Asian royalty to fill the gaps in the tourism literature and explore this issue outside of Europe.

Thirumaran (2016) indicates that royal tourism shapes a visible and experimental part of the tourism landscapes in the southeast part of Asian countries such as Nepal, Myanmar, and Vietnam. It is claimed that the relationships between royalty and tourism have received scant attention in the pertinent academic literature (Dowling, 2010). Only minimal research has explored the linkage between monarchies past and present in Asian, Middle Eastern and African contexts (Spellman, 2001). According to Palmer and Long (2019, p. 9), 'The motivations, behaviours and experiences of both casual and dedicated "royal tourist" visitors to royal events and sites and in the presence of royalty would also bear analysis in seeking to understand how monarchy is consumed and interpreted by both domestic and international visitors.' In the same vein, the authors found a lack of studies focusing on tourist behaviour in the context of royal tourism, especially those using a quantitative approach. For this reason, this study aims to examine the factors that influence the intention of tourists to revisit the imperial palace and the authors chose service quality, tourist satisfaction, place attachment, and perceived value as predictors.

## Literature Review

### Service Quality

According to Park and Jeong (2019), service quality is one of the most common variables used in tourism studies between 2008 and 2019. In the pertinent literature, several methods of tourist service quality assessment are employed, comprising *SERVPERF*, Critical Incident Technique (*CIT*), and the *SERVQUAL* method (Kowalska & Ostrega, 2020). Most research uses *SERVQUAL*, and the results are in line with the arguments of Parasuraman et al.'s (1988) and Parasuraman et al.'s (1991) arguments. Arguably, several researchers have proposed that a revised measurement scale is required in the context of tourism services (Yu et al., 2005). Liu and Lee (2016) examine an integrated

model of service quality that demonstrates the affective mechanisms through which service quality relates to price perception of service, word of mouth (WOM) and intention to revisit; the context of their study was the Asia Pacific region.

Accordingly, service quality is a balance between customer perceptions and their expectations (Bhat, 2012). Dissatisfied tourists have no intention of returning to visit or even have an intention to spread lousy word-of-mouth reviews. Narayan et al. (2009) employed two perspectives to measure service quality in the tourism industry – the customer perspective and the service provider perspective. Customers seek the following ten aspects: ‘core-tourism experience, information, hospitality, fairness of price, hygiene, amenities, value for money, logistics, food, and security’ (Narayan et al., 2009, p. 62). Liu and Lee (2016) tested the potential relationship between service quality, word of mouth, price perception, and intention to revisit using structural equation models and other statistical methods and examined their proposed method on a sample of 484 respondents. From the perspective of the service providers, they must be customer-oriented, flexible to different customer needs, flexible to changing customer desires, support and provide flexibility for front-liners to act quickly and correctly, and focus on company performance. Furthermore, service quality follows the type of tourism products; for example, rural tourism emphasizes hardware (including equipment and atmosphere), dish quality, catering price, safety and hygiene, service level, and characteristic service (Huang, 2017). On the other hand, culinary tourism considers reliability, responsiveness, assurance, empathy, and tangibility (Mulyana & Ayuni, 2019).

Service quality is raised in hospitality, leisure, and tourism studies such as culinary tourism, rural tourism, eco-tourism, sports tourism, halal tourism, heritage tourism, urban tourism, and theme parks (Gumussoy & Koseoglu, 2016; Huang, 2017; Irama & Abror, 2019; Mulyana & Ayuni, 2019; Nian et al., 2019; Shonk & Chelladurai, 2008). However, there is still a dearth of studies that research service quality in the context of royal tourism. Based on reports from previous studies, service quality plays a significant role in shaping

tourists’ perceived value (Lai & Chen, 2011; Nguyen et al., 2018; Rajic et al., 2013; Kuo et al., 2009), and service quality is also one of the variables chosen by Donighi and Yousefi (2016) to confirm post-purchase intention; they stated that service quality affects perceived value.

