

Heritage Tourism in Sumenep: The Role of Need for Uniqueness as a Moderating and Satisfaction as a Mediating Variable

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ABSTRACT: The heritage tourism sector is one of the crucial sectors in economic development in Sumenep Regency. This study investigates the role of need for uniqueness as a moderating variable and satisfaction as a mediating variable in the relationship between tourist attraction and revisit intention. The object in this study is focused on heritage tourism in Sumenep such as the sumenep palace, asta tinggi, and jamik mosque sumenep. Purposive sampling was used to choose 230 respondents as the study's sample. The techniques for collecting data were carried out by distributing questionnaires. The Partial Least Squares (PLS)-SEM program was used to analyze the data. In this study it was found that direct tourist attractions had a positive and significant effect on visitor satisfaction and also revisit intention. Satisfaction has a positive and significant effect on revisit intention. Satisfaction mediates the effect of tourist attraction on revisit intention with the partial mediation category. However, need for uniqueness does not moderate the influence of tourist attractiveness on revisit intention. Therefore, the main findings of this study are expected to enhance the perspectives of tourism managers and support the development of heritage tourism in Sumenep. Furthermore, this study contributes to heritage tourism research by integrating psychological uniqueness and satisfaction into a moderated–mediated framework. The result of this study is also expected to contribute to academics in the management discipline, specifically regarding the context of tourism management.

Keywords: Tourist Attraction, Satisfaction, Need for Uniqueness, Revisit Intention, Heritage Tourism.



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INTRODUCTION

In Indonesia today, tourism is one of the sectors that has experienced significant growth in recent years. Positive contributions from the tourism sector of a region have a significant impact on all parties involved in the existing tourism industry to manage tourism professionally. The power of a region to establish and arrange tourist objects that are owned, can certainly provide great benefits for the area ([Mahfudhotin & Nurfarida, 2020](#)).

One of the regions in Indonesia that is also focused on developing tourism is Sumenep Regency, located in East Java. This Regency offers a lot of fascinating tourist attractions. Types of tourism in the study area include beach, nature, cultural, heritage, and health tourism (e.g., sand-village tourism and oxygen tourism on Gili Iyang). According to (Purwanto & Syam AR, 2025) said that heritage tourism in Sumenep is an interesting object of study to be examined, especially about sustainability. Moreover, (Adi & Saputro, 2017) also said that tourism potential that has not been utilized to the maximum can threaten the sustainability of a tourist attraction. Some heritage tourism in Sumenep includes the sumenep palace, asta tinggi, jamik mosque sumenep and several other tourist destinations (Syam AR et al., 2023). However, research by (Billah & Rohmadiani, 2021) who examined the potential of the existing cultural heritage area in Sumenep found that some of the weaknesses experienced by heritage tourism destinations in Sumenep, one of which is a lack of tourist attractions. Despite these weaknesses, heritage-based tourism is still a tourist attraction that has the highest number of visitors in recent years (Purwanto et al., 2023).

This study uses four key variables consisting of tourist attractions as independent variables, revisit intention as dependent variables, need for uniqueness as moderator and satisfaction variables as mediator variables. The four variables were developed into research with the moderation and mediation approach to better understand their interrelationships.

(Nguyen Viet et al., 2020) said that the tourist attraction is a reflection of the feelings and views of visitors about the tourist attractions visited. The tourist attraction variable is highly recommended to be examined because the tourist attraction has the ability to bring up satisfaction for tourists (Nasir et al., 2020); (Nurlestari, A, 2016) and can create the intention of visitors to make a return visit (Sinambela, 2021); (Khairi & Darmawan, 2021). Furthermore, previous research provides recommendations for conducting research on attractions. This is due to the literature regarding the effect of satisfaction in mediating the influence of tourist attractions on the intention of visiting still a little, especially those related to tourism in Indonesia (Kadi et al., 2021).

Satisfaction is an essential variable to be examined because satisfaction can bring up the revisit intention even to the loyalty of visitors (Syam AR et al., 2023)., (Syam Ar et al., 2024). Satisfaction is a sense of pleasure or disappointment that arises after comparing what is expected and what is obtained (Safitri, 2022). Previous studies (Foster & Sidharta, 2021)., (Rajput & Gahfoor, 2020) confirm that satisfaction can create revisit intention from visitors. In addition, satisfaction can also mediate the effect of attraction on the intention to visit again (Ćulić et al., 2021)., (Nafis et al., 2019).

