Investigating the Essence of Recreational Accessibility and Its Effects on Satisfaction, Memories, and Loyalty of City Park Visitors

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Abstract

This study investigates the influence of recreational accessibility on the satisfaction, memories, and loyalty of city park visitors, especially the young generation. It employed data from 238 respondents in Bandung Raya, West Java, Indonesia, which was obtained using an online survey. A hypothetical model was designed using the partial least square method to measure the influence of city park accessibility on visitor satisfaction, memories, and loyalty. The results show that accessibility has a positive and significant impact on increasing visitor satisfaction, and high satisfaction leads to boosting visitor loyalty and memories. One impressive finding of this study is that although accessibility plays a significant role in increasing satisfaction, it does not instantly determine visitor loyalty to a city park. This is due to the fact that city parks commonly have similar characteristics and are approximately close to each other. Besides, the availability of various alternative routes and modes of transportation allows visitors to freely choose which city park to visit and switch from one city park to another. The findings of this study contribute to providing insight for city park managers to maintain high accessibility and similar characteristics of city parks so that the public can enjoy the same facilities in different places. However, to gain visitors' loyalty, it is imperative for managers to provide high-accessibility city parks with distinct features in order to fulfill visitors' recreational needs.

Keywords: accessibility; satisfaction; loyalty; memories; city parks

Introduction

Public open spaces are important assets for urban life; thus, it is imperative to investigate the availability of these open spaces based on user behavior (Han et al., 2022; Sugiama, Dalimunthe, et al., 2022a). City parks, as green open spaces, offer a place for doing physical activities and give psychological and social benefits (Cunningham-Myrie et al., 2019; Derose et al., 2021). The condition and number of city parks are constantly changing, and visitor characteristics vary widely; thus, it is interesting to study the activities and variables associated with these aspects (McKenzie et al., 2006). However, studies that quantitatively examine the positive effect of city parks on visitor satisfaction are still scarce to find, especially those

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examining young visitors (Rivera et al., 2021). Previous research seems to neglect the variable of young people and young adults (aged 20 to 24) in city parks (Dai et al., 2022).

As public open spaces, parks are usually functioned as alternative places of recreation (Kaźmierczak, 2013; Leung et al., 2011; Malek et al., 2012) to meet the needs of basic components of public well-being (Bakar et al., 2016). City parks are generally accessible to anyone, but usually, they are only visited by those who live closer or local residents (Floyd et al., 2008). Parks are designed for people of various ranges of age, both young and old (van Aalst & Brands, 2021). For young people, particularly, parks are used as a place for doing physical activities, socializing, mingling, and relaxing with their peers (Cele, 2013; Rivera et al., 2021). However, a number of studies reported that young people have little free time, and they show low interest in visiting and utilizing parks (Harris et al., 2015; Loukaitou-Sideris & Sideris, 2009). Although the majority of parks have been equipped with adequate recreational facilities, they are not the preferred places for youth to spend their time (Loukaitou-Sideris & Sideris, 2009; Rivera et al., 2021).

Young people tend to visit parks with their peers (van Aalst & Brands, 2021), but there is a controversial factual issue that encounters when these young groups gather in one place. They sometimes can be very defensive, claiming ownership and controlling the parks (Valentine, 2008). This leads to the exclusion of certain groups (Mitchell, 2017) which causes a feeling of being unwelcomed, insecure, and anxious (Loader, 1997). Some serious incidents of crime, for example, have occurred in some city parks in South Africa (Odeku & Sambo, 2019). These incidents happen due to declining physical and mental health, which worrisomely occurs in young people in recent modern times (Dai et al., 2022).

The city of Bandung, Indonesia, also facilitates its people with a number of city parks. The majority of park visitors in Bandung (84%) are the young generation, aged between 10 to 29 years old, and most are students (Ervina & Octaviany, 2017). This is interesting since the condition is quite different from those of other countries in general, in which young people are reluctant to visit city parks (Cele, 2013; Dai et al., 2022; Loukaitou-Sideris & Sideris, 2009; Rivera et al., 2021; van Aalst & Brands, 2021). The existence of parks in Bandung has numerous positive impacts on the physical environment and economic condition of the local community. However, access to get to these city parks is still often disrupted by traffic congestion (Elmia & Pratiwi, 2019). Besides, some visitors still cannot utilize the parks well; they often behave badly and damage the park, for example by committing vandalism (Ervina & Octaviany, 2017).