Prior studies have documented the significant effect of service quality on tourist satisfaction (Kwenye, 2015; Lai & Chen, 2011; Mohamad et al., 2019; Kuo et al., 2011; Rajic et al., 2013). For example, Kwenye (2015) measured factors influencing destination loyalty in the case of natural heritage tourism in a study that took place at the Victoria Falls heritage site in Zambia and involved domestic tourists. This scholar showed the significant influence of service quality on satisfaction and place attachment. Kwenye (2015) also documented the significant impact of perceived value on satisfaction and place attachment.

Previous studies have shown the influence of service quality on revisit intention (Amalia & Hidayat, 2019; Dedeoğlu, 2019; Herstanti et al., 2014; Timur, 2018). For example, Herstanti et al. (2014) investigated tourists who had visited Sydney in Australia, asking which factors encouraged them to return, and one of their findings is the influence of tour quality on the intention of tourists to visit again.

Service quality is one of the components for building tourists’ attachment to the destinations they visit (Cheng et al., 2018; Kwenye, 2015; Mohamad et al., 2019; Nian et al., 2019). For example, Nian et al. (2019) paid attention to heritage conservation intention and recruited tourists who visited World Heritage Sites as participants in their study, and they also mentioned that service quality affects place attachment.

Guided by the previous studies, four hypotheses relating to service quality were formulated as follows:

- H1 *Service quality will have a significant impact on perceived value.*
- H2 *Service quality will have a significant impact on tourist satisfaction.*
- H3 *Service quality will have a significant impact on revisit intention.*
- H4 *Service quality will have a significant impact on place attachment.*

### Perceived Value

Tourists pay what they must, and this can be related to tickets for flights, hotel rooms, or vehicle rentals, all to reach a tourism destination and they therefore receive what they (should) receive from their payments. Zeithaml (1988) defined perceived value as the overall value of a product (goods and services) based on the benefits and the sacrifices incurred to get these goods and services, according to customer perceptions. According to Petrick (2002), the concept of perceived value consists of behavioural prices, monetary prices, emotional responses, quality, and reputation, whilst consumers' attainment of products (goods and services) is not just a transfer of ownership, but also the perception of benefits and value for the money involved and the psychological response to the quality and reputation of the products.

Researchers have used perceived value to predict tourist satisfaction (Butler, 2016; Konuk, 2019; Lai & Chen, 2011; Rajic et al., 2013; Wang et al., 2017). For example, Wang et al. (2017) investigated influencing factors of tourist loyalty in the context of car tourism. Participants in the study were visitors to a World Natural Heritage site in Xinjiang, China. They employed destination image, perceived value, and satisfaction to measure loyalty, and one of their findings is that perceived value has a significant impact on tourist satisfaction.

One of the key important factors to predict revisit intention is perceived value (Chen & Chen, 2010; Pilelienė & Grigaliūnaitė, 2014; Suhud & Wibowo, 2016; Ting & Thurasamy, 2016). For instance, Suhud and Wibowo (2016) examined the influencing factors of revisit intention to vintage-concept restaurants, and they postulate that perceived value has a significant impact on revisit intention. Based upon the previous studies, two hypotheses were formulated.

- H5 *Perceived value will have a significant impact on tourist satisfaction.*
- H6 *Perceived value will have a significant impact on revisit intention.*

### Place Attachment

Inalhan and Finch (2004) introduced the concept that place attachment is a form of a sense of belonging,

and they further suggested three elements that make up this sense of belonging: attachment, familiarity, and identity. Attachment refers to emotional bonding between an individual and a place, whereas familiarity is 'the processes by which people develop detailed cognitive knowledge of their environs' (2004, p. 123) and place identity is an individual's self-representation of the places they have lived in. On a different note, Scannel and Gifford (2010) put forward the idea that place attachment consists of persons, place, and process, and thus, they further summarize those persons cannot be separated from their religious and historical backgrounds, including their experience, realization, and milestones. In addition, the persons' places cannot be separated from social and physical elements, both natural and artificial and the process is cognitive, affective, and conative.