Need for uniqueness is a psychological concept that illustrates a fundamental impulse of a person to distinguish himself from others. In the context of tourism, this concept is often associated with tourist motives to find exclusive, authentic, and unusual experiences. According to (Dey et al., 2021) said that Need for uniqueness can affect the motivation of tourists to find different and unique experiences. Therefore, travelers with high uniqueness needs tend to look for destinations that can provide authentic and exclusive experiences.

Revisit intention is one of the key indicators of the success of a tourist attraction. (Safitri, 2022) defines revisit intention as a desire of a visitor to re-visit the tourist attraction that has been

visited before. Revisit intention is one of the crucial concepts because revisit intention is a reflection of the positive evaluation of tourists for their experiences when visiting attractions. Thus, a deep understanding of the factors that can encourage revisit intention is essential for the sustainability and growth of a tourist destination.

The present study addresses an important gap in heritage tourism research. While previous studies have explored satisfaction and revisit intention, they have not integrated both moderation and mediation models within a single framework, particularly in the context of heritage-based destinations in Sumenep Regency. Moreover, existing research has rarely examined the theoretical dimension of tourist behavior—specifically, the role of psychological variables such as the need for uniqueness. Addressing this theoretical gap enables a more comprehensive understanding of tourists' internal motivations and their behavioral intentions toward heritage sites. In the empirical context found inconsistent research results on the effect of tourist attractions on revisit intention. Research on ([Akgün et al., 2020](#)), ([Khoirunisa, 2023](#)), ([Setiawan et al., 2021](#)) shows that tourist attractions have a positive and significant effect on revisit intention. But on the contrary ([Ariesta et al., 2020](#)) found the opposite. Likewise, the inconsistency of research findings regarding the role of satisfaction as a mediation variable. ([Ćulić et al., 2021](#)), ([Nafis et al., 2019](#)) found that satisfaction can mediate the effect of tourist attractions on revisit intention but ([Darajat, 2021](#)), ([Purwanto & Syam AR, 2025](#)) found the opposite. Therefore, research on the role of satisfaction as a mediation variable still needs to be further investigated. Then also, based on the literature study it was found that research that examined the need for uniqueness variable as a variable that moderated the effect of tourist attractions on revisit intention is still extremely limited, especially in the context of heritage tourism in Sumenep.

Research on heritage tourism in Sumenep Regency is still extremely limited in both national and international studies. Most previous research in Southeast Asia has focused on well-known cultural heritage destinations such as Melaka in Malaysia ([Abdullah, I, H et al., 2016](#)), world heritage site in Uzbekistan ([Juraturgunov et al., 2023](#)), Cultural heritage site in Hongkong, Macau and Taiwan ([Ng et al., 2023](#)). These destinations are major heritage sites with developed tourism infrastructure and have received considerable attention from researchers. In contrast, Sumenep is a heritage tourism destination that has strong cultural and historical value but has not been widely studied academically. Attractions such as the Sumenep Palace, Asta Tinggi, and the Sumenep Jamik Mosque reflect the rich cultural and historical heritage of Madura. Therefore, this study provides contextual novelty by extending heritage tourism research from popular destinations to less-studied secondary destinations. The results are expected to enrich understanding of tourist behavior and destination management at the local level, especially in the context of heritage tourism development in Southeast Asia.

The urgency of this study is highly relevant for regional stakeholders in Sumenep Regency, as the findings provide practical insights for developing and managing heritage tourism more sustainably. Beyond the local context, the results also hold potential implications for national tourism policy. Specifically, the conceptual model and empirical evidence derived from this research can serve as an analytical framework for designing policy interventions aimed at enhancing tourist satisfaction, promoting revisit intention, and strengthening destination competitiveness. Furthermore, the study offers potential implementation pathways for

policymakers, such as integrating the findings into regional tourism master plans, supporting capacity-building initiatives for local communities, and developing incentive programs for sustainable heritage site management. By linking regional insights with national strategic goals, this study contributes to a broader understanding of how localized tourism development can support national economic growth and destination resilience.

The novelty of this study lies in the use of a moderation–mediation (MODMED) model in the context of heritage tourism in Sumenep Regency. This model offers a new way to understand how tourist attractions, satisfaction, and revisit intention are related. In this framework, need for uniqueness acts as a moderating variable that affects the strength of the relationship between tourist attractions and revisit intention, while satisfaction acts as a mediating variable that explains how tourist attractions influence revisit intention. By including a psychological variable in this model, the study expands existing theories of tourist behavior and provides new insights into how individual differences shape tourists' decisions.