Previous research on city parks in Bandung has mainly focused on the physical condition of the parks (Margono & Zuraida, 2019), the evaluation of park service availability (Widyahantari & Rudiarto, 2019), social functions of parks (Handoyotomo et al., 2018), the benefits of parks (Elmia & Pratiwi, 2019), and behaviors of park visitors (Ervina & Octaviany, 2017). This present study, however, attempts to look from a different angle, by focusing on parks as recreational areas and observing the perspective of young visitors. This research analyzes the causal relationship between park accessibility and young visitor satisfaction, memories, and loyalty.

Theoretical framework and hypotheses development
Park accessibility

Research regarding city parks is supportive of the resolution of various park management problems (Perry et al., 2021; Pikkemaat & Markus S, 2007; Wallner, 2012). Recently, city park management has gotten more attention (Han et al., 2022; Wojnowska-Heciak et al., 2022) since parks serve a wide range of functions for the public, not only as places for doing physical activities (Cohen et al., 2021; Cunningham-Myrie et al., 2019; Derose et al., 2018), but also

for recreation (Leung et al., 2011), leisure, pleasure, relaxation (Çay, 2015), meeting with family and friends in natural settings (Odeku & Sambo, 2019), and socializing (Bakar et al., 2016; Handoyotomo et al., 2018; Huang et al., 2022; Kaźmierczak, 2013; Rivera et al., 2021). Recreation and leisure are not only beneficial for individual pleasure and health but also for the sustainability of society today and tomorrow (Nkwanyana, 2020). Even further, parks contribute to the sustainability of cities as they function as the identity of the cities (Han et al., 2022; Wojnowska-Heciak et al., 2022). They help improve the well-being of urban communities (Asimgil, 2012; Binka et al., 2022). These places are utilized by urban society to obtain essential social and emotional values (Binka et al., 2022; Çay, 2015; McKenzie et al., 2006).

Previous research affirmed that the public has a positive perception toward the parks they visit (Wang et al., 2013), and they believe that city parks help improve the quality of urban life (Asimgil, 2012; Liu et al., 2017; Tameko et al., 2011). Parks play important roles especially in maintaining the natural environment, refreshing the air, reducing waterlogging, conserving limited varieties of plants, conserving water, preventing glare, enhancing the beauty of the environment, supporting bird habitats, reducing stress, and being a place for recreational purpose (Çay, 2015; Perry et al., 2018; Sugiama, 2011). They also serve as a place for public recreation. People can do a variety of physical activities to exercise, socialize, or have fun (Çay, 2015; Leung et al., 2011) that aims to improve their physical fitness and health, social life, and self-expression. Besides, parks are beneficial as media to preserve the environment, places to implement educational curricula, art, and cultural performances, and play (Guggenheimer, 1970; Perry et al., 2018; Yang et al., 2021).

The accessibility of parks means how to direct and facilitate the public to easily reach the parks (Bedimo-Rung et al., 2005). It covers four categories, namely available access, equitable access, individual access, and within-park access (Bedimo-Rung et al., 2005). It includes the availability of transportation and information services needed by visitors (Angestiwi & Sugiama, 2021; Biswas et al., 2020), such as the choice of transportation modes, safety, and comfort of infrastructure and transportation (Mohamed & Othman, 2012; Romão & Bi, 2021; Sugiama, Dalimunthe, et al., 2022b). Good accessibility depicts a condition in which visitors can easily reach the parks through various means, modes, and travel routes (Edwards et al., 2008; Li et al., 2022) for the purposes of recreation, exercise, and education (Chacón-Borrego et al., 2018; Hantono, 2019).

Park accessibility also covers the availability of facilities and infrastructure to reach and enter the park area (Bedimo-Rung et al., 2005). It is not merely about providing complete physical facilities (Perry et al., 2018) but also non-physical ones, such as the availability of information, internet network guarantees for using Recreation Suitability Mapping (RSM) and GPS Visitor Tracking or GVT (Beeco et al., 2014), and implementing the GIS Model to make it easy for the public to visit (Van Herzele & Wiedemann, 2003).