In their lives, tourists may travel to various destinations, and it is not certain that all the destinations they visit will have a particular meaning for them. The creation of this meaning can tie tourists emotionally to the destinations they are visiting (Low & Altman, 1992). Place attachment is often associated with a sense of place, the meaning of a place, and the place's identity, which is a form of interaction between humans and a place and its impact on that person's emotional bond with that place (Hashemnezhad et al., 2013).

Prior studies measure the effect of place attachment on revisit intention (Kil et al., 2012; Neuvonen et al., 2010; Prayag & Ryan, 2012; Su et al., 2018). For example, Kil et al. (2012) conducted a study in the state of Florida, in the United States, involving visitors to a forest for recreation and tourism. They tested the effect of place attachment on future visit intention, and they mention that place attachment influences visitors' future visit intentions.

Thus, this study tests the following hypothesis.

- H7 *Place attachment will have a significant impact on revisit intention.*

### Tourist Satisfaction

Tourists are customers who buy and consume a product, and they may be satisfied because the features or attributes of the product match their expectations. It could be argued that satisfaction plays a vital role in

the decision-making process about goods and services provided by tourism destinations (Shavanddasht & Allan, 2018). Suchánek et al. (2015, p. 329) defined customer satisfaction as ‘satisfaction with a product and business performance as the ability to generate profits,’ whilst Ozturk (2015, p. 2817) define it as ‘an emotional response to the experiences provided by and associated with particular products or services purchased.’ In the context of the tourism industry, tourists buy a tourism product or visit a destination and may be satisfied because of the attributes possessed by a destination, which can be something tangible or intangible, physical or non-physical.

Correia et al. (2013) developed a tourist satisfaction scale based on tourist motivation when visiting a destination. They further tested three concepts, namely tourist motivation related to facilities, knowledge, and novelty, and the level of tourist satisfaction with the three concepts; they believed that tourist satisfaction is a manifested tourist motivation. Furthermore, Ghose and Johann (2018) reported that tourist satisfaction is formed because of the tourist experience related to destination attributes which include climate, attractions, nature, shopping opportunities, safety, opportunity to meet people, and entertainment. They also mentioned tour package features as an aspect that could provide satisfaction to tourists. This feature includes ‘attractiveness of the program, organization, hotels, restaurants and meals, standard of the bus, tour escort, and price/quality relationship’ (2018, p. 15). Several factors determine tourist satisfaction, including accommodation services, local transport services, hygiene (including cleanliness and sanitation), hospitality and customer care, availability of facilities and activities, levels of prices, language communication, and destination airport services (Kozak, 2010).

A number of studies have proven that there is a significant effect of tourist satisfaction on place attachment (Butler, 2016; Gan et al., 2017; Hosany et al., 2017; Kwenye, 2015; Reitsamer & Brunner-Sperdin, 2021; Su et al., 2018; Xu & Zhang, 2016; Zhou et al., 2020). For example, Xu and Zhang (2016) conducted an urban tourism study and compared the destination loyalty of Chinese and Western tourists who visited Hangzhou, China. They concluded that tourist satisfaction is an

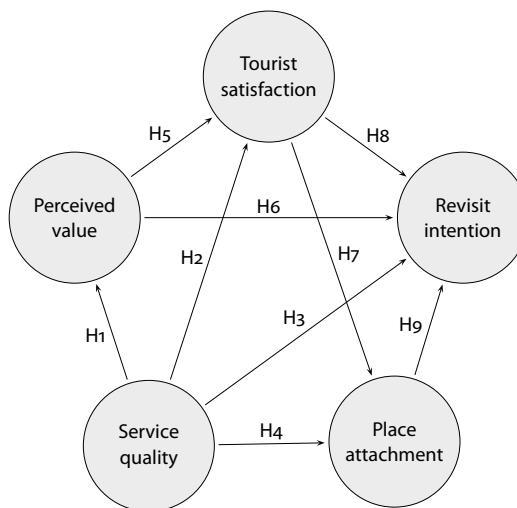


Figure 1 The Proposed Research Model

important key to influence place attachment both for Chinese and Western tourists. Furthermore, according to Butler (2016), perceived value, satisfaction, and place attachment can be employed to examine the loyalty of business club members in North America and satisfaction significantly affects place attachment.

