

Making Downtown KL a More Tourist-Friendly Destination

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Abstract

This study aims to analyse the factors that influence the revisit intentions among tourist in the downtown Kuala Lumpur area. The centre focus of this research is to enhance the downtown KL areas to become a more tourist-friendly destination. It is also to support sustainable urban tourism development with three associated aspects of revisit intention to assessing the direct and indirect influence of image attraction, perceived benefit, and environment resilience with tourist satisfaction as a mediator. These variables collectively influence tourists' intention to return and shows the linkage effects of revisit intention as a crucial sign of successful sustainable tourism. The findings show that all these factors closely interact with tourists' decisions to revisit a KL city and their satisfaction plays a mediating role in this analysis. The image attraction of a destination plays an important role, subsequently perceived benefits and environmental resilience also creates a strong initial attraction and increases the likelihood of repeat visits. Satisfied tourists are more likely to revisit as the synergy between these factors creates a complex web of influences that go beyond their individual effects and ultimately influence tourist decisions. This study attempts to offer insights into encouraging sustainable urban tourist growth by examining the interaction between these factors. The findings contribute to the implementation of sustainable tourism practices and helps form strategic recommendations for urban planners, decision-makers, and the tourism sector with the goal of maximising sustainable urban tourism growth by enhancing revisit intention and ensuring a harmonious balance between economic growth, aesthetic appeal, and environmental well-being.

Keywords: Destination Image, Perceived Benefit, Environmental Resilience, Revisit Intention, Tourist Satisfaction

Introduction

The Malaysian travel and tourism industry have been positioned as one of the major income drivers of the country's economy (Shaliza et al., 2023). Domestic tourism surged by 20 per cent in the second quarter of 2023 comparatively to the previous year and recorded a total of 54.5 million visitors (DOSM, 2023). Overall, Malaysia's domestic tourism has shown an upward trend and continued to record positive growth. According to the volume and total receipts in 2022, Selangor registered the highest domestic tourism receipts with RM8.73 billion, followed by the Federal Territory of Kuala Lumpur, which received RM7.73 billion. Kuala Lumpur specifically cited as urban tourism area, showing a major contribution from tourism revenue comparatively to other territory (DOSM, 2023). Giap et al (2016) stated that within the Asia and Pacific region, Malaysia ranked at no. 26 out of the 184 countries in the world for its travel and tourism industry contribution towards its national output.

Urban tourism is becoming a significant contributor to economic growth in many cities across the world. The idea of responsible planning, development, and management practises that guarantee beneficial economic consequences while minimising adverse environmental and social implications make up the notion of sustainable urban tourism development, which extends beyond the simple influx of tourists. Sustainable urban tourism development provides an excess of economic advantages that go well beyond the scope of the travel and tourism industry. Cities may use the potential of tourism to boost economic development, encourage local entrepreneurship, and improve general quality of life for both residents and visitors by embracing prudent planning and management practises. It is clear that pursuing sustainability in urban tourism is a wise financial decision in addition to an ethical one. The increasing challenges associated with urban tourism in cities worldwide have underscored the importance of prioritizing sustainable development practices. While urban tourism can bring economic benefits and cultural exchange, it can also lead to negative consequences such as overcrowding, environmental degradation, and the erosion of local communities' identity and well-being (Bustomi & Avianto, 2022). Therefore, it is crucial to understand and nurture tourist needs for sustainable urban tourism development to strike a balance between economic growth and environmental and social sustainability.

The idea of visual attractions has evolved as a powerful instrument to drive sustainable development in the constantly changing context of urban tourism. These places of interest provide fascinating, aesthetically stimulating experiences that engage visitors while also advancing a city's overall sustainability objectives. As part of sustainable urban tourist development, visual attractions have become essential elements, fusing creative creation with economic development, cultural enrichment, and environmental awareness. Its help to draw responsible tourists, boost local economies, celebrate cultural diversity, and advance sustainable practises by developing transformative and visually stunning experiences.

Sustainable practises and environmental care are becoming more and more important as urban tourism grows. Environmental resilience is a crucial idea that guides the effectiveness of such initiatives. Urban destinations can not only prosper economically but also retain the integrity of their ecosystems by making sure that cities and their tourism industries can adapt to and recover from environmental difficulties. A key component in the development of sustainable urban tourism is environmental resilience. Cities may build tourist destinations that are not only commercially successful but also environmentally and socially responsible

by incorporating methods that reduce environmental hazards, protect natural assets, involve local communities, and adapt to changing conditions.