However, to this day, some parks are still struggling with accessibility problems. The problems include difficulty to access by people with disabilities, limited parking space, the height of the entrance path surface, limited leisure facilities, not enough lighting, and no safety fences (Perry et al., 2018). Therefore, in order to cope with visitors' needs, parks should be designed to be easily accessible to all visitors for doing recreation and physical activities (Cohen et al., 2021), have adequate infrastructure (Evenson et al., 2019), provide complete facilities, and are attractive to visit (Çay, 2015). The more accessible the park is, the more visitors will come to the park (Kuklina et al., 2022; Tverijonaite et al., 2018). In addition, the low accessibility of city parks may be caused by traffic congestion. Such a condition happens in Bandung (Harahap et al., 2020; Istianto & Nico, 2021), as one of the popular tourist destinations in Indonesia (Tarigan et al., 2016).

City parks and youth recreation

There are some significantly different perceptions and preferences of young people based on their gender, race, and ethnicity regarding park equipment, facilities, safety, visiting patterns (Loukaitou-Sideris & Sideris, 2009), and physical activities they do when visiting city parks (Dai et al., 2022). Generally, young people are interested in visiting parks that have strong natural features, provide a variety of sports facilities, have playgrounds, are highly aesthetic, and are conveniently located (Rivera et al., 2021). Adolescents or teenagers consider social factors, such as gathering and getting influenced by friends, as important determinants that encourage them to visit parks (Rivera et al., 2021). Young adults are more physically active than adolescents while in the parks. Meanwhile, adolescents are more physically active than older adults (Evenson et al., 2019).

Young male and female visitors utilize parks in different ways (Cohen et al., 2021). In the older age group (between 20 to 24), males are most likely to visit and do activities in parks compared to females. Similarly, other studies discovered women are less likely to visit parks compared to men (Bahriny & Bell, 2020; Cunningham-Myrie et al., 2019; Evenson et al., 2019). They have lower frequency and duration of visits as well as fewer physical activities to do while in the parks (Derose et al., 2018; Derose et al., 2019 Evenson et al., 2019). Young men generally engage in moderate-to-vigorous physical activity (MVPA); they spend most of their time on soccer fields, gyms, and skate parks. Young women, on the other hand, spend more time in swimming pools, playgrounds, and trails (Cohen et al., 2021). However, in general, both of them prefer parks that provide fitness zone facilities (Cohen et al., 2012).

The effect of accessibility on satisfaction and loyalty

Evaluating the accessibility of city parks is imperative since it is the major determinant of public visitation (Perry et al., 2018; Van Herzele & Wiedemann, 2003). A previous study stated that young people, particularly those who come from low-income families, have lower access to visit parks compared to other groups (Richards et al., 2020). Whereas it is important for children and the young generation to get in touch with the natural environment such as green open parks (Lim et al., 2022). Therefore, to increase the recreational accessibility and attractiveness of parks for young visitors, city park managers can provide playgrounds for children or skateparks for adolescents. In short, parks should be equipped with such programs and facilities that may attract children and young people (Cohen et al., 2021).

Numerous factors are actually significant contributors in affecting people to visit parks, for instance, accessibility (Perry et al., 2018), visitor personality background, visitor purposes (Çay, 2015), park natural factors (Bedimo-Rung et al., 2005), and park functions (Rouhi et al., 2017). Of all these factors, however, accessibility plays the most significant role in influencing the number of park visitors (Biswas et al., 2020; Perry et al., 2021). A previous study discovered a positive relationship between the distance of residence to parks and visitor satisfaction. The easier the parks to be reached, the greater the tendency for them to be the main preference, which in turn can increase visitor satisfaction (Bedimo-Rung et al., 2005; Rouhi et al., 2017). The same thing happens in accessibility at tourist attractions; the higher the quality of accessibility, the higher the visitor satisfaction (Sugiama, Oktavia, et al., 2022; Sugiama & Nufi, 2021). Thus, if this accessibility factor is neglected, it may leave disappointment to park visitors (Mohamed & Othman, 2012). The accessibility factor is also believed to drive the public's motivation to revisit (Van Herzele & Wiedemann, 2003). Previous research proved that easy access has impacted tourist loyalty to visit cities (Biswas et al., 2020) and tourist destinations (Robustin et al., 2018). In the context of city parks, therefore, the following hypotheses were proposed:

H1: City park accessibility has a positive impact on visitor satisfaction.
H2: City park accessibility has a positive impact on visitor loyalty.