Several past studies provide clues about the influence of tourist satisfaction on revisit intention (Han et al., 2009; He & Luo, 2020; Mannan et al., 2019; Rajput & Gahfoor, 2020). For instance, Suid et al. (2017) conducted a study to examine the effect of tourist satisfaction on revisit intention involving Muslim travellers in Malaysia in which they claimed that tourist satisfaction has a significant impact on revisit intention.

The following two final hypotheses relating to the role of tourist satisfaction were formulated:

- H8 *Tourist satisfaction will have a significant impact on place attachment.*
- H9 *Tourist satisfaction will have a significant impact on revisit intention.*

Figure 1 shows the proposed research model, based upon the literature discussed above.

## Methods

### Measures

The researchers employed existing scales and measures and indicators from previous studies, adapted

for this current study, and it could be argued that the utilization of existing scales offers better reliability and validity for the survey. There were five variables used in this current study, including service quality, perceived value, tourist satisfaction, place attachment, and revisit intention. Thus, service quality was measured, adapting indicators taken from Liu and Lee (2016), whilst perceived value, tourist satisfaction, and revisit intention were examined, adapting indicators from the study of Herstanti et al. (2014), and place attachment was measured, adapting indicators from Ramkissoon et al. (2013). All indicators were adapted into Indonesian and measured on a six-point Likert-type scale: from 1 for 'strongly disagree' to 6 for 'strongly agree.' We deliberately chose the six-point scale to prevent participants from choosing 'neutral' answers.

#### Data analysis Methods

As a general protocol before testing the hypothesis, the first phase that the authors completed was measuring the validity of the data using the exploratory factor analysis (EFA) method which aims to see whether each variable has dimensions and to filter which indicators are considered valid. The lowest level of validity for each indicator is 0.4. According to Hair et al. (2016), the minimum number of respondents is 200, and the minimum loading factor required is 0.4, thus, in this case, the study cohort is 250 participants. The next phase after testing data validation was testing the reliability of the data and the authors further calculated each available construct for observing the Cronbach's alpha scores; the construct could be variables or the dimensions of variables. The lowest alpha value we adopted was 0.7 or more significance for any construct tested to be reliable; we did not include constructs with an alpha value below 0.7 for the examination of the hypothesis. We used SPSS version 27 software to calculate the validity and reliability of the data.

The authors used a structural equation model (SEM) with AMOS version 27 software to test the hypothesis and calculate data that will indicate if a model fits with specific criteria. There are four criteria that the authors chose, including probability, the Minimum Sample Discrepancy Function per Degree of Freedom

Table 1 Rules of Thumb for a Fit Measure

Fit measure	Good fit indices	Sources
Probability	$0.05 < p \leq 1.00$	Schermelleh-Engel et al. (2003)
$X^2/DF$	$0 \leq X^2/DF \leq 2.00$	Tabachnick et al. (2007)
CFI	$0.95 \leq CFI \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq RMSEA \leq 0.05$	Browne and Cudeck (1992)

(CMIN/DF), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). The rule of thumb for each criterion is presented in Table 1.

#### Results

Data were collected at the Yogyakarta Palace which is a particular province where the sultanate system is still maintained. The palace complex is still active as a tourist destination and a residence for the Sultan and his family and currently, the Sultan is also serving as a governor in the Special Province of Yogyakarta. Participants were palace visitors, and they were selected using the convenience sampling method: the author distributed a printed questionnaire to the participants, and the participants filled out the questionnaire by themselves. The number of participants in this study was 250, consisting of 133 male participants (53.2%) and 117 female participants (46.8%) who have visited the Yogyakarta Palace at least once. The survey results show that 159 participants (63.6%) have visited once, 52 participants (20.8%) have visited twice, 21 participants (8.4%) have visited three times, and 18 participants (7.2%) have visited more than three times. Furthermore, 169 participants (67.6%) were aged between 18 and 23 years old, and 171 participants (68.4%) completed high school level education. In addition, this survey revealed that 205 participants (82.0%) were single, and 129 participants (61.6%) were not working (Table 2).