In order to capitalize on this area's special qualities and promote economic growth through tourism, research and improvement are necessary. It is possible to make focused changes that can increase Downtown KL's appeal to both domestic and foreign tourists by having a better understanding of the area's opportunities and challenges. Through a thorough analysis, our goal is to highlight important factors including image attraction, perceived benefit, environment resilience, tourist satisfaction and tourist revisit intention by conducting a thorough analysis. Articulating how these factors align with the unique charm and cultural richness of Downtown KL ensures that the audience comprehends the immediate and long-term positive implications, laying the groundwork for a more robust and convincing narrative on the transformation of Downtown KL into a captivating and sustainable tourist hub. Hence, this study aims to evaluate the factors that influence the revisit intentions among tourist to support for sustainable urban tourism development specifically in downtown areas of Kuala Lumpur (KL). Abdullah & Lui (2018) stated that satisfaction of international tourist to visit KL areas and their willingness to revisit remains as a multifaceted perspective that has yet to be fully explored, however, satisfaction significantly influenced tourists' intention to revisit from their analysis.

Problem Statement

The Malaysian tourism industry growth faces great challenges as there is intense competitiveness among other tourist destinations around Southeast Asia. By understanding the tourists' intention to revisit certain specific area, relied heavily on their overall satisfaction and other crucial elements. Besides, satisfaction of their travelling experience remains as a strong influencing factors in various literatures to enhance the flow of the repeat visits as an income generation, as well as crucial part of sustainable tourism development. Despite initial success and excellent encounters, a sizable portion of visitors don't parlay their good feelings into a promise to return. The objective of this issue statement is to investigate the wide range of complicated elements that have an impact on tourists' decision-making processes and decrease their likelihood of returning. In order to improve destination loyalty and maximise the positive economic and social effects of tourism, it is essential to have a thorough understanding of destination image, perceived benefit, environmental resilience perspective. Overall, the issue of visitors' intentions to return is complex and involves intricate connections between their motivations, degrees of pleasure, engagement tactics, rivalry, and shifting perceptions. To address these challenges, in-depth investigation is required to pinpoint the precise variables influencing various forms of revisit intention of Kuala Lumpur's downtown tourism area.

Research Questions

Based on the above research problem, the following research questions were formulated for this study:

1. Is there a relationship between perceived benefit and revisit intention of Kuala Lumpur's downtown tourism?
2. Is there a relationship between perceived benefit and satisfaction of Kuala Lumpur's downtown tourism?

3. Is there a relationship between environmental resilience and revisit intention of Kuala Lumpur's downtown tourism?
4. Is there a relationship between environmental resilience and satisfaction of Kuala Lumpur's downtown tourism?
5. Is there a relationship between destination image and the revisit intention of Kuala Lumpur's downtown tourism?
6. Is there a relationship between destination image and satisfaction of Kuala Lumpur's downtown tourism?
7. Is there a relationship between tourist satisfaction and revisit intention of Kuala Lumpur's downtown tourism?
8. Is there a mediating effect of tourist satisfaction on the relationship between the environment and revisit intention of Kuala Lumpur's downtown tourism?
9. Is there a mediating effect of tourist satisfaction on the relationship between the perceived benefit and revisit intention of Kuala Lumpur's downtown tourism?
10. Is there a mediating effect of tourist satisfaction on the relationship between the perceived image and revisit intention of Kuala Lumpur's downtown tourism?

Research Objectives

The following research objectives were developed based on the proposed research framework to be achieved in this study

- 1) To determine whether there is a direct relationship between perceived benefits and revisit intentions to support sustainable urban tourism development.
- 2) To determine whether there is a direct relationship between destination image and revisit intention to support sustainable urban tourism development.
- 3) To determine whether there is a direct relationship between environmental resilience and revisit intention to support sustainable urban tourism development.
- 4) To determine whether the tourist satisfaction mediates the relationship between perceived benefits and revisit intention to support sustainable urban tourism development.
- 5) To determine whether the tourist satisfaction mediates the relationship between destination image and revisit intention to support sustainable urban tourism development.
- 6) To determine whether the tourist satisfaction mediates the relationship between environment resilience and revisit intention to support sustainable urban tourism development.

Significance of the Study

For sustainable urban tourist growth to be successful, revisit intention is a key indicator of business performance. It not only increases the viability of travel destinations economically but also fosters good relations between visitors and the community, protects the authenticity of the local culture, and encourages ethical tourism practises. Urban destinations may build a foundation for long-term success that strikes a balance between economic growth, environmental conservation, and social well-being by concentrating on encouraging repeat visits. In-depth discussion of revisit intention and how it contributes to the broader objectives of sustainable urban tourist development is provided in this study. Furthermore, the study contributes to the existing knowledge of sustainable tourism by examining the specific challenges and opportunities faced by Malaysia urban areas. Ultimately, the study's

significance lies in its potential to promote responsible and sustainable tourism practices in Kuala Lumpur's downtown tourism development that benefiting the environment, preserving cultural heritage, supporting local livelihoods.

Literature Review

Tourism image, according to Pitana & Diarta (2009), is the belief that tourists have regarding the products or services that tourists buy or will buy. The way to improve tourism and tourism marketing, image is an important factor influencing demand. Based on this point of view, the image consisting of the level of objective enlightenment, impressions, prejudices, dreams, hopes, emotions and thoughts determines tourists choosing their vacation destination. Lordanova (2015) defines that destination image is a collection of impressions, beliefs, ideas, feelings and hopes that are given to describe a place that is collected from time to time and felt according to the psychological and socio-demographic characteristics of the individual. Ling et al (2010) stated that an image of a specific destination if it meets the expectations of tourists, it will produce a level of satisfaction and will return to visit.

Study conducted by Sontoso (2019) in Yogyakarta Province revealed that destination image and motivation directly influenced satisfaction; and tourist satisfaction had direct and positive impact on tourist's visit intention. Bhat & Dharzi (2018), said that the appearance of a destination has a positive and significant effect on revisit intention. Destination image in his research consists of an affective image, mental image and unique image. Other research also supports the appearance of a destination which affects revisit intention (Ngoc & Trinh, 2015) said that the idea of the goal has a positive and significant influence on revisit intention.

In the study of Huang et al (2015) says that image, namely a positive impression, has a positive influence on the intention to visit again while Zhang et al (2014), in their research, stated that destination image has a positive and significant effect on loyalty. Based on the research above, it can be interpreted that the image of the destination affects tourist satisfaction and revisit purpose.

The concept of satisfaction has been broadly discussed in relation to various areas of the hospitality and tourism literature (e.g., hotels, restaurants, attractions, events). Berezan et al (2014), for example, examined hotel guests' satisfaction in relation to sustainable hotel practices. Raab et al (2013) examined restaurant customers' satisfaction and loyalty influenced by the impact of ambient noise levels and environmental attributes. Past studies have widely ascertained that customer satisfaction is positively related to behavioural intentions, cited by (Abdullah et al., 2018).

Satisfaction has been shown to be a predictor of revisit and repurchase intentions in previous research (Mannan et al., 2019; Amoako et al., 2021). In the tourism context, visitor satisfaction is a necessary condition for the development of future purchase and revisit intentions (Evren et al., 2020), while dissatisfaction results in adverse future behavioural intentions (Chin et al., 2022). Previous research indicates that the relationship between visitor happiness and behavior is inextricably linked, as travellers ready to return to the same tourism site were more satisfied with their first visit (Kozak & Rimmington, 2000; Som & Badarneh, 2011).

Physical environment will be a determinant variable of the level of satisfaction of someone staying in a resort (Ali et al., 2013; Ryu & Han, 2011). Empirical evidence from study conducted by Chin et al (2022) among 272 respondents indicates that the majority of identified environmental stimuli (i.e., environmental quality, carrying capacity, and relaxation) significantly contribute to tourists' satisfaction.

Study by Juliana et al (2022) towards 250 respondents of Bandung City suggested that muslim tourist perceived value has a significant effect on revisit intention to the city. This finding affirms that Islamic values and customer satisfaction are very important in encouraging millennial Muslims to revisit Bandung (Indonesia). Another research, conducted by Fardiryana & Chan (2020) revealed that impact of perceived value on the intention to return to a halal vacation destination in the city of Banda Aceh is significant.

The aforementioned research suggests that intention to return are influenced by the perceived value.

Based on the development of the above hypotheses, the following research hypotheses were developed in this study

1. There is a relationship between the perceived benefit and revisit intention of Kuala Lumpur’s downtown tourism.
2. There is a relationship between the perceived benefit and tourist satisfaction of Kuala Lumpur's downtown tourism.
3. There is a relationship between the environment resilience and revisit intention of Kuala Lumpur’s downtown tourism.
4. There is a relationship between the environment resilience and satisfaction of Kuala Lumpur's downtown tourism.
5. There is a relationship between the destination image and the revisit intention of Kuala Lumpur’s downtown tourism.
6. There is a relationship between the destination image and satisfaction of Kuala Lumpur’s downtown tourism.
7. There is a relationship between the tourist satisfaction and revisit intention of Kuala Lumpur’s downtown tourism.
8. There is a mediating effect of tourist satisfaction on the relationship between the environment and revisit intention of Kuala Lumpur’s downtown tourism.
9. There is a mediating effect of satisfaction on the relationship between the benefit and revisit intention of Kuala Lumpur’s downtown tourism.
10. There is a mediating effect of satisfaction on the relationship between the image and revisit intention of Kuala Lumpur’s downtown tourism.

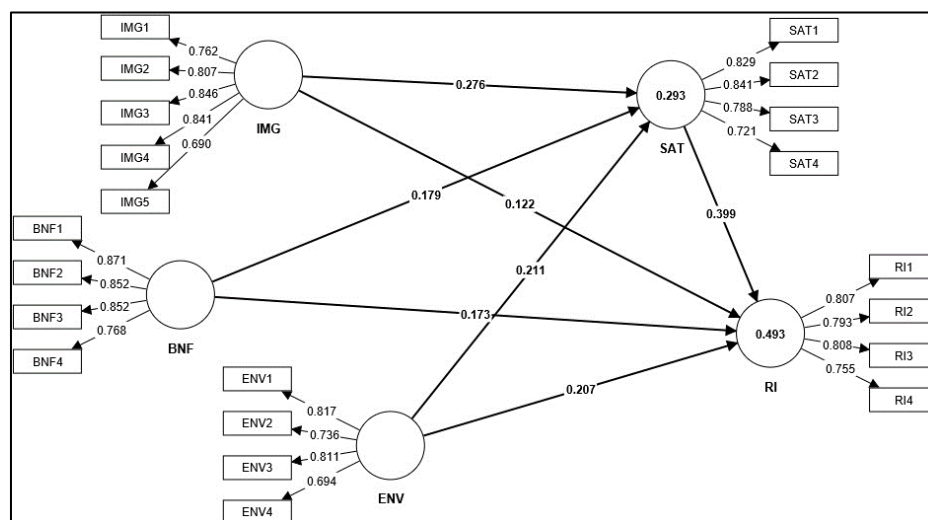


Figure 1: Research Model

Notes: IMG=Image BNF=Benefit ENV=Environment SAT=Satisfaction RI=Revisit Intention

Methodology

This study focused on examining sampling intent. In this study, primary data was used and was collected using a survey instrument. The survey questionnaire was developed after a thorough evaluation of previous studies to obtain a suitable instrument that is used regularly and has high reliability and validity. The survey questionnaire was distributed to target respondents via email using purposive sampling, which is a non-probability sampling technique for data collection. A total of 21 variables were observed, including measurements of exogenous, mediating, and endogenous variables. The exogenous variables consist of 5 items of image Bigne et al (2001), 4 items of benefit Liu et al (2018), and 4 items of the environment (Lee et al., 2013). The mediating variable was satisfaction with four scales (Castro et al., 2017), and the dependent variable was revisiting intention with four scales (Luo & Hsieh, 2013). In this study, each component was measured using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." 465 questionnaires were distributed and 335 were returned. This represented a response rate of 72%, and it was sufficient to use structural equation modeling (SEM) to analyze the data. 309 surveys were found to be clean and ready for analysis. Table 1 shows the demographic profile of the ODL student respondents. Multivariate data analysis and hypothesis testing were performed using Smartpls3 software. Additionally, the model measurement and structural model evaluation method proposed by Hair, Black, Babin, and Anderson (2010) has adopted Smartpls3, which has the highest evaluation ability since PLS-SEM technology.

Table 1
Respondents' Profile

		Frequency	Percent
Gender	Male	167	54.0
	Female	142	45.95
Age	< 30 years	87	28.2
	41 – 50 years	117	37.9
	51 – 60 years	89	28.8
	> 60 years	16	5.2
Education	Primary School	23	7.4
	Undergraduate	29	9.4
	Postgraduate	257	83.2
Income	< RM4,850	92	29.8
	RM4,851 – RM10,970	176	57.0
	> RM10,971	41	13.3
Recommendation	Yes	287	92.9
	No	22	7.1
	Total	309	100.0

Data Analysis

Common Method Bias

Common methodological biases are one of the main problems in research in the field of management. Post-distribution problem areas are assumed to represent constructs, but instead represent measurement methods in research. In this study, Harman's single factor test method was adopted to evaluate the business performance to be measured. After

conducting the Harman single factor test, the main factor result was 41.08% of his, which confirmed that there was no common method bias as most of the explained variance was not attributable to the main factor. This is consistent with Podsakoff & Organ (1986) who pointed out that common method bias is okay if the variance explained by the principal component proportions is less than 50%.

Measurement Model

The PLS-SEM algorithm was used to assess and authenticate the validity and reliability of the construct measurements. As suggested by Hair et al (2017), PLS-SEM has two important elements. It is the reliability and validity of the external fit model for the study. First, the specified model is tested and after an early assessment of the reliability and validity of the external loadings, one factor is removed from organizational culture due to low loadings, and the construct validity of the average variance extracted (AVE) was obtained. It is below the threshold of 0.5 lei. After removing items with lower loadings, all configurations achieved an AVE of at least 0.5 threshold, with a minimum AVE of 0.587 and a maximum AVE of 0.700 (Table 2). This demonstrated convergent validity results for all constructs. Additionally, Table 2 also shows the composite reliabilities of all constructs ranging from 0.850 to 0.903. This is much higher than that reported by Hair et al. The recommended threshold is 0.7. (2017). Next, we assessed the establishment of discriminant validity and confirmed the existence of discriminant in this study by evaluating cross-loading measurement items. The evaluation results showed that the loadings of all items were higher than their respective mutual loadings (Table 2). As reported by Henseler, Ringle, and Sarstedt (2015), establishing discriminant validity continued with the evaluation of the heterotrait-monotrait (HTMT) ratio, resulting in a ratio of less than 0.9 for all four components. (Table 2). Recommendation. Therefore, it can be concluded that this study demonstrated the reliability and validity of all the latent constructs suggested by (Hair et al., 2014).

Table 2

Construct Reliability and Validity & Hetrotrait-Monotrait (HTMT) Ratios

Constructs	Items	Loadings	CA	CR	AVE	HTMT			
						BNF	ENV	IMG	RI
Benefit	BNF1	0.871	0.856	0.903	0.700				
	BNF2	0.852							
	BNF3	0.852							
	BNF4	0.768							
Environment	ENV1	0.817	0.766	0.850	0.587	0.444			
	ENV2	0.736							
	ENV3	0.811							
	ENV4	0.694							
Image	IMG1	0.762	0.851	0.893	0.626	0.443	0.756		
	IMG2	0.807							
	IMG3	0.846							
	IMG4	0.841							
	IMG5	0.690							
Revisit Intention	RI1	0.807	0.801	0.870	0.626	0.529	0.653	0.595	
	RI2	0.793							
	RI3	0.808							
	RI4	0.755							
Satisfaction	SAT1	0.829	0.807	0.874	0.634	0.436	0.555	0.557	0.753
	SAT2	0.841							
	SAT3	0.788							
	SAT4	0.721							

Notes: CA=Cronbach Alpha CR=Composite Reliability AVE=Average Variance Extracted
Structural Model

Evaluation of the structural model was performed by evaluating the path coefficient (β) along with the value of the coefficient of determination (R^2) (Hair et al., 2012). We bootstrapped 5000 subsamples using the PLS technique to confirm the significant level of the path coefficients. The hypotheses for testing the statistical results for path coefficients (beta), t-statistics, p-values, and confidence intervals are shown in Table 3. Hypothesis 1 presents strong support, revealing a statistically significant positive link between "Benefit" (BNF) and "Revisit Intention" (RI). Specifically, a one-unit increase in Benefit corresponds to a 0.173-unit elevation in Revisit Intention, a significance underscored by the notably low p-value of 0.001 and substantial T statistics of 3.366. Hypothesis 2 similarly indicates a significant positive relationship between "Benefit" (BNF) and "Satisfaction" (SAT), with a one-unit increment in Benefit resulting in a 0.179-unit rise in Satisfaction, corroborated by a low p-value (0.001) and significant T statistics (3.340). Hypothesis 3 is validated, signifying a statistically significant positive association between "Environment" (ENV) and "Revisit Intention" (RI). An increase of one unit in Environment corresponds to a 0.207-unit elevation in Revisit Intention, affirmed by the low p-value (0.001) and significant T statistics (3.407). Hypothesis 4 gains support, suggesting a significant positive relationship between "Environment" (ENV) and "Satisfaction" (SAT). A one-unit augmentation in Environment leads to a 0.211-unit increase in Satisfaction, validated by the low p-value (0.001) and significant T statistics (3.408). Hypothesis 5, however, fails to find support, indicating the absence of a statistically significant relationship between

"Image" (IMG) and "Revisit Intention" (RI). The modest beta coefficient (0.122), higher p-value (0.069), and non-significant T statistics (1.819) signal the lack of significance in this relationship. Hypothesis 6 is upheld, denoting a robust positive connection between "Image" (IMG) and "Satisfaction" (SAT). A one-unit increase in Image results in a substantial 0.276-unit boost in Satisfaction, affirmed by the low p-value (0.000) and significant T statistics (3.993). Hypothesis 7 garners strong support, revealing a potent positive association between "Satisfaction" (SAT) and "Revisit Intention" (RI). A single-unit augmentation in Satisfaction leads to an impressive 0.399-unit elevation in Revisit Intention, validated by the low p-value (0.000) and significant T statistics (7.974). Furthermore, Hypothesis 8 is substantiated, indicating that Satisfaction positively and significantly mediates the relationship between Environment and Revisit Intention, with a beta coefficient of 0.084, a low p-value (0.001), and significant T statistics (3.317). This supports the hypothesis. Hypothesis 9 also gains support, with Satisfaction mediating the relationship between Benefit and Revisit Intention, indicated by the beta coefficient (0.072), the low p-value (0.003), and significant T statistics (2.997). Lastly, Hypothesis 10 receives support, as Satisfaction mediates the relationship between Image and Revisit Intention, with a beta coefficient of 0.110, a low p-value (0.001), and significant T statistics (3.360), thus confirming the hypothesis.

Table 4 shows the inner variance inflation factor (VIF) for the regression analysis. The coefficients include interactions between the two main variables, revisit intention and satisfaction, and other factors such as benefit, environment, and image. The VIF values for revisit intention and satisfaction were relatively low for all factors, indicating a lack of substantial multicollinearity between these variables. Specifically, the VIF values for revisit intention and satisfaction for each factor are below a common threshold of 5, suggesting that the regression model is not significantly influenced by multicollinearity concerns. Furthermore, the VIF of complacency is understandably low. Overall, these results suggest that these variables can be safely included in regression models without the risk of multicollinearity negatively impacting the reliability of the estimates.

Shmueli et al (2019) proposed applying PIs prediction to evaluate the predictive performance of the model. Table 5 contains the results of a predictive modeling analysis, possibly using partial least squares (PLS) regression. This includes columns containing Q^2_{predict} to represent the prediction quality, PLS-RMSE to represent the root mean square error of the PLS model, LM RMSE to represent the linear benchmark model (LM), and PLS-LM to represent the performance difference between PLS and LM. contained. A Q^2_{predict} value between 0.113 and 0.292 indicates that the model predicts better than chance. Lower PLS-RMSE values (0.610 to 0.728) imply improved predictive accuracy of the PLS model compared to LM (0.616 to 0.736), which is supported by negative PLS-LM values. In summary, this table shows that PLS models provide better predictive accuracy than linear models across different scenarios (from `RI1 to `SAT4) as suggested by positive `` Q^2_{predict} " values and low RMSE values.

Hair et al (2022) proposed including a cross-validation predictive ability test (CVPAT) in the evaluation of PLS-SEM results to evaluate the predictive ability of the model. To assess the model's predictive performance, we conducted his CVPAT in parallel with Lienggaard et al.'s (2021) PLSpredicts analysis. Table 6 shows the results of a cross-validation analysis to evaluate the predictive performance of the model, perhaps in a research or statistical context. This analysis evaluates two different categories: RI (Revisit Intent) and SAT (Satisfaction), as well

as an overall rating that combines both categories. Regarding the individual categories, the results show that the tested model showed a statistically significant improvement over the reference model, with an average loss difference of -0.121 (t= 5.516, p=0.000) for revisit intention and a It shows that the average loss difference is -0.087 (t=4.068, p=0.000). Additionally, the overall score shows a significant overall improvement with an average loss difference of -0.104 (t=5.498, p=0.000). This means that the model's predictive accuracy has improved in both the revisit intention and satisfaction.

Ringle and Sarstedt (2016); Hair et al (2018) proposed the use of importance-performance analysis (IPMA) to assess the importance and effectiveness of latent variables in explaining adoption. The importance-performance map analysis table provides insight into the importance and current performance of four key factors in a given situation which are benefit, environment, image, and satisfaction. The data show that although the current performance value is the lowest (performance = 61.633), satisfaction has the highest importance (total effect = 0.399) and is, therefore, the most influential factor. In contrast, welfare, environment, and image have moderate importance but relatively good performance (performance values of 67.441, 66.819, and 66.530, respectively). This analysis is needed to improve satisfaction performance in line with its important role in enabling decision-makers to effectively manage resources and address areas that need improvement for optimal results and eventually enhance revisit intention

Table 3
Hypotheses Testing Results & R²

Hypotheses	Beta	T statistics	P values	R ²	2.50%	97.50%	Decision
H1: BNF -> RI	0.173	3.366	0.001	0.047	0.069	0.270	<i>Supported</i>
H2: BNF -> SAT	0.179	3.340	0.001	0.037	0.075	0.284	<i>Supported</i>
H3: ENV -> RI	0.207	3.407	0.001	0.048	0.086	0.323	<i>Supported</i>
H4: ENV -> SAT	0.211	3.408	0.001	0.037	0.083	0.326	<i>Supported</i>
							<i>Not</i>
H5: IMG -> RI	0.122	1.819	0.069	0.016	-0.009	0.250	<i>Supported</i>
H6: IMG -> SAT	0.276	3.993	0.000	0.062	0.142	0.416	<i>Supported</i>
H7: SAT -> RI	0.399	7.974	0.000	0.222	0.299	0.493	<i>Supported</i>
H8: ENV -> SAT -> RI	0.084	3.317	0.001		0.035	0.135	<i>Supported</i>
H9: BNF -> SAT -> RI	0.072	2.997	0.003		0.030	0.122	<i>Supported</i>
H10: IMG -> SAT -> RI	0.110	3.360	0.001		0.053	0.182	<i>Supported</i>

Table 4
Inner VIF

	Revisit Intention	Satisfaction
Benefit	1.259	1.214
Environment	1.768	1.705
Image	1.845	1.737
Satisfaction	1.414	

Table 5

PLSpredicts

	Q ² predict	PLS-RMSE	LM RMSE	PLS-LM
RI1	0.292	0.610	0.616	-0.006
RI2	0.212	0.620	0.630	-0.010
RI3	0.234	0.672	0.687	-0.015
RI4	0.143	0.728	0.736	-0.008
SAT1	0.228	0.630	0.633	-0.003
SAT2	0.180	0.627	0.640	-0.013
SAT3	0.113	0.681	0.684	-0.003
SAT4	0.153	0.691	0.710	-0.019

Table 6

Cross Validated Predictive Ability Test (CVPAT)

	Average loss difference	t value	p-value
RI	-0.121	5.516	0.000
SAT	-0.087	4.068	0.000
Overall	-0.104	5.498	0.000

Table 7

Importance-Performance Map Analysis

	Total Effect	Performance
BNF	0.244	67.441
ENV	0.292	66.819
IMG	0.232	66.530
SAT	0.399	61.633

Discussion

This study aims to assess the direct and indirect influence of image, benefit, and environment on revisiting intention with satisfaction as a mediator. The influence of image, benefit, and environment on satisfaction intention as mediators are important aspects in understanding the dynamics of tourism in downtown Kuala Lumpur. This discussion shows how these factors interact with tourists' decisions to revisit a city and how satisfaction plays a mediating role in this process. First, the image of a destination plays an important role in attracting tourists. Downtown Kuala Lumpur is home to famous landmarks such as the Petronas Twin Towers and a rich cultural diversity. A positive image of a destination creates a strong initial attraction and increases the likelihood of repeat visits. Second, perceived benefits such as affordability, cultural experience, and culinary deliciousness are influencing factors. If tourists find great value in their visit, they are more likely to consider visiting Kuala Lumpur again. Perceived benefits include not only material aspects but also intangible aspects such as cultural immersion. Thirdly, the environment, including factors such as safety, cleanliness, and infrastructure, is very important. A well-maintained and safe environment improves the overall experience for tourists. A comfortable environment increases satisfaction and increases the likelihood of repeat visits. Satisfaction acts as a mediator in this process. When travelers' expectations regarding image, service, and environment are met or exceeded, they are more likely to report high levels of satisfaction. Satisfied tourists are more likely to visit again because the positive experiences are more likely to outweigh the negative aspects.

Furthermore, the synergy between these factors creates a complex web of influences that go beyond their individual effects and ultimately influence tourist decisions. For example, a positive image of a destination not only initially attracts tourists but also increases expectations. Satisfaction increases when these expectations regarding benefits and the overall environment are met or exceeded. Conversely, discrepancies between the perceived image and the actual experience can lead to disappointment and reduce the likelihood of repeat visits. Additionally, the role of word of mouth and social media strengthens the influence of these factors. Satisfied tourists often become brand ambassadors, sharing their positive experiences and further improving the destination's image. Conversely, dissatisfied visitors can quickly spread negative feedback, which can negatively impact a destination's image and repeat visit rates. In the dynamic tourism landscape of downtown Kuala Lumpur, understanding these diverse influences and their interconnectedness is important for destination marketing and management. Continuously improving the image, benefits, and environment while prioritizing tourist satisfaction will lead to sustainable tourism growth and thriving downtown areas.

Theoretical Implications

In the context of tourism in downtown Kuala Lumpur, understanding the interaction between image, usefulness, environment, satisfaction, and revisit intention has profound theoretical implications. First, this model contributes to destination management theory by revealing the complex relationships between these factors. This highlights the importance of matching the perceived image with the actual tourist experience to encourage satisfaction and repeat visits. Second, it emphasizes the importance of a multifaceted approach to destination marketing. To foster a positive image, tourism authorities should not only focus on iconic landmarks but also highlight the tangible and intangible benefits a destination offers. At the same time, it is important to maintain a safe and inviting environment. Third, this model emphasizes the mediating role of satisfaction. This suggests that efforts to improve image, benefits, and the environment may indirectly influence repeat visit rates by increasing tourist satisfaction. These insights inform destination managers that improving the overall visitor experience can lead to increased return intent.

Practical Implications

The practical implications of the discussed model regarding image, usefulness, environment, satisfaction, and revisit intention in Kuala Lumpur urban center tourism have important implications for stakeholders involved in destination management and marketing. First, the model emphasizes the need for careful planning and execution of marketing campaigns. Destination marketers need to not only promote iconic attractions but also communicate all the benefits that visitors can enjoy. To effectively meet tourist expectations, it is important to create a consistent and accurate image of a destination. Second, local governments and businesses must prioritize maintaining and improving the physical and social environment. Ensuring safety, cleanliness, and infrastructure are important to creating a welcoming atmosphere for tourists. Third, increasing tourist satisfaction should be a central goal. This can be achieved by focusing on quality service, cultural experiences, and effective visitor management. Satisfied travelers are more likely to return and recommend the destination to others. In practice, this model emphasizes the holistic and interconnected nature of destination management. By giving due consideration to these factors, stakeholders can

foster a flourishing tourism industry in downtown Kuala Lumpur, resulting in economic growth and a pleasant experience for tourists.

Suggestions for Future Studies

Future research in the field of destination management and tourism should delve deeper into the highlighted practical implications. Researchers consider specific strategies to match destination images with real tourism experiences, optimize marketing campaigns to highlight different benefits, and develop sustainable policies to improve urban environments. can be carried out. Furthermore, it would be useful to investigate the role of technology and digital platforms in shaping tourist perceptions and satisfaction. Longitudinal studies that track tourist return patterns and behavior in response to these strategies may provide valuable insight into their effectiveness. Such research can provide evidence-based policies and practices to promote sustainable and thriving tourism in urban areas such as downtown Kuala Lumpur.

Conclusion

Understanding the complex relationship between image, benefits, environment, satisfaction, and revisit intention in urban tourism is of great importance for destination management and marketing. Theoretical insights highlight the need for a holistic approach, while practical implications highlight the importance of accurate advertising, infrastructure development, and visitor satisfaction. Future research will build on these findings to promote sustainable tourism growth, improve the overall tourism experience in urban areas such as downtown Kuala Lumpur, and ultimately improve the industry and local communities. Effective strategies that benefit both parties need to be developed and implemented.

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