The effect of satisfaction and memories on loyalty

It is imperative to investigate the relationship between park visitor memories and satisfaction as well as behavioral intention (Barnes et al., 2016; Obradović et al., 2022) since these factors are believed to determine current and future visitor behavior (Ali et al., 2018; Ballantyne et al., 2011; Barnes et al., 2016; Kim, 2018; Kim et al., 2022). Visitor memories cover memorable experiences gained while visiting a park (Kim, 2018; Kim et al., 2022), which later become unforgettable experiences (Ballantyne et al., 2011; Hudson S, 2006; Pikkemaat & Markus S, 2007). These visitor experiences are determined by service qualities (Wulandari et al., 2023). Examining visitor memories can be done by uncovering actual experiences from one to another event (Barnes et al., 2016). The experiences will later shape visitors' future behavior (Kovabara & Pillemer, 2010). Visitors' memories influence their intention to revisit the place in the future (Kim, 2018; Kim et al., 2022). Children and young people usually have stronger memories since they have a rapid and significant increase in the ability to remember each detail (Geng et al., 2018), especially those persistent, repetitive experiences such as walking in the park every Sunday (Mace & Unlu, 2019).

Despite its importance, research on visitor memories is still scarce (Barnes et al., 2016; Pikkemaat & Markus S, 2007). Barnes and Jan investigated the memories of national park visitors (Barnes et al., 2016), and some other researchers examined visitor memories in relation to previous attitudes and the comparison of attributes that shape visitor choices. It is interesting to examine visitors' perceptions of the conditions and features of city parks as important places for them to do physical activities (Bedimo-Rung et al., 2005; Huang et al., 2022; Kao et al., 2008; Rung et al., 2011). It is also imperative to study park visitor satisfaction, loyalty (Eng & Niininen, 2005), and their relationship with park visitor memories (Ballantyne et al., 2011) as not much research conducted on park visitor satisfaction and the relationship between related factors (Çevik, 2020). Also, it is difficult to find studies on the relationship between satisfaction and memories of young people as city park visitors. Therefore, the following hypothesis was proposed:

H3: Visitor satisfaction has a positive impact on visitor memories

Previous research has proved that visitor satisfaction and memories of the travel experience play an important role in creating loyalty (Ali et al., 2018; Kim, 2018; Kim et al., 2009; Kim et al., 2022). Other studies on the relationship between the experience, satisfaction, and loyalty of visitors of Malaysian theme parks (Ali et al., 2018), Hualien Ocean Park in Taiwan (Kao et al., 2008), and Malang, Indonesia (Hapsari, 2018) show that visitor satisfaction affects loyalty. In addition, theme park visitor satisfaction is positively related to visitor loyalty (Kao et al., 2008). Therefore, the hypothesis proposed is:

H4: Visitor satisfaction has a positive impact on visitor loyalty

Previous research has also affirmed that long-term memories embedded in the memories of visitors have a more significant impact on revisit intentions than those predicted or immediate memories after a visit (Barnes et al., 2016). The positive influence of these memories is not stable for a while and then will decline over time (Barnes et al., 2016). Other studies stated that memories of a trip significantly affect loyalty (Mahdzar et al., 2015; Yin et al., 2017). Driven by this explanation, the following hypothesis was proposed:

H5: Visitor memories have a positive impact on visitor loyalty.

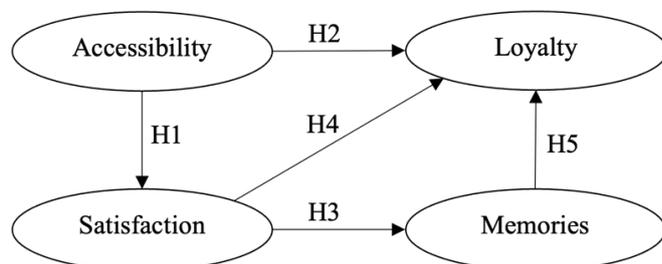The proposed model of this study is depicted in Figure 1.

Figure 1. Proposed model

Methodology
Research setting and data collection
This study was designed using a quantitative approach in order to measure the causal relationship between city park accessibility and the satisfaction, memories, and loyalty of city park visitors. It is basically based on behavioral studies regarding the preferences and habits of young visitors in doing recreation in city parks. The variables in this study were measured using indicators adapted from previous research (Ali et al., 2018; Barnes et al., 2016; Çay, 2015; Çevik, 2020; Dai et al., 2022; Hai et al., 2020; Hapsari, 2018; Nguyen et al., 2020; Rouhi et al., 2017; Sugiama, 2011). In order to obtain a high level of assurance regarding the validity and reliability of the measuring instruments, all statement items were tested using Confirmatory Factor Analysis (CFA).

Bandung is the capital city of West Java province, Indonesia, with a population of more than 2.5 million people (BPS Kota Bandung, 2023). This present study was conducted on the visitors of three large (>5,000 m^2) and most favorite city parks in Bandung, namely Alun-alun Bandung, Tegalega, and Gasibu city parks. The three parks have similar characteristics and are close one to another (about 5 km) (BPS, 2021; Margono & Zuraida, 2019). The characteristics of these parks are identical to those investigated in the previous studies (Han et al., 2022; Konijnendijk et al., 2013; Liu et al., 2017; Manik & Bistok H. S., 2018; Perry et al., 2018). The parks are located in the city center and open to the public for recreation, exercise, play, relaxation, and educational purposes. They can be accessed either using private vehicles or public transportation with many choices of travel routes.

The population in this study was young visitors who did recreational activities in the above-mentioned city parks (Alun-alun Bandung, Tegalega, and Gasibu). UN General Assembly defined the young generation as those between 15 and 24 years old (United Nations, 2022). This generation is interesting since the members belong to the most vulnerable group in society, whose physical and mental health should be seriously taken care (Dai et al., 2022). Previous research reported that most visitors to city parks in Bandung are young people (Ervina & Octaviany, 2017). They visit the parks to engage in leisure physical activities such as exercising, socializing, maintaining health and fitness, doing social interaction, expressing themselves, learning, and playing (Çay, 2015; Guggenheimer, 1970; Perry et al., 2018).

The primary data of this study were obtained through an online survey using self-administered questionnaires, which were distributed between late 2021 and mid-2022 after 2 years of lockdown due to the COVID-19 pandemic (CGRI, 2022; Djalante et al., 2020). The sample used has met the requirements of Slovin's sample size, and the number of respondents has exceeded the minimum sample size. Among the 255 questionnaires distributed, 17 of them

were unsuitable. Thus, only 238 questionnaires (*n*=238) were appropriate to be used for further analysis.

Measures and data analysis

The questionnaire used in this study consisted of two parts. The first part aimed to collect respondents' demographic data, including place of residence, age, latest education, gender, monthly income, whether or not living in Bandung, parks visited, and purpose of visit. The second contained statements to assess (1) accessibility, covering four statements adapted from the previous research (Biswas et al., 2020; Sugiama, 2011); (2) visitor satisfaction, covering six statements adapted from previous studies (Hai et al., 2020; Kerdpitak & Heuer, 2016; Raimkulov et al., 2021); (3) visitor memories, covering seven statements based on previous similar research (Quadri-Felitti & Fiore, 2013; Raimkulov et al., 2021); and (4) visitor loyalty, covering six statements adapted from previous research (Hai et al., 2020; Raimkulov et al., 2021). The measurement of answers to the above statements was determined using a Likert Scale which ranged from 1 'strongly disagree' to 5 'strongly agree'. Before being distributed, the questionnaire was piloted to several young people to find out how well the respondents understood the statements. All questions were measured for validity and reliability, and only those valid and reliable were further analyzed using the Structural Equation Model (SEM). SEM analysis was chosen because it is appropriate and meets the requirements for this study (Hair et al., 2014). The analysis was operationally processed using SmartPLS.

Results and discussion
Demographic characteristics
Table 1 presents the demographic characteristics of the respondents.

Table 1. Demographic characteristics of respondents

Variable	Category	*n*	%
Residence	Bandung Raya	213	89,47
	Jakarta	17	7.14
	Other	8	3,39
Age	17 - 24 year	216	90.76
	25 - 35	22	9.24
Education	High School	163	68.49
	University	75	31.51
Gender	Male	63	26.47
	Female	175	73.53
Monthly Income	IDR 1,000,000>	152	63.87
	IDR 1,000,000 – IDR 5,000,000	75	31.51
	IDR 5,000.001 – IDR 10,000,000	8	3.36
	> IDR 10,000,001	3	1.23

Out of 238 respondents (*n*=238), the majority of park visitors were local residents (213 people or 89.47%) who lived in Greater Bandung (Bandung, Bandung Regency, West Bandung Regency, and Cimahi). Almost all of them were young people aged 17-24 years (90.76%) and students. Most of them were women (73.53%), confirming the previous study (Ervina & Octaviany, 2017). Most of the respondents (63.87%) had a monthly income of less than IDR 1 million or approximately USD 68 (as the majority of them are students and university students), and 31.2% had a monthly income of up to IDR 5 million or approximately USD 340.

Confirmatory factor analysis (CFA)
The following presents the results of validity, reliability, and relationship tests between the variables to discover young visitors' perceptions regarding accessibility, satisfaction, memories, and loyalty toward city parks. The validity and reliability tests were analyzed using CFA, and the results are presented in Table 2. CFA functions to confirm the proposed variables

and analyze the validity and reliability of items as indicators for each variable (Raimkulov et al., 2021). The level of validity is measured based on convergent validity using Average Variance Extracted (AVE) and discriminatory validity using cross-loading. Meanwhile, the level of reliability is calculated based on composite reliability and Cronbach Alpha (Raimkulov et al., 2021; Shen et al., 2022). The results of the factor loading test must show that the statement items reach a valid minimum score of 0.7 and AVE> 0.5. Based on the results of factor loading analysis on 32 items, 9 (nine) of them were found invalid and unreliable so they were eliminated. Thus, 23 items with a value between 0.703 to 0.890 (score >0.7) fulfilled the required level of validity and reliability for further analysis. The results of the factor loading analysis are presented in Table 2 and Figure 2.

Table 2. The summary of CFA results

Items		Factor Loading	CR	CRA	AVE	Discriminant Validity			
						ACC	SAT	MEM	LOY
Accessibility (ACC)			0.855	0.775	0.597	0.773	0.545	0.482	0.448
ACC3	Information is easily available online	0.778							
ACC4	Information is always completely available	0.779							
ACC5	The information board is available	0.827							
ACC9	Access to the city park is easy	0.703							
Satisfaction (SAT)			0.923	0.899	0.666		0.816	0.78 8	0.738
SAT2	The condition of the city park is good	0.739							
SAT3	The experience is worth the time sacrificed	0.810							
SAT4	The experience exceeds the expectations	0.802							
SAT5	It is an unforgettable visit	0.856							
SAT6	I am very glad about the decision to visit	0.834							
SAT7	I am very satisfied with the experiences in the park	0.850							
Memories (MEM)			0.936	0.920	0.677			0.823	0.784
MEM1	I always remember my visit to the city park	0.800							
MEM2	I hope to have the same experience in the future	0.763							
MEM3	I always think about the visit	0.818							
MEM4	I feel happy when thinking about my visit to the park	0.831							
MEM5	My visit to the city park is a good memory	0.837							
MEM6	I always remember my visit to this city park	0.890							
MEM7	My visit to this city park always gives good things	0.816							
Loyalty (LOY)			0.919	0.893	0.655				0.809
LOY1	I intend to pass this good thing to others	0.802							
LOY2	I will recommend others to visit this city park	0.877							
LOY3	I will introduce this city park to others	0.824							
LOY4	I will invite others to visit this city park