#### Data Validity and Reliability Tests

Table 3 presents the validity and reliability tests results, which consist of nine constructs from six vari-

Table 2 Participants' Profiles

Category	Group	f	f%
Sex	Male	133	53.2
	Female	117	46.8
	Total	250	100.0
Age	<18	8	3.2
	18-23	169	67.6
	24-29	63	25.2
	30-35	7	2.8
	36-41	3	1.2
Level of education completed	Less than high school	15	6.0
	High school	171	68.4
	Diploma	9	3.6
	Undergraduate	55	22.0
Marital status	Unmarried	205	82.0
	Married	42	16.8
	Separated/divorced	3	1.2
Occupational status	Unemployed	129	51.6
	Employed	96	38.4
	Self-employed	25	10.0

ables. First, place attachment consisted of six indicators, with an alpha score of 0.954, whilst the second variable is perceived value, which contained two dimensions. The first dimension had four indicators, with an alpha value of 0.912, and the second dimension comprised five indicators, with an alpha value of 0.963. Third, tourist satisfaction shaped three dimensions; the first dimension had two indicators, with an alpha score of 0.118, the second dimension had an alpha score of 0.906, and the third dimension had two indicators, with an alpha score of 0.774. Fourth, service quality possessed seven indicators and an alpha score of 0.919. The fifth variable was revisit intention, with two dimensions: the first dimension consisted of two indicators, with an alpha score of 0.827, and the second dimension contained three indicators, with an alpha score of 0.910. Of all the constructs, one of them was considered unreliable because it had an alpha score of 0.118, thus, for this reason, this construct was excluded from further analysis.

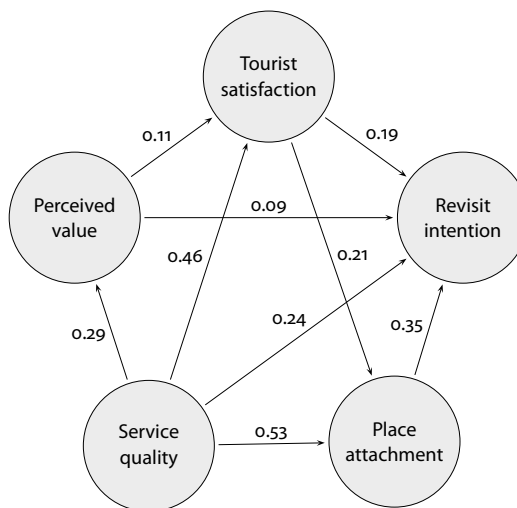


Figure 2 Structural Model of the Hypotheses Testing

Hypotheses Tests

Figure 2 is a structural model of the hypotheses testing model which achieved a fitness with probability, CMIN/DF, CFI, and RMSEA scores of 0.398, 1.048, 0.999, and 0.014, respectively.

Table 4 presents results of the hypotheses testing which reveal that there were 9 hypotheses tested. Based on the structural equation model calculation, eight hypotheses (H1, H2, H3, H4, H6, H7, H8, and H9) gained critical ratio (CR) scores of 2.031 and larger, whereas one hypothesis (H5) obtained a CR score of 1.688.

Discussion

The current study examined nine hypotheses concerning tourist visits to the Yogyakarta Palace in the Special Province of Yogyakarta which is considered unique because it also operates under the sultanate system, apart from being part of the Republic of Indonesia. Of the nine hypotheses tested, eight were accepted, and one hypothesis was rejected.