The formulation of the problem in this study was outlined in the form of research questions, namely whether the tourist attraction affects satisfaction and also on the revisit intention? Is satisfaction affecting the revisit intention and whether satisfaction is mediating the effect of tourist attractions on the intention of visiting again. Does the need for uniqueness moderate the effect of attractiveness on the revisit intention?

This study aims to find out and analyze the direct effect of tourist attractions on satisfaction and also revisit intention. Furthermore, to find out the direct effect of satisfaction on the revisit intention. Then, to find out and analyze the role of satisfaction in mediating the effect of tourist attractions on revisit intention. Then, to find out and analyze the role of need for uniqueness in moderating the effect of tourist attractions on revisit intention. In addition, this research also aims to identify key factors that can affect the interest of tourists to visit heritage-based tourism in Sumenep Regency and find the right solution to be able to increase the number of tourists and create sustainability in the tourism sector, especially heritage tourism.

METHOD

This study employed a quantitative research design, as such an approach allows for systematic and objective measurement of variables (Sekaran & Bougie, 2016). Another benefit of this quantitative method is that it generates data that can be statistically examined to enable more robust conclusions and wider generalizations (Strijker et al., 2020).

Tourist Attraction is an independent variable measured using 4 indicators, namely Beauty of Scenery, Environments, Entertainment, Historical Relics. Each indicator is developed into 2 statement items (Nguyen Viet et al., 2020). Need for uniqueness (Moderator) variable that is measured using 3 indicators, namely the need to be different from other parties, loss of interest in popular destinations, and avoiding similarity. Each indicator is developed into 2 statement items (Dey et al., 2020). The satisfaction variable (mediator) is measured using 5 indicators namely enjoy the visit, decision to visit, prefer destination, positive feelings, and pleasant visit ((Nguyen Viet et al., 2020). Variables of revisit intention (dependent) are measured using 4

indicators namely intend to travel, want to visit, possible, and next vacation place ([\(Nguyen Viet et al., 2020\)](#)).

The amount of sample used is 5 to 10 times the number of indicators (Hair et al., 2018). Thus, 23 (items) x 10 = 230 respondents. The sample was determined using a non-probability sampling method with purposive sampling. The object of the study in this study is heritage tourism in Sumenep, namely the Jamik mosque sumenep, Sumenep Palace, and Asta Tinggi Sumenep. The criteria for respondents in this study, namely: aged 18 years and over, knowing heritage tourism in Sumenep, at least visited one of the objects of heritage tourism, namely the Jamik Sumenep Mosque, Sumenep Palace, and Asta Tinggi Sumenep). Furthermore, data collection conducted in this study uses survey techniques through the distribution of questionnaires and also interviews.

Data analysis was carried out using the Smartpls application version 3.0. Partial Least Square (PLS)-SEM was chosen because it has the advantage in analyzing more complex models, accommodating non-normally distributed data, and able to test the role of mediation variables simultaneously. ([\(Hair, Astrachan, et al., 2021\)](#)) argues that techniques in PLS and SEM are considered more suitable for contemporary research. The analysis stages include: evaluation of the measurement model (outer model), to assess convergent and discriminant validity and also construct reliability. The next analysis is the evaluation of the structural model (inner model). Evaluation of the Structural Model in PLS-SEM is an important step in research to understand the relationship between the main concepts under study. The purpose of evaluating the structural model is to determine whether the proposed relationships among variables exist and how strong they are.

The first stage of the analysis involved testing for collinearity among variables. second, conducting hypothesis testing by looking at direct effects, indirect effects and moderation effects. To test moderation is carried out with a Moderated Regression Analysis (MRA). MRA is useful for testing the effect of moderation variables in weakening or strengthening the relationship between independent and dependent variables ([\(Anderson, 1986\)](#)). Then, the third stage is carried out by testing the kindness and compatibility of the model (R-Square, Q-Square and the Goodness of Fit Index test).

RESULT AND DISCUSSION

Respondent Demographics

The respondents' profile was presented in Table 1.

Table 1. Respondent demographics

Characteristics	Items	Total	Percentage (%)	Accumulation (%)
Gender	Man	116	50,4%	100%
	Woman	114	49,6%	
Age (years old)	18-20	34	14.8%	100
	21-30	186	80.9%	

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Characteristics	Items	Total	Percentage (%)	Accumulation (%)
	31-40	2	.9%	
	41-50	4	1.7%	
	51-60	2	.9%	
	≥ 61	2	.9%	
Education	Senior High School	153	66.5%	100%
	S1	65	28.3%	
	S2	10	4.3%	
	S3	2	.9%	
Occupation	Not working/student	189	82.2%	100%
	Self-employed	1	.4%	
	government employees	3	1.3%	
	Private employees	3	1.3%	
	Private sector employee	4	1.7%	
	Other	30	13.0%	
Income (Rupiah)	≤1.000.000	181	78.7%	100%
	1.000.001-2.500.000	31	13.5%	
	2.500.001-5.000.000	10	4.3%	
	5.000.001-7.500.000	4	1.7%	
	7.500.001-10.000.000	2	.9%	
	≥10.000.001	2	.9%	

Source: data is processed, 2025

Table 1 above shows that respondents with male sex of 116 respondents (50.4 %) are slightly more than women 114 respondents (49.6%). For the age category, respondents aged 21-30 years dominated with 186 respondents (80.9%), followed by respondents at the age of 18-20 years as many as 34 respondents (14.8%) then, followed by 41-50 years as many as 4 (1.7 & 1.7 & %), and the remainder amounted to 2 (0.9%). From the characteristics of the latest education respondents with senior high school education dominated 153 respondents (66.5 %) followed by respondents with undergraduate levels of 65 respondents (28.3%) S2 as many as 10 respondents (4.3%), and S3 2 respondents (.9%). Respondents' profiles for the category of work are dominated by respondents with work that have not worked/students as many as 189 respondents (82.2%), and the least of the entrepreneur is 1 person (0.4%) then, the characteristics of the respondent in terms of income are dominated by respondents with income ≤ Rp 1,000,000 as many as 181 respondents (78.7%), followed by Rp. 1,000.001 - 2,500,000

(13.5%), and the least, namely income of Rp 7,500,001 - 10,000,000 and \geq Rp 10,000,001, which amounted to 2 respondents (0.9%).

Evaluation of the Measurement Model (Outer Model)

The outer model in testing using SEM-PLS is an important step for ensuring the validity and also reliability of the constructs used. The purpose of this step is to evaluate how well the indicators are used or represent dubious hidden construction. This assessment includes a number of significant elements, such as internal consistency, reliability, discriminant validity, and convergent validity.

The results of outer loading in this is presented in table 2 below:

Table 2. Evaluate the outer model

Construct	Item	Loading	CA	rho_A	CR	AVE
Attraction	ATT-1	0.820	0.901	0.903	0.924	0.669
	ATT-2	0.836				
	ATT-3	0.819				
	ATT-4	0.836				
	ATT-5	0.802				
	ATT-6	0.792				
Need For Uniqueness	NFU-1	0.829	0.880	0.940	0.903	0.610
	NFU-2	0.864				
	NFU-3	0.745				
	NFU-4	0.743				
	NFU-5	0.715				
	NFU-6	0.779				
Revisit Intention	RI-1	0.898	0.894	0.899	0.927	0.760
	RI-2	0.885				
	RI-3	0.892				
	RI-4	0.807				
Satisfaction	SAT-1	0.868	0.911	0.914	0.934	0.739
	SAT-2	0.887				
	SAT-3	0.816				
	SAT-4	0.831				
	SAT-5	0.892				

Source: data is processed, 2025

Referring to table 2 above, information can be obtained that this research uses four variables. Some of these variables include tourist attraction variable, need for uniqueness variable, revisit intention variable and satisfaction variable. The criteria for the loading factor value determined at 0.708 (Hair, Hult, et al., 2021). For the attraction variable which initially had 8 measurement items, after testing that met the remaining 6 measurement items. The two items were deleted, namely ATT-8 and ATT 7 items because the loading factor value was below 0.708. This value does not meet the standards set in testing validity. Furthermore, the Need for Uniqueness

variable has 6 valid measurement items, the Revisit Intention Variable has 4 valid measurement items and the satisfaction variable has 5 measurement items that also meet the criteria. Furthermore, the resulting Average Variance Extracted (AVE) value is greater than 0.50 which means that the value meets the (Hair et al., 2018). Thus, it can be concluded that the measurement items used meet the convergent validity criteria.

For discriminant validity is seen through heterotrait-monotrait (HTMT). Based on the tests conducted, it is known that the value of the ratio of correlation produced in this study has a smaller value than 0.90. In addition, the cross loading value produced in this research shows that the loading indicator factor of the variable is greater than the loading factor of the indicator of other variables (Hair et al., 2018). Then, Fornell Lacker value can be seen in the table below:

Table 3. Fornell-Lacker

	Attraction	Need For Uniqueness	Revisit Intention	Satisfaction
Attraction	0.818			
Need For Uniqueness	0.365	0.781		
Revisit Intention	0.710	0.291	0.872	
Satisfaction	0.815	0.399	0.720	0.859

Source: data is processed, 2025

Based on table 3 above it is known that the test results show that the AVE square root value for each variable is higher than the correlation between constructs. Thus, it can conclude that the data used meets the assumptions of discriminant validity.

Reliability testing in this study uses internal consistency reliability. In Table 2 above, it is known that the Cronbach's Alpha (CA) value of the attraction variable (0.901), Need for Uniqueness (0.880), Revisit Intention (0.894), Satisfaction (0.911). This value indicates that the Cronbach's Alpha value produced is greater than 0.7. Composite Reliability (CR) and RHO_A values are produced greater than 0.7. Thus, it can be stated that the item used is reliable (Hair et al., 2018).

Evaluation of the Structural Model (Inner Model)

Collinearity test

This collinearity test was carried out to ensure the estimated results of the robust/non-biased parameter. The data were found to be free from collinearity based on inner VIF values of less than 4 (Hair et al., 2018) or <5 (Hair, Hult, et al., 2021). Based on the tests conducted obtained VIF values for all indicators are smaller than 4. Thus, it can be stated that the measurement items used are not biased.

Testing the kindness and compatibility of the model

R Square and Q Square

R-Square testing aims to show the ability of variables that are influenced by it in a model. The R-Square value categories are 0.25 (low), 0.50 (moderate), and 0.75 (high). Furthermore, Q-Square testing aims to show the accuracy of the prediction of the model tested and show the validity of the estimated influence between variables. If the Q-square value < 0.25 , the estimated model is low. If the Q-Square value between 0.25- 0.50, is considered moderate, whereas if the Q-square value > 0.50 , it is considered high (Hair et al., 2014).

Table 4. R Square and Q Square Test Results

	R Square	Adjusted R Square	Q Square
Revisit Intention	0.579	0.572	0.425
Satisfaction	0.665	0.663	0.487

Source: data is processed, 2025

Based on the test results in Table 4 above, it is known that the magnitude of the influence of tourist attractions, satisfaction and need for uniqueness together on the revisit intention is 0.579. This value indicates that the R2 value produced is moderate. This value shows that 57.9% revisit intention is influenced by tourist attractions, satisfaction and need for uniqueness and 42.1% is influenced by other variables. Then, the R2 value of the effect of tourist attraction on satisfaction is 0.665. This value is included in moderate category. This value shows that 66.5% visitor satisfaction is influenced by tourist attractions and 33.5% is influenced by other variables.

Based on Table 4 above, it is known that the Q-Square value for the Revisit Intention variable is 0.425 which means the accuracy of moderate predictions. While the Q-Square value for the satisfaction variable is 0.487, which means the accuracy of the prediction is moderate.

Goodness of Fit Index

The Goodness of Fit Index test can be seen from the standardized root of the mean Square Residual (SRMR) and the Normed Fit Index (NFI) value. If the SRMR value is below 0.08, it shows the fit (suitable) model. If the NFI value is between 0 and 1, the model has a high compatibility if it is close to the value of 1 (Hair et al., 2018).

Table 5. Test Results of Goodness of Fit Index

	Saturated Model	Estimated Model
SRMR	0.068	0.072
NFI	0.774	0.770

Source: data is processed, 2025

Referring to table 5 above, it can be concluded that the level of compatibility of the model in this study is high because the SRMR value is below 0.08 which is 0.068 and the NFI value starts to approach 1, which is 0.774.

Hypothesis test

At the stage of this test will be explained related to the results of the direct effect testing, indirect effect (mediation), and also moderation between the variables studied in this study. For more details, see the table below:

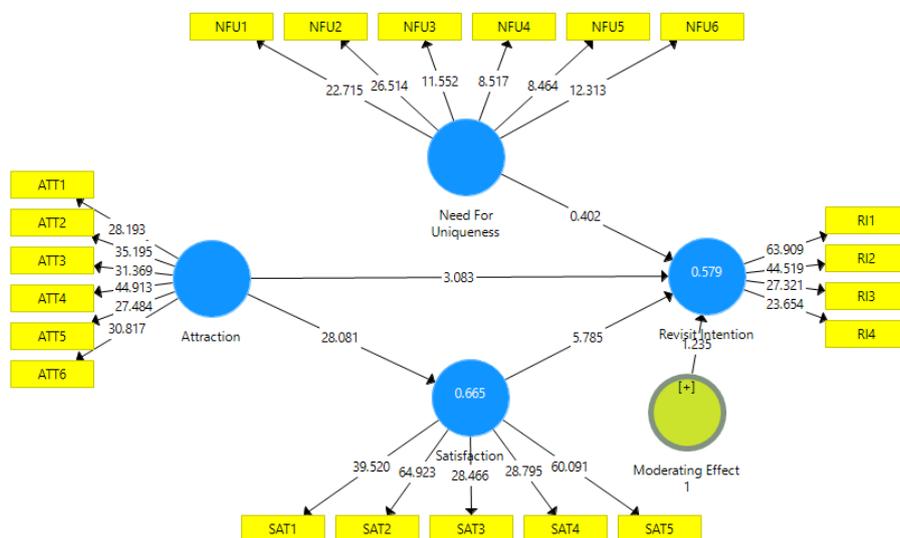


Figure 1. Hypothesis Test Results

Source: Output Smart-PLS, 2025

Table 6. Hypothesis test results (direct effect) and moderation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	F Square
Attraction -> Revisit Intention	0.295	0.322	0.096	3.083	0.002	0.062
Attraction -> Satisfaction	0.815	0.813	0.029	28.081	0.000	1.981
Moderating Effect 1 -> Revisit Intention	0.134	0.066	0.108	1.235	0.218	0.038
Satisfaction -> Revisit Intention	0.470	0.431	0.081	5.785	0.000	0.164

Source: data is processed, 2025

This indirect effect was tested to determine whether the variable functions as a mediator in the relationship between the independent variable and the dependent variable or not. Variables can be said to be able to mediate the relationship of independent variables and the dependent variable if the p-value value <0.05.

Table 7. Indirect Effect Hypothesis Test (Mediation)

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Jenis Mediation (%)	Upsilon V
Attraction -> Satisfaction -> Revisit Intention	0.383	5.734	0.000	56% (Partial)	0,15 (Sedang)

Source: data is processed, 2025

Effect of Attraction on Intention Revisit

Analysis of the data carried out to produce the findings as shown in Table 6. The results show that the tourist attraction has a positive and significant effect on the revisit intention of a visitor, with a path coefficient (β) 0.295, the t-station value produced is 3,083 which means greater than 1.96, and the value of P-value 0.002 which means smaller than 0.05. The original sample value (O) 0.295 and the mean sample (m) of 0.322 indicates the stability of the estimation in all bootstrap resampels. Standard Deviation (STDEV) which is relatively low 0.096 shows good precision in the estimated parameter. Then, the F-Square value shows that the existence of tourist attractions in increasing the revisit intention of a visitor has an influence of 0.062 or is in the medium category. Thus, hypothesis 1 is declared accepted. Therefore, tourist attractions have a positive and significant impact on revisit intention.

The research findings above are consistent with those of previous studies who said that the attraction of Heritage Tourism in Sumenep Regency can influence visitors to conduct revisit intention (Purwanto & Syam AR, 2025). Likewise with the statement of (Khairi & Darmawan, 2021) which also said that the revisit intention of visitors can be caused by the attraction of a tourist attraction.

This study provides information that there is an indicator that needs to be considered in creating a revisit intention from the visitors of Heritage Tourism (Asta Tinggi Sumenep, Jamik Mosque Sumenep, and Sumenep Palace). Some of these indicators include Beauty of the Views, A Comfortable Environment, Arts and Cultural Performances, and Historical Relics. The indicator must be really well considered to maintain and create the desires and intention of visitors to make a visit back to the Heritage Tourism in Sumenep Regency.

Research has the same findings as the findings of several previous studies. As research conducted by (Khoirunisa, 2023), (Sinambela, 2021) who found that tourist attraction has a positive and significant influence on revisit intention. Likewise with (Akgün et al., 2020), (Setiawan et al., 2021) who also found that the revisit intention of the visitors can be influenced by the attractiveness of the tourist attraction.

Effect of Attraction on Satisfaction

Analysis of the data carried out to produce the findings as shown in Table 6. The results show that the tourist attraction has a positive and significant effect on the satisfaction of a visitor, with a path coefficient (β) 0.815, the resulting T-statistic value is 28.081 which means greater than

1.96, and the value of P-value 0.000 which means smaller than 0.05. The original sample value (O) 0.815 and the mean sample (m) of 0.813 showed the estimated stability in all bootstrap resamples. Standard Deviation (STDEV) which is relatively low 0.029 shows good precision in the estimated parameter. Then, the F-Square value shows that the existence of tourist attractions in increasing the revisit intention of a visitor has an influence of 1,981 or in the medium category. Thus, hypothesis 2 is declared accepted. Therefore, tourist attractions have a positive and significant influence on visitor satisfaction.

The results of this study are certainly supported by several previous studies. The attraction of a tourist spot can affect the satisfaction of visitors because attractive attractions will create and maintain the satisfaction of the visitors (Darojat, 2021). Likewise with the statement of (Nguyen Viet et al., 2020) which also said that visitors will feel the satisfaction of the attraction possessed by tourist attractions.

This study found that the satisfaction of heritage tourism visitors in Sumenep Regency in this, namely Asta Tinggi Sumenep, Jamik Sumenep Mosque, and Sumenep Palace can be influenced by the tourist attraction. Thus, indicators such as beauty of the views in the tourist sites must be properly guarded well, a comfortable environment for visitors must be considered, arts and cultural performances must continue, and historical relics available must be cared for and arranged well. Some of these indicators can be an attraction so that visitors can feel the satisfaction of heritage tourism in Sumenep Regency.

Research has the same findings as the findings of several previous studies conducted by (Purwanto & Syam AR, 2025), (Putri et al., 2023) who found that tourist attractions have a positive and significant influence on satisfaction. Then also, (Nurmala et al., 2022), (Nasir et al., 2020), (Nurlestari, A, 2016) found that visitor satisfaction can be influenced by tourist attraction.

The effect of satisfaction on revisit intention

Analysis of the data carried out to produce the findings as shown in Table 6. The results show that the tourist attraction has a positive and significant effect on the satisfaction of a visitor, with a path coefficient (β) 0.470, the resulting T-statistic value is 5,785 which means greater than 1.96, and the P-value value of 0.000 which means smaller than 0.05. The original sample value (O) 0.470 and the mean sample (m) of 0.431 showed the stability of the estimation in all bootstrap resamples. Standard Deviation (STDEV) which is relatively low 0.081 shows a good precision in the estimated parameter. Then, the F-Square value shows that the existence of tourist attractions in increasing the revisit intention of a visitor has an effect of 0.164 or is in the medium category. Thus, hypothesis 3 is declared accepted. Therefore, visitor satisfaction has a positive and significant influence on revisit intention.

The findings of this research above are proof that visitor satisfaction is one of the important factors that can encourage visitors to make a visit again. This is reinforced by the statement of (Darojat, 2021) which states that visitor satisfaction is one of the determinants that can affect someone in determining whether visitors will do it back or not. Therefore, the higher the level of satisfaction felt by visitors to eat the greater the desire to make a visit again.

The findings of this research provide a crucial information that there are some things that must be considered if we want to create a revisit intention from visitors. Some of these indicators include every aspect offered by Heritage Tourism must be enjoyed by visitors, becoming positive feelings from the visitors and making the visitors feel happy. Some of these things must be really well considered because it can encourage visitors to visit back to heritage tourism in Sumenep Regency.

The research has the same findings as the findings of several previous studies results of this study strengthen the findings of previous research which found that visitor satisfaction can affect the revisit intention (([Nguyen Viet et al., 2020](#)); ([Khasawneh & Alfandi, 2019](#))). This research is also in line with research findings conducted by ([Foster & Sidharta, \(2021\)](#)), ([Rajput & Gahfoor, 2020](#)) which found that the revisit intention of the visitors could be influenced by satisfaction they felt.

Effect of Attraction on Revisit Intention is moderated by need for uniqueness

The data analysis is shown in Table 6. The results of the test indicate that the effect of tourist attraction on revisit intention is moderated by Need for Uniqueness has a positive but insignificant effect. The path coefficient value (β) of 0.134 shows a positive value. The T-Statistic value produced is 1,235 which means smaller than 1.96, and the P-value value of 0.218 which means greater than 0.05. Based on these results so that it can be stated that hypothesis 4 is rejected in this study. This means that the Need for Uniqueness variable strengthens the effect of Attraction on Revisit Intention but is not significant in other words, Need for Uniqueness does not play a role in moderating the relationship between the attraction and revisit intention.

The results of the above research can be explained through several theoretical arguments. Although the Need for Uniqueness variable is considered as one of the important factors in tourism, the need for uniqueness may be less relevant in the context of heritage tourism such as Asta Tinggi, Jami Mosque, and Sumenep Palace. This is caused by the nature of heritage tourism in Sumenep tends to have a mass appeal. This argument was supported by the statement of Kim and Ritchie (2012) in his research on tourist motivation in the heritage destination. The main factors that can bring up more revisit intention to educational aspects, historical, and cultural values, not exclusivity. Therefore, although a tourist feels interested in heritage tourism in Sumenep, the decision to return is more influenced by interest in the wealth of history and also culture, not because of the desire to gain different experiences from others.

The findings of this research provide new and interesting information. The findings stating that need for uniqueness does not moderate the effect of attractiveness on revisit intention is something interesting to study further. Some important indicators that need to be considered are that visitors in Heritage tourism do not consider whether the tourist sites they visit are different from the others and the visitors certainly still consider the popularity of a tourist location. This scouting is supported by Chang and Chang (2018) which shows that need for uniqueness is not always a significant moderator, depending on the type of experience enjoyed by tourists.

Empirically, the findings of this research are different from the findings of (Khoirunisa, 2023) research, who found that Need for Uniqueness can moderate the influence of tourist attractions on the revisit intention in the Ranupani Tourism Village, Lumajang. Nevertheless, this research remains in line with the findings of research conducted by Chang and Chang (2018) who found that Need for Uniqueness did not moderate the effect of tourist attractions on revisit intention.

Effect of Attraction on Intention Revisit Mediated Satisfaction

The data analysis is shown in Table 7. The results of the test indicate that the effect of tourist attraction on revisit intention mediated by visitor satisfaction has a positive and significant effect on the revisit intention, with a path coefficient of (β) 0.383. The resulting T-statistic value is 5,734 which means greater than 1.96, and the p-value value is smaller than 0.05 which is 0,000. Thus, hypothesis 5 which states that the effect of tourist attraction on the revisit intention is mediated by visitor satisfaction is declared accepted. The mediation category is 56% which means it is included in the partial mediation category with a VAF value of 0.15 which means the mediation power of visitor satisfaction is in the medium category.

The results of this study are certainly in line with the statements of several previous studies. (Ćulić et al., 2021) explained that visitors' satisfaction has a role in mediating the influence of the factors from the attraction of a tourist attraction to the revisit intention. The findings of this research are proof that visitor satisfaction is one of the factors that can mediate the effect of tourist attractions on revisit intention.

Heritage tourism in sumenep regency needs to consider visitor satisfaction. In this context, the tourist attraction of heritage will first make the visitors feel satisfaction in advance then it will bring up the revisit intention. Some things that need to be considered about visitor satisfaction are about how visitors can enjoy attractions and how visitors can feel happy when visiting heritage tourism in sumenep. If consumers feel happy and enjoy traveling in the heritage tourism then they will decide to make a repeat visit.

Empirically, the research has the same findings as the findings of several previous studies. Ćulić et al., (2021) found that visitor satisfaction can mediate the effect of tourist attractions on revisit intention. The findings of this research also strengthened research conducted by (Nafis et al., 2019) which found that effect of attraction on revisit intention was mediated by satisfaction.

CONCLUSION

The findings indicate that tourist attraction significantly influences both satisfaction and revisit intention, highlighting its importance in heritage tourism development. Theoretically, this result extends the understanding of visitor behavior by linking the motivational aspects of attraction with loyalty formation, suggesting that the perceived uniqueness and cultural value of heritage sites can enhance satisfaction and encourage repeat visitation. Tourist satisfaction has a positive and significant influence on revisit intention, and it also mediates the relationship between tourist attraction and revisit intention. But need for uniqueness does not moderate the effect of tourist

attractions on revisit intention. Therefore, to encourage repeat visits, it is essential to enhance the aesthetic appeal of heritage sites, maintain a clean and comfortable environment, provide engaging cultural performances, and preserve historical artifacts. These aspects can strengthen tourist attraction and satisfaction in Sumenep's heritage tourism.

This study has several limitations. It focuses only on three heritage tourism sites in Sumenep that are relatively well-maintained and attract a high number of visitors. The research also employs a limited number of variables—one independent, one moderating, and one mediating variable. This study is also limited by its cross-sectional design and single-location sample. Future research should employ longitudinal or comparative approaches across multiple heritage sites. Therefore, future studies should examine less-maintained heritage sites with fewer visitors to gain a more comprehensive understanding of visitor behavior and conservation challenges. Further research could also extend to other heritage destinations in Madura, such as Pamekasan, Sampang, and Bangkalan, which possess rich cultural assets. Expanding the model by including additional variables would also enhance the theoretical depth and practical relevance of heritage tourism research. This research provides new insight by integrating need for uniqueness into the heritage tourism behavioral model, offering a fresh perspective on how psychological differentiation shapes revisit intention.

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