

THE INFLUENCE OF AREA ATTRIBUTES AND QUALITY ON VISITOR LOYALTY THROUGH VISITING SATISFACTION AT GWALK CITRALAND SURABAYA

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Abstract: This study aims to analyze the influence of area attributes and area quality on visitor loyalty through visitor satisfaction at GWalk CitraLand Surabaya, a culinary tourism destination in Surabaya. The study was motivated by fluctuations in the Customer Satisfaction Index (CSI) from the second semester of 2023 to the second semester of 2025, as well as increasing competition among culinary tourism destinations in Surabaya. This study employed a quantitative approach using a survey of 104 visitors to GWalk CitraLand Surabaya, selected through purposive sampling, with the sample size determined using the Lemeshow formula. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS based on the Stimulus–Organism–Response (SOR) theory. The results indicate that area attributes and area quality have positive and significant effects on visitor satisfaction and visitor loyalty. Visitor satisfaction also has a positive and significant effect on visitor loyalty and partially mediates the relationships between area attributes and visitor loyalty, as well as between area quality and visitor loyalty. Furthermore, area quality exerts the strongest influence on visitor satisfaction. These findings suggest that improving area quality, supported by adequate area attributes, can enhance visitor satisfaction and strengthen visitor loyalty toward GWalk CitraLand Surabaya.

Keywords: *area attributes, area quality, visitor satisfaction, visitor loyalty, culinary tourism.*

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1. Introduction

The culinary tourism industry has become one of the fastest-growing sectors contributing to urban tourism development and the creative economy. In recent years, culinary destinations have evolved from places that merely provide food and beverages into destinations offering memorable experiences through the integration of dining, recreation, entertainment, and social interaction. Consequently, visitors no longer evaluate culinary destinations solely based on the quality of food, but also on the overall experience created by the destination environment, including accessibility, supporting facilities, environmental comfort, cleanliness, safety, and service quality. These destination characteristics influence visitors' perceptions, which subsequently determine their satisfaction and future behavioral intentions. Therefore, maintaining visitor satisfaction and loyalty has become a

strategic priority for destination managers seeking to sustain competitiveness in an increasingly dynamic tourism market (Dewi et al., 2023).

Visitor loyalty plays an essential role in ensuring the long-term sustainability of culinary tourism destinations. Loyal visitors are more likely to revisit destinations, recommend them to others through positive word-of-mouth, and contribute to the long-term performance of tourism businesses. However, maintaining visitor loyalty has become increasingly challenging due to the rapid development of culinary destinations and changing consumer preferences. Krisprimandoyo (2021) argues that destinations capable of consistently providing positive visitor experiences are more likely to maintain competitiveness amid the expansion of culinary tourism and evolving visitor expectations.

One culinary destination implementing this concept is **GWalk CitraLand Surabaya**, a semi-outdoor culinary tourism area located within CitraLand Surabaya. GWalk integrates restaurants, cafés, entertainment facilities, and public spaces into a single destination, creating an environment that supports dining activities, recreation, and social interaction. Its distinctive concept has positioned GWalk as one of the most popular culinary destinations in West Surabaya and earned *The Most Favourite Culinary Award* from *Jawa Pos* in 2017. Nevertheless, increasing competition among culinary destinations requires GWalk to continuously improve visitor experiences in order to maintain visitor satisfaction and loyalty.

Despite its popularity, the **Customer Satisfaction Index (CSI)** of GWalk CitraLand Surabaya fluctuated during the period from the second semester of 2023 to the second semester of 2025, indicating that visitor satisfaction has not consistently improved. Since visitor satisfaction represents one of the primary determinants of visitor loyalty, fluctuations in satisfaction may reduce revisit intentions and weaken positive word-of-mouth recommendations, ultimately affecting tenant business performance and destination competitiveness. The fluctuation of visitor satisfaction is illustrated in **Figure 1**.

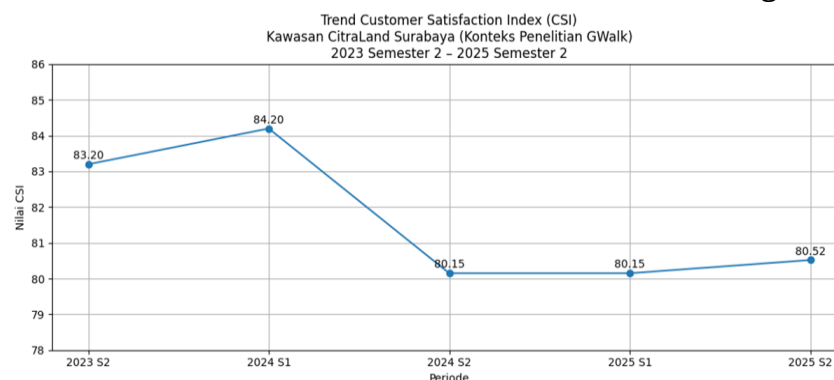


Figure 1. Customer Satisfaction Index (CSI) of GWalk CitraLand Surabaya
Source: Customer Satisfaction Survey, CitraLand Surabaya (2023–2025).

To better understand the factors contributing to the fluctuation in visitor satisfaction, GWalk CitraLand Surabaya periodically evaluates visitors' perceptions of its destination attributes. The evaluation results indicate that several destination attributes, including supporting facilities, environmental cleanliness, visitor comfort, complaint handling, and culinary diversity, still require continuous improvement. These aspects represent important components of the visitor experience because they directly influence visitors' perceptions during their visits. Consequently, improvements in destination attributes and environmental

quality are expected to increase visitor satisfaction and encourage visitor loyalty. The results of the visitor evaluation are presented in Figure 2.

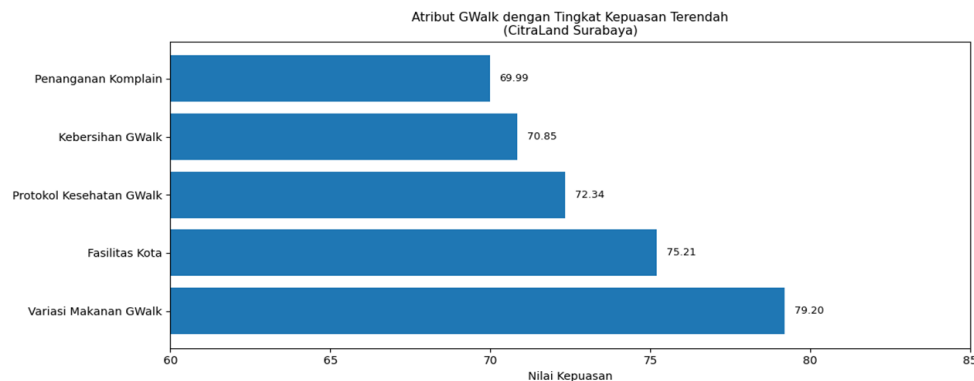


Figure 2. Visitor Evaluation of Area Attributes at GWalk CitraLand Surabaya
Source: Customer Satisfaction Survey, CitraLand Surabaya (2023–2025).

The importance of improving destination quality has become even more significant due to the rapid expansion of Indonesia's food and beverage industry. According to the **Food and Beverage Supply Business Statistics for 2024** published by Statistics Indonesia (BPS), Indonesia recorded approximately 5.28 million food and beverage service establishments, representing an 8.71% increase compared with the previous year. Approximately 47.59% of these businesses consist of restaurants and eating places, indicating that competition within the culinary industry continues to intensify. As consumers have increasingly diverse dining alternatives, culinary destinations are required to differentiate themselves by delivering superior visitor experiences that encourage satisfaction and long-term loyalty. The growth of Indonesia's food and beverage industry is presented in Figure 3.

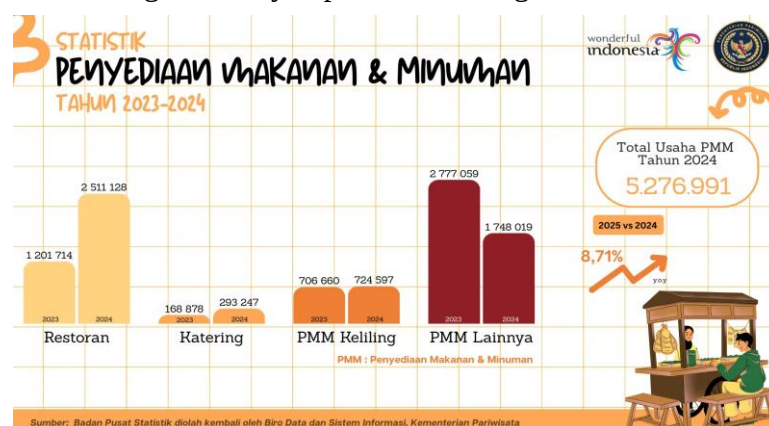


Figure 3. Food and Beverage Supply Business Statistics for 2024
Source: Statistics Indonesia (BPS), Food and Beverage Supply Business Statistics for 2024

The empirical conditions observed at GWalk CitraLand Surabaya indicate that maintaining visitor loyalty depends not only on providing attractive culinary offerings but also on creating a high-quality destination environment capable of satisfying visitors. In this context, area attributes, including accessibility, supporting facilities, and culinary diversity, together with area quality, represented by cleanliness, comfort, safety, and overall environmental management, are considered important determinants influencing visitors'

evaluations of culinary destinations. Nevertheless, identifying the extent to which these destination characteristics influence visitor loyalty remains an important research issue.

Previous studies have examined the relationships among destination attributes, destination quality, visitor satisfaction, and visitor loyalty across various tourism contexts. Dewi et al. (2023) and Afandi et al. (2023) reported that destination attributes positively influence visitor satisfaction. Likewise, Falahah and Setiyarini (2024) found that visitor satisfaction mediates the relationship between destination attributes and visitor loyalty. However, empirical findings remain inconsistent. Suardani et al. (2023) reported that although service quality significantly affects visitor loyalty, visitor satisfaction failed to mediate this relationship. Similarly, Marcella Agrifin and Djunaid (2024) found that public facilities did not significantly influence revisit intention, whereas destination attractiveness demonstrated a positive effect. These inconsistent findings indicate that the relationships among destination characteristics, visitor satisfaction, and visitor loyalty remain inconclusive and require further empirical investigation.

Furthermore, previous studies have predominantly focused on natural tourism destinations, cultural tourism destinations, or general tourist attractions. Comparatively limited attention has been devoted to semi-outdoor culinary tourism destinations, where visitors simultaneously experience dining, recreation, and social interaction within an integrated destination environment. Moreover, previous studies generally examine destination attributes, destination quality, and visitor satisfaction separately, while relatively few studies integrate area attributes, area quality, and visitor satisfaction within a single conceptual framework to explain visitor loyalty in culinary tourism destinations. This study therefore addresses these gaps by investigating the influence of area attributes and area quality on visitor loyalty through visitor satisfaction within the context of GWalk CitraLand Surabaya.

Accordingly, this study aims to analyze the influence of area attributes and area quality on visitor loyalty through visitor satisfaction at GWalk CitraLand Surabaya. The findings are expected to contribute to tourism marketing literature by providing empirical evidence regarding the mediating role of visitor satisfaction in culinary tourism destinations. In addition, the results are expected to provide practical recommendations for destination managers in prioritizing improvements in area attributes and area quality to enhance visitor satisfaction and strengthen long-term visitor loyalty.

2. Literature Review

2.1. Theoretical Foundation

This study adopts the Stimulus–Organism–Response (SOR) Theory proposed by Mehrabian and Russell (1974). The SOR theory explains that environmental stimuli influence individuals' internal evaluations, which subsequently determine their behavioral responses. The stimulus (S) refers to external environmental factors that shape visitors' perceptions, the organism (O) represents visitors' internal evaluations, such as satisfaction, and the response (R) reflects behavioral outcomes, including visitor loyalty. In the context of culinary tourism, area attributes and area quality serve as environmental stimuli that influence visitor satisfaction, which subsequently affects visitor loyalty. Therefore, the SOR theory provides an appropriate theoretical foundation for explaining visitor behavior in culinary tourism destinations.

2.2. Previous Studies

Area Attributes (X1)

Area attributes refer to the physical and functional characteristics of a tourism destination that influence visitors' perceptions during their visits. These attributes include accessibility, parking availability, public facilities, and the diversity of culinary offerings. Well-managed destination attributes contribute to creating positive visitor experiences, thereby increasing satisfaction and encouraging revisit intentions. Previous studies have reported that destination attributes significantly influence visitor satisfaction and loyalty (Dewi et al., 2023; Afandi et al., 2023). Therefore, area attributes are considered an important determinant of visitor behavior in culinary tourism destinations.

Area Quality (X2)

Area quality reflects visitors' perceptions regarding the overall condition of a destination, including environmental cleanliness, comfort, security, and the consistency of destination management. A high-quality destination environment creates positive impressions that encourage visitors to stay longer, revisit, and recommend the destination to others. Previous studies have demonstrated that destination quality significantly influences visitor satisfaction and visitor loyalty (Suardani et al., 2024; Krisprimandoyo, 2021). Consequently, maintaining area quality has become an essential strategy for enhancing destination competitiveness.

Visitor Satisfaction (M)

Visitor satisfaction represents visitors' overall evaluation after comparing their expectations with the actual experience obtained during their visit. According to Oliver (1997), satisfaction occurs when the perceived performance of a destination meets or exceeds visitors' expectations. Satisfied visitors are more likely to revisit destinations and recommend them to others. Previous studies have consistently reported that visitor satisfaction positively influences visitor loyalty and mediates the relationship between destination characteristics and visitor loyalty (Falahah & Setiyarini, 2024; Dewi et al., 2023). Therefore, visitor satisfaction is considered a key mechanism through which destination characteristics influence visitor loyalty.

Visitor Loyalty (Y)

Visitor loyalty refers to visitors' commitment to revisit a destination and recommend it to others based on their previous experiences. Loyalty is commonly reflected through revisit intention, positive word-of-mouth, and preference for choosing the same destination in the future. Previous studies have demonstrated that visitor loyalty is influenced by visitors' perceptions of destination attributes, destination quality, and satisfaction (Afandi et al., 2023; Suardani et al., 2024). Thus, visitor loyalty represents the ultimate behavioral response in the tourism decision-making process.

H1. The Effect of Area Attributes on Visitor Loyalty

Area attributes represent the physical and functional characteristics of a culinary tourism destination that influence visitors' overall experiences. Well-managed destination attributes, including accessibility, public facilities, parking availability, and culinary diversity, are expected to encourage visitors to revisit the destination and recommend it to others. Therefore, area attributes are expected to have a positive influence on visitor loyalty.

H2. The Effect of Area Attributes on Visitor Satisfaction

Visitors tend to experience greater satisfaction when destination attributes meet their expectations regarding accessibility, supporting facilities, and culinary offerings. Positive evaluations of these attributes contribute to higher levels of visitor satisfaction.

H3. The Effect of Visitor Satisfaction on Visitor Loyalty

Visitor satisfaction reflects visitors' positive evaluations after experiencing a destination. Satisfied visitors are more likely to revisit the destination and provide positive recommendations to others. Therefore, visitor satisfaction is expected to positively influence visitor loyalty

H4. The Effect of Area Attributes on Visitor Loyalty through Visitor Satisfaction

Area attributes influence visitors' perceptions during their visits, thereby shaping visitor satisfaction. Higher levels of satisfaction subsequently encourage stronger visitor loyalty. Accordingly, visitor satisfaction is expected to mediate the relationship between area attributes and visitor loyalty.

H5. The Effect of Area Quality on Visitor Loyalty

Area quality represents visitors' perceptions of cleanliness, comfort, security, and overall destination management. A well-maintained destination environment is expected to create positive visitor experiences that encourage revisit intentions and visitor loyalty.

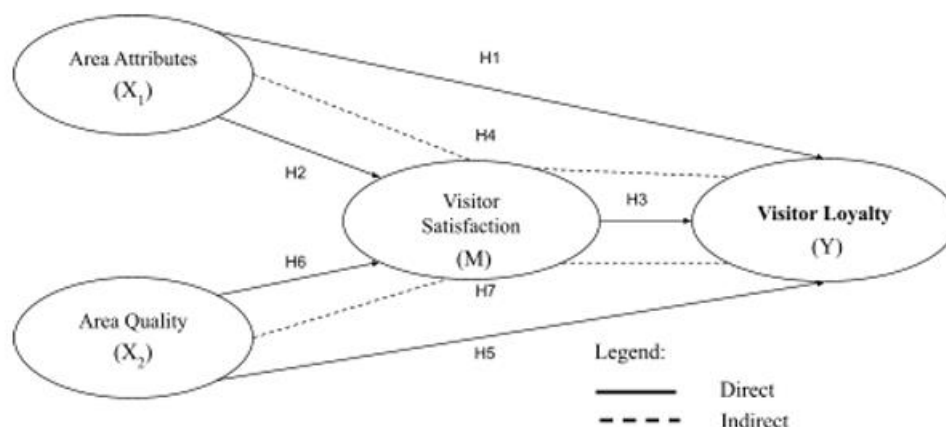
H6. The Effect of Area Quality on Visitor Satisfaction

Area quality contributes to visitors' evaluations of their overall experiences. Clean, comfortable, and secure environments are expected to increase visitor satisfaction by fulfilling visitors' expectations regarding destination quality.

H7. The Effect of Area Quality on Visitor Loyalty through Visitor Satisfaction

Area quality enhances visitors' overall experiences and satisfaction. Higher visitor satisfaction subsequently encourages revisit intentions and positive word-of-mouth recommendations. Therefore, visitor satisfaction is expected to mediate the relationship between area quality and visitor loyalty.

Research Model



3. Research Method

This study used a quantitative approach with a causal-explanatory design to examine causal relationships among area attributes (X₁), area quality (X₂), visitor satisfaction (M), and visitor loyalty (Y) at GWalk CitraLand Surabaya. The framework assumes area attributes and

area quality directly influence visitor loyalty and indirectly influence it through visitor satisfaction as a mediating variable.

The target population was visitors to GWalk CitraLand Surabaya, a semi-outdoor culinary tourism destination in Surabaya, Indonesia. Because the exact visitor number was unknown, the minimum sample size was calculated using the Lemeshow formula, resulting in a minimum of 96 respondents. A total of 104 valid questionnaires were collected and analyzed. Respondents were selected using non-probability purposive sampling with criteria: (1) at least 17 years old, (2) had visited GWalk CitraLand Surabaya at least once, and (3) willing to participate voluntarily.

Primary data were collected through a structured questionnaire distributed directly to visitors. It had two sections: demographics (gender, age, occupation, domicile, visit frequency) and variable measurement using indicators adapted from validated tourism and marketing studies. All items used a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

Four latent variables were investigated. Area Attributes were measured by accessibility, parking availability, public facilities, and culinary diversity. Area Quality was measured by environmental cleanliness, comfort, security, and consistency of destination quality. Visitor Satisfaction represented visitors' overall evaluation after visiting, while Visitor Loyalty was measured by revisit intention, willingness to recommend, and commitment to revisit. Operational definitions and indicators were adapted from previous studies to ensure content validity and construct reliability.

Data analysis used Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS version 4, appropriate for examining multiple latent construct relationships and mediation effects. Analysis had two stages: first, the measurement model (outer model) was evaluated through indicator reliability, convergent validity, discriminant validity, Cronbach's alpha, composite reliability, and AVE; second, the structural model (inner model) was evaluated using R^2 , f^2 , Q^2 , and VIF for multicollinearity. Bootstrapping tested hypotheses via path coefficients, t-statistics, and p-values. A hypothesis was significant when t-statistic > 1.96 and p-value < 0.05.

4. Result and Discussion

4.1. Result

The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. The analysis consisted of two stages, namely the evaluation of the measurement model (outer model) and the structural model (inner model). The measurement model was assessed by examining indicator reliability, convergent validity, discriminant validity, and construct reliability. Subsequently, the structural model was evaluated using the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing through the bootstrapping procedure.

The measurement model evaluation indicates that all measurement indicators satisfied the required validity and reliability criteria. Based on the outer loading assessment, all indicators obtained loading values greater than 0.70, indicating satisfactory indicator reliability. The highest loading value was obtained by indicators X2.2 and X2.3 with values of 0.942, while the lowest loading value was 0.911 for indicator Y2. Since all loading values exceeded the recommended threshold of 0.70, all indicators were considered valid and retained for further analysis.

Convergent validity was evaluated using the Average Variance Extracted (AVE). The AVE values for all constructs exceeded the recommended threshold of 0.50, confirming satisfactory convergent validity. The Area Quality construct obtained the highest AVE value of 0.875, while Visitor Loyalty recorded the lowest AVE value of 0.840. These results indicate that each construct adequately explains the variance of its corresponding indicators.

Construct reliability was assessed using Cronbach's Alpha and Composite Reliability. The results show that Cronbach's Alpha values ranged from 0.937 to 0.976, while Composite Reliability values ranged from 0.955 to 0.979, exceeding the recommended minimum value of 0.70. Among the constructs, Visitor Satisfaction demonstrated the highest reliability, with a Cronbach's Alpha of 0.976 and a Composite Reliability of 0.979. These findings confirm that all constructs possess satisfactory internal consistency and reliability.

Discriminant validity was further evaluated using the Heterotrait–Monotrait Ratio (HTMT) and the Fornell–Larcker Criterion. All HTMT values were below the recommended threshold of 0.90, indicating adequate discriminant validity among the constructs. In addition, the square root of the AVE for each construct was greater than its correlations with other constructs, confirming that each construct was empirically distinct from the others.

Table 1. Convergent Validity (Outer Model)

Variables	Indicator	Factor Loading	Cut Off	Information
Area Attribute (X1)	X1.1 <- X1	0,913	0,70	Valid
	X1.2 <- X1	0,929	0,70	Valid
	X1.3 <- X1	0,932	0,70	Valid
	X1.4 <- X1	0,925	0,70	Valid
Area Quality (X2)	X2.1 <- X2	0,928	0,70	Valid
	X2.2 <- X2	0,942	0,70	Valid
	X2.3 <- X2	0,942	0,70	Valid
	X2.4 <- X2	0,929	0,70	Valid
Visitor Satisfaction (M)	M1 <- M	0,929	0,70	Valid
	M2 <- M	0,917	0,70	Valid
	M3 <- M	0,924	0,70	Valid
	M4 <- M	0,929	0,70	Valid
	M5 <- M	0,927	0,70	Valid
	M6 <- M	0,914	0,70	Valid
	M7 <- M	0,930	0,70	Valid
	M8 <- M	0,924	0,70	Valid

Visitor Loyalty (Y)	Y1 <- Y	0,913	0,70	Valid
	Y2 <- Y	0,911	0,70	Valid
	Y3 <- Y	0,922	0,70	Valid
	Y4 <- Y	0,920	0,70	Valid

Source: Primary data processed using SmartPLS (2026)

Table 2. Results Heterotrait-Monotrait Ratio (HTMT)

Variables	Area Attributes	Visitor Satisfaction	Area Quality	Visitor Loyalty
Area Attributes	-			
Visitor Satisfaction	0,438	-		
Area Quality	0,360	0,711	-	
Visitor Loyalty	0,469	0,695	0,640	-

Source: Primary data processed using SmartPLS (2026)

Based on Tables 1 and 2, all constructs satisfy the measurement model requirements. The results indicate that all indicators have outer loading values greater than 0.70, while the Average Variance Extracted (AVE) values exceed the recommended threshold of 0.50, confirming satisfactory convergent validity (Hair et al., 2022). Furthermore, all Heterotrait–Monotrait Ratio (HTMT) values are below the recommended threshold of 0.90, indicating adequate discriminant validity. Therefore, all constructs in this study demonstrate satisfactory validity and reliability, confirming that each construct measures a distinct concept and is appropriate for subsequent structural model analysis.

Table 3.Construct Reliability Test

Variables	Cronbach's Alpha	Rho A	Composite Reliability	Cut Off	Information
Area Attribute (X1)	0,944	0.976	0,960	0,70	Reliable
Area Quality (X2)	0,952	0.944	0,965	0,70	Reliable
Visitor Satisfaction (M)	0,976	0.953	0,979	0,70	Reliable
Visitor Loyalty (Y)	0,937	0.939	0,955	0,70	Reliable

Source: Primary data processed using SmartPLS (2026)

Based on Table 3, all constructs obtained Cronbach's Alpha, rho_A, and Composite Reliability values exceeding the recommended threshold of 0.70 (Hair et al., 2022). These findings indicate that all constructs demonstrate satisfactory internal consistency and reliability. Therefore, the measurement model is considered reliable, confirming that the measurement indicators consistently represent their respective latent constructs and are appropriate for subsequent structural model evaluation.

Table 4. Coefficient of Determination (R^2)

Endogenous Variables	R-Square	R-Square Adjusted
Visitor Satisfaction	0,511	0,501
Visitor Loyalty	0,513	0,498

Source: Primary data processed using SmartPLS (2026)

Based on Table 4, the coefficient of determination (R^2) indicates that Area Attributes and Area Quality explain 51.1% of the variance in Visitor Satisfaction, while the remaining 48.9% is explained by other variables outside the proposed research model. Furthermore, Area Attributes, Area Quality, and Visitor Satisfaction jointly explain 51.3% of the variance in Visitor Loyalty, whereas the remaining 48.7% is influenced by factors not examined in this study. The adjusted R^2 values of 0.501 for Visitor Satisfaction and 0.498 for Visitor Loyalty further confirm the stability of the structural model after adjusting for the number of predictor variables. According to Hair et al. (2022), these results indicate that the proposed model has moderate explanatory power in explaining the endogenous constructs.

Table 4. Effect Size(f^2) (Inner Model)

Relationship between variables	f^2	Category
Area Attributes → Visitor Satisfaction	0,080	Small
Area Quality → Visitor Satisfaction	0,682	Big
Area Attributes → Visitor Loyalty	0,054	Small
Area Quality → Visitor Loyalty	0,073	Small
Visitor Satisfaction → Visitor Loyalty	0,172	Currently

Source: Primary data processed using SmartPLS (2026)

Based on Table 5, the effect size (f^2) analysis indicates that the relationships among the constructs vary from small to large effects, following the classification proposed by Hair et al. (2022). The relationship between Area Quality and Visitor Satisfaction demonstrates a large effect size ($f^2 = 0.682$), indicating that area quality makes a substantial contribution to explaining visitor satisfaction. Meanwhile, Visitor Satisfaction has a medium effect on Visitor Loyalty ($f^2 = 0.172$), suggesting that visitor satisfaction plays an important role in strengthening visitor loyalty. In contrast, the effects of Area Attributes on Visitor Satisfaction ($f^2 = 0.080$) and Visitor Loyalty ($f^2 = 0.054$), as well as the effect of Area Quality on Visitor Loyalty ($f^2 = 0.073$), are categorized as small, indicating relatively lower contributions to the endogenous constructs.

Table 5. Hypothesis Testing Results

Hypothesis	Path	Coefficient	T Statistics	P Values	Information
H1	Area Attributes → Visitor Loyalty	0,180	2,173	0.030	Significant
H2	Area Attributes → Visitor Satisfaction	0,211	2,933	0.003	Significant

H3	Visitor Satisfaction → Visitor Loyalty	0,413	4,553	0.000	Significant
H4	Area Attributes → Visitor Satisfaction → Visitor Loyalty	0,087	2,428	0.015	Significant
H5	Area Quality → Visitor Loyalty	0,260	2,857	0.004	Significant
H6	Area Quality → Visitor Satisfaction	0,615	11,112	0.000	Significant
H7	Area Quality → Visitor Satisfaction → Visitor Loyalty	0,254	4,002	0.000	Significant

Source: Primary data processed using SmartPLS (2026)

The hypothesis testing results are presented in Table 6. The findings indicate that all proposed hypotheses are supported, as each relationship has a t-statistic greater than 1.96 and a p-value below 0.05 (Hair et al., 2022). Specifically, Area Attributes have a positive and significant effect on Visitor Loyalty and Visitor Satisfaction, while Area Quality positively and significantly influences both Visitor Satisfaction and Visitor Loyalty. Furthermore, Visitor Satisfaction has a positive and significant effect on Visitor Loyalty. The mediation analysis also confirms that Visitor Satisfaction significantly mediates the relationships between Area Attributes and Visitor Loyalty, as well as between Area Quality and Visitor Loyalty. These findings support the proposed structural model and indicate that all hypothesized relationships are statistically significant.

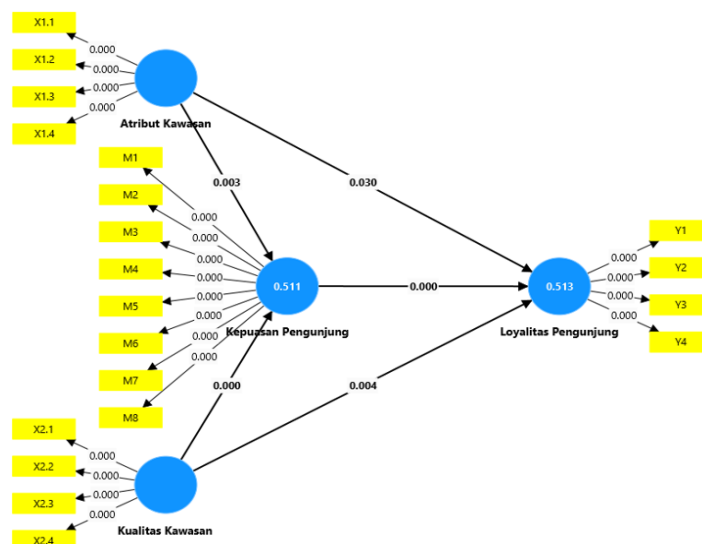


Figure 5. Bootstrapping Research Model

4.2. Discussion

H1. The Effect of Area Attributes on Visitor Loyalty

The findings indicate that Area Attributes have a positive and significant effect on Visitor Loyalty, supporting H1. This result suggests that visitors who perceive better accessibility, parking availability, public facilities, and culinary diversity are more likely to revisit GWalk CitraLand Surabaya and recommend it to others. These findings support the Stimulus–Organism–Response (SOR) theory, which explains that environmental stimuli positively influence visitors' behavioral responses. The results are also consistent with the

studies of Dewi et al. (2023) and Afandi et al. (2023), which reported that destination attributes positively influence visitor behavior and loyalty. However, the effect size ($f^2 = 0.054$) indicates a small effect, suggesting that although area attributes significantly influence visitor loyalty, their practical contribution remains limited. This implies that area attributes function as basic service requirements rather than the primary determinant of visitor loyalty

H2. The Effect of Area Attributes on Visitor Satisfaction

The results demonstrate that Area Attributes positively and significantly influence Visitor Satisfaction, supporting H2. This finding indicates that accessibility, parking facilities, public amenities, and culinary diversity contribute to visitors' overall evaluation of their visiting experience. From the perspective of the SOR theory, these area attributes act as environmental stimuli that shape visitors' internal evaluations, resulting in higher satisfaction levels. This finding is consistent with previous studies by Dewi et al. (2023) and Afandi et al. (2023), which found that destination attributes significantly enhance visitor satisfaction. Nevertheless, the effect size ($f^2 = 0.080$) remains small, indicating that area attributes alone are insufficient to create high visitor satisfaction without being supported by good area quality.

H3. The Effect of Visitor Satisfaction on Visitor Loyalty

The findings indicate that Visitor Satisfaction has a positive and significant effect on Visitor Loyalty, supporting H3. This result suggests that visitors who are satisfied with their overall experience at GWalk CitraLand Surabaya are more likely to revisit the destination, recommend it to others, and maintain their preference for GWalk as a culinary tourism destination. According to the SOR theory, visitor satisfaction represents the organism, reflecting visitors' internal evaluation of the stimuli received during their visit, which subsequently leads to the response in the form of visitor loyalty. These findings are consistent with the studies of Yoon and Uysal (2005) and Lesmana and Nabila (2020), both of which reported that visitor satisfaction is a significant determinant of destination loyalty. Furthermore, the effect size ($f^2 = 0.172$) indicates a moderate effect, suggesting that visitor satisfaction plays an important role in strengthening visitor loyalty. This finding also supports the mediation analysis, confirming that visitor satisfaction serves as a partial mediating variable in the relationships between Area Attributes and Visitor Loyalty, as well as between Area Quality and Visitor Loyalty.

H4. The Role of Visitor Satisfaction in Mediating the Influence of Area Attributes on Visitor Loyalty

The findings indicate that Visitor Satisfaction significantly mediates the relationship between Area Attributes and Visitor Loyalty, supporting H4. This result suggests that well-developed area attributes, including accessibility, parking availability, public facilities, and culinary diversity, enhance visitor satisfaction, which subsequently strengthens visitor loyalty. However, because the direct effect of Area Attributes on Visitor Loyalty remains significant, visitor satisfaction functions as a partial mediator rather than a full mediator. This indicates that area attributes are able to influence visitor loyalty both directly and indirectly through visitor satisfaction. From the perspective of SOR theory, area attributes represent the stimulus, visitor satisfaction reflects the organism, and visitor loyalty represents the response. These findings are consistent with Falahah and Setiyarini (2024), who reported that visitor satisfaction mediates the relationship between destination attributes and visitor loyalty. Therefore, improving area attributes not only directly encourages visitor loyalty but also strengthens loyalty by creating a more satisfying visitor experience.

H5. The Influence of Area Quality on Visitor Loyalty

The findings indicate that Area Quality has a positive and significant effect on Visitor Loyalty, supporting H5. This result suggests that higher levels of area quality, reflected in cleanliness, facility comfort, environmental security, and consistent area management, encourage visitors to revisit GWalk CitraLand Surabaya and recommend it to others. From the perspective of the SOR theory, area quality functions as the stimulus (S) that shapes visitors' behavioral responses in the form of loyalty. These findings are consistent with Suardani et al. (2024), who reported that service quality and tourism experiences positively influence visitor loyalty. However, the effect size ($f^2 = 0.073$) indicates a small effect, suggesting that although area quality directly influences visitor loyalty, its contribution is relatively limited. This finding also supports the mediation analysis, indicating that Visitor Satisfaction serves as a partial mediator, meaning that area quality strengthens visitor loyalty not only through its direct effect but also indirectly by increasing visitor satisfaction.

H6. The Influence of Area Quality on Visitor Satisfaction

The findings indicate that Area Quality has a positive and significant effect on Visitor Satisfaction, supporting H6. This result suggests that improvements in area cleanliness, facility comfort, environmental security, and consistent area management significantly enhance visitors' overall satisfaction with GWalk CitraLand Surabaya. According to the SOR theory, area quality serves as the stimulus that shapes visitors' internal evaluations, resulting in visitor satisfaction. These findings are consistent with Suardani et al. (2024), who reported that service quality and tourism experiences significantly contribute to visitor satisfaction across tourism destinations. Furthermore, the effect size ($f^2 = 0.682$) indicates a large effect, representing the strongest relationship in the proposed structural model. This finding demonstrates that Area Quality is the most influential factor in shaping visitor satisfaction at GWalk CitraLand Surabaya. Compared with Area Attributes, which function primarily as basic service requirements, Area Quality emerges as the key differentiating factor that determines visitors' overall evaluation of their experience. This finding highlights the importance of maintaining high standards of cleanliness, comfort, safety, and consistent area management to create a satisfying visitor experience and represents one of the main empirical contributions of this study within the context of semi-outdoor culinary tourism destinations.

H7. The Role of Visitor Satisfaction in Mediating the Effect of Area Quality on Visitor Loyalty

The findings indicate that Visitor Satisfaction significantly mediates the relationship between Area Quality and Visitor Loyalty, supporting H7. This result suggests that improvements in area quality, reflected in cleanliness, facility comfort, environmental security, and consistent area management, enhance visitor satisfaction, which subsequently strengthens visitor loyalty. Because the direct effect of Area Quality on Visitor Loyalty remains significant, visitor satisfaction functions as a partial mediator, indicating that area quality influences visitor loyalty both directly and indirectly through visitor satisfaction. From the perspective of SOR theory, Area Quality represents the stimulus, Visitor Satisfaction reflects the organism, and Visitor Loyalty represents the response. These findings are consistent with Suardani et al. (2024) and Falahah and Setiyarini (2024), who reported that visitor satisfaction serves as an important mechanism linking tourism experience and destination quality to visitor loyalty. An important finding of this study is that the indirect effect of Area Quality on Visitor Loyalty through Visitor Satisfaction ($\beta = 0.254$) is almost equal to its direct effect ($\beta = 0.260$). This indicates that visitor satisfaction is not

merely an intervening variable but also a crucial mechanism through which improvements in area quality are translated into stronger visitor loyalty.

5. Conclusion

This study was conducted to examine the influence of Area Attributes and Area Quality on Visitor Loyalty, with Visitor Satisfaction as a mediating variable, in the context of GWalk CitraLand Surabaya. The findings of this study can be summarized as follows:

1. Area Attributes have a positive and significant effect on Visitor Satisfaction and Visitor Loyalty, indicating that accessibility, parking availability, public facilities, and culinary diversity contribute to enhancing visitors' satisfaction and loyalty.
2. Area Quality has a positive and significant effect on both Visitor Satisfaction and Visitor Loyalty. Among all the relationships examined, Area Quality is identified as the most influential factor affecting Visitor Satisfaction, emphasizing the importance of cleanliness, comfort, environmental security, and consistent area management in creating a positive visitor experience.
3. Visitor Satisfaction has a positive and significant effect on Visitor Loyalty, indicating that satisfied visitors are more likely to revisit GWalk CitraLand Surabaya and recommend it to others.
4. Visitor Satisfaction serves as a partial mediating variable in the relationships between Area Attributes and Visitor Loyalty, as well as between Area Quality and Visitor Loyalty, indicating that both variables influence visitor loyalty directly and indirectly through visitor satisfaction.

Referring to the findings of this study, it can be concluded that Area Quality plays the most important role in enhancing Visitor Satisfaction, while Visitor Satisfaction acts as the primary mechanism through which improvements in area attributes and area quality are translated into stronger Visitor Loyalty. These findings contribute to the tourism marketing literature by providing empirical evidence on visitor behavior in semi-outdoor culinary tourism destinations, particularly in understanding how area quality and visitor satisfaction influence long-term visitor loyalty.

Suggestion

The management of GWalk CitraLand Surabaya should prioritize maintaining and improving Area Quality, particularly in terms of cleanliness, facility comfort, environmental security, and consistent area management, as these aspects have the strongest influence on visitor satisfaction. In addition, continuous improvements in Area Attributes, such as accessibility, parking availability, public facilities, and culinary diversity, should be maintained to support a positive visitor experience. Future studies are encouraged to examine additional variables, such as destination image, perceived value, service quality, or visitor experience, to provide a more comprehensive understanding of the factors influencing visitor loyalty in culinary tourism destinations.

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