Nguyen et al. (2018) employed service quality to measure perceived value and examined the effect of service quality on perceived value. In our study, this path obtained a CR score of 4.164, indicating that the first hypothesis was accepted. Forms of palace management services include welcoming guests, providing

Table 3 Results of Data Validity and Reliability Tests

Variables and indicators	(1)	(2)
Place attachment		0.954
PA6 The Yogyakarta Palace is significant to me.	1.000	
PA3 I am very familiar with the Yogyakarta Palace.	0.948	
PA7 My friends/family prefer the Yogyakarta Palace compared to other tourist destinations.	0.890	
PA5 I feel a strong sense of belonging to the Yogyakarta Palace, related to the arrang./facilities available.	0.836	
PA4 I am very attached to the Yogyakarta Palace.	0.703	
PA8 If I don't visit the Yogyakarta Palace, my friends/family will be disappointed.	0.633	
Perceived value 1		0.912
PV11 I felt that I gained additional knowledge through visiting the Yogyakarta Palace.	0.983	
PV14 I gained valuable experience that I can share with others after visiting the Yogyakarta Palace.	0.945	
PV17 I felt the benefits of visiting the Yogyakarta Palace are in line with the price I paid.	0.848	
PV16 The ticket price for the Yogyakarta Palace meets my estimation.	0.696	
Perceived value 2		0.963
PV15 I got services from the Yogyakarta Palace worth what I spent.	-0.963	
PV12 I felt the new experience of an unforgettable trip by visiting the Yogyakarta Palace.	-0.961	
PV9 The art performance at the Yogyakarta Palace made a good impression on me.	-0.903	
PV10 I visited the Yogyakarta Palace because I wanted to.	-0.900	
PV13 I witnessed unique attrac. in the Yogyakarta Palace, which I did not find in other tourist attractions.	-0.886	
Tourist satisfaction 1		0.118
TS33 I am satisfied because access to the Yogyakarta Palace is easy.	0.975	
TS34 I am satisfied because transportation to the Yogyakarta Palace is easy.	0.972	
Tourist satisfaction 2		0.906
TS26 I enjoyed visiting the Yogyakarta Palace.	-0.972	
TS30 I am satisfied to see historical objects in the Yogyakarta Palace.	-0.913	
TS29 I am satisfied to see the paintings in the Yogyakarta Palace.	-0.842	
TS28 I am satisfied watching art performances at the Yogyakarta Palace.	-0.408	
Tourist satisfaction 3		0.774
TS27 I am satisfied visiting the Yogyakarta Palace.	0.943	
TS32 I am satisfied because it's easy to find an ATM.	0.798	

*Continued on the next page*

tour guides, and performances. Participants consider these services positively, and they strengthened the perceived value of tourist visits to this royal tourism destination. In the same vein, Donighi and Yousefi (2016) stated that service quality has a significant effect on perceived value.

The second hypothesis in the current study investigated the effect of service quality on tourist satisfaction

and it obtains a CR score of 5.809, so it can be considered significant. This finding supports previous studies (Kwenye, 2015; Lai & Chen, 2011) which noted that good service is the key element for tourist satisfaction. In this case, the participants described the Yogyakarta palace as visually appealing and the employees as polite. Rajic et al. (2013) claimed that service quality has a significant effect on tourist satisfaction.



Table 3 Continued from the previous page

Service quality			0.919
SQ19	When I have a problem, the Yogyakarta Palace employees are responsive in solving it.		0.924
SQ20	The Yogyakarta Palace employees are willing to take the time to respond to visitor requests.		0.820
SQ23	The Yogyakarta Palace employees are consistently polite to me.		0.687
SQ21	The Yogyakarta Palace employees are always willing to help me.		0.676
SQ18	The facilities at the Yogyakarta Palace are visually appealing.		0.630
SQ24	The Yogyakarta Palace understood what I needed and tried to accommodate me.		0.607
SQ25	The Yogyakarta Palace has convenient operating hours for all visitors.		0.564
Revisit intention (1)			0.827
RI37	I prefer visiting the Yogyakarta Palace compared to other tourist attractions.	-0.885	
WOM	The Yogyakarta Palace is my choice of destination for a future vacation.	-0.747	
RI35	I will revisit the Yogyakarta Palace for a vacation.	-0.648	
Revisit intention (2)			0.910
RI39	I will tell you positive things about my experience during a vacation at the Palace Yogyakarta.	-0.884	
RI40	I would recommend the Yogyakarta Palace to my relatives as a vacation destination.	-0.873	
RI38	I will recommend the Yogyakarta Palace to my friends.	-0.629	

Notes Column headings are as follows: (1) factor loadings, (3) Cronbach's alpha.

Table 4 Results of the Hypotheses Testing

Hypotheses	Paths	CR	P	Results
H1	Service quality ⇒ Perceived value	4.144	***	Accepted
H2	Service quality ⇒ Tourist satisfaction	5.813	***	Accepted
H3	Service quality ⇒ Revisit intention	3.168	0.002	Accepted
H4	Service quality ⇒ Place attachment	5.970	***	Accepted
H5	Perceived value ⇒ Tourist satisfaction	1.668	0.095	Rejected
H6	Perceived value ⇒ Revisit intention	2.031	0.042	Accepted
H7	Tourist satisfaction ⇒ Place attachment	2.850	0.004	Accepted
H8	Tourist satisfaction ⇒ Revisit intention	3.303	***	Accepted
H9	Place attachment ⇒ Revisit intention	4.919	***	Accepted

Service quality is often considered as a determining factor for tourists' intention to return in the future to a tourism destination. In this case, the tourists thought the services provided by the Yogyakarta Palace to be good, and because of that, they wanted to return to visit the destination. The third hypothesis examined the effect of service quality on revisit intention and its path had a CR score of 3.168, thus, this third hypothesis was considered significant. Dedeoğlu (2019)

demonstrated the considerable impact of service quality on revisit intention.

Tourists' perception of the service quality provided by the Yogyakarta Palace created a bonding to the Yogyakarta Palace, confirming, as was conveyed by previous studies, that service quality can boost place attachment (Donighi & Yousefi, 2016; Lai & Chen, 2011; Rajic et al., 2013). This path acquired a CR score of 5.97 and automatically indicated that the fourth hypothesis

was accepted. Kuo et al. (2009) reported that service quality had a significant effect on place attachment.

The fifth hypothesis questions the effect of perceived value on tourist satisfaction. In general, perceived value had a significant effect on tourist satisfaction (Butler, 2016; Konuk, 2019; Lai & Chen, 2011). However, based on the result of SEM calculations, this path obtains a CR score of 1.668 and the calculation results showed that this hypothesis was rejected and that the value perceived by tourists from their visit to Yogyakarta Palace was insufficient to achieve satisfaction.

The sixth hypothesis examined the effect of perceived value on revisit intention and this hypothesis is accepted with a CR score of 2.031. The perceived value of a tourist visit to the Yogyakarta Palace can strengthen the intention of a tourist to visit again: the participants assumed that they had gained additional knowledge and valuable experiences to share with others by visiting this palace. This finding is in line with several previous studies (Pilelienė & Grigaliūnaitė, 2014; Suhud & Wibowo, 2016; Ting & Thurasamy, 2016), which revealed a significant effect of perceived value on revisit intention.

Another hypothesis tested was the effect of tourist satisfaction on place attachment, which generates a CR score of 2.85, indicating that the seventh hypothesis was accepted. Satisfied tourists will easily tie themselves to the destinations they visit and tourists who visited Yogyakarta Palace achieved satisfaction because their expectations matched what they got. Xu and Zhang (2016) said that there was a significant influence of tourist satisfaction on place attachment. This finding corroborates the results of other studies (Butler, 2016; Hosany et al., 2017; Reitsamer & Brunner-Sperdin, 2021; Zhou et al., 2020).

Tourist satisfaction is one of the significant stimuli to encourage tourists to revisit a destination and tourists got what they had hoped for before they visited. The eighth hypothesis is accepted, with a CR score of 3.303, and this finding supports the results of previous studies (Chou, 2014; Mannan et al., 2019; Rajput & Gahfoor, 2020). In this case, the participants were satisfied because they could see the historical objects in the palace complex, including valuable paint-

ings. According to He and Luo (2020), tourist satisfaction is an essential factor in encouraging tourists to visit again.

When the attributes of the Yogyakarta Palace affected the hearts of tourists, there was no other choice for those tourists but to have the intention to visit in the future. In this study, place attachment examined revisit intention, and this path obtained a CR score of 4.919, which indicated that the ninth hypothesis was accepted. This finding also reinforced previous studies (Kil et al., 2012; Neuvonen et al., 2010; Su et al., 2018). In this case, the participants felt a strong sense of belonging, and their friends and family also preferred the Yogyakarta Palace to other destinations, which is in agreement with Prayag and Ryan (2012), who stated that there was a significant effect of place attachment on revisit intention.

## Conclusion

This study was conducted at the Ngayogyakarta Hadiningrat Sultanate Palace (for marketing purposes, the palace managers have shortened the name of this palace to Yogyakarta Palace, so it is easy for tourists to remember). This study aimed to examine the factors that influence the intention of tourists to return to the Yogyakarta Palace and there were nine hypotheses proposed to be tested; however, only eight hypotheses were accepted. In this study, service quality effectively influences perceived value, tourist satisfaction, revisit intention, and place attachment and also, perceived value affected revisit intention. Another variable that plays a significant role was tourist satisfaction, which could affect place attachment and revisit intention, and place attachment affected revisit intention construct.

The scope of this study was limited in terms of the sample selection technique. Consequently, the authors used the convenience sampling technique, so the findings of this study cannot be generalized to the whole population. Primarily, data collection was carried out on weekdays, even though most tourist visits occur on weekends. In addition, the scope of tourists was restricted to the age category 18–23 years old, high school graduates, single, and unemployed. The authors cannot provide suggestions for the results if the sample

groups had different profiles. Another limitation of this research is from the observations of the second author, who collected data on-site. Most of the tourists who filled out the questionnaire seemed to spend little time at the palace: they scanned some spots then went to other spots as they were too busy doing selfies and group selfies, possibly because most visitors are young.

This study expands research on royal tourism, which is still limited, especially on tourist behaviour in Indonesian and Southeast Asian settings. So far, Cahyadi (2015) has raised concerns about the authenticity and commodification of culture at the Puri Anyar Kerambitan, Bali. Cahyadi (2019) and Ruastiti (2015) focused on the efforts made by the Gianyar Palace management in Bali to make the palace a cultural centre through tourism activities, for example, from providing dinner packages with royal members to displaying dances and typical royal wedding processions. Rahmawati (2013) conducted another study on royal tourism and revealed that one of the events held at the Surakarta Hadiningrat Palace was providing a limited-quota package to stay in the palace, which is located in the city of Surakarta (Solo), Central Java Province. Furthermore, this study also expands the scope of cultural tourism, as initiated by Dunbar-Hall (2001), MacLeod (2006), and Schildkrout (1999); all matters relating to the kingdom, for example, activities of the local royal family, treasury, and historic houses, can be a part of cultural tourism.

The Yogyakarta Palace managers can benefit from the findings of this study, particularly regarding the factors that can influence tourists who have visited the palace to have the intention of returning. Factors that directly affect return visits are tourist satisfaction, service quality, and place attachment, thus, tourism sites managers could apply such factors to attract royal palace tourists.

The authors suggest that future studies, especially regarding tourist behaviour in royal tourism, should modify the research model by considering using other predictor variables such as travel motivation and destination image and it is also worth trying variables related to psychographics, for example, lifestyle and personality (novelty-seeking, and sensation-seeking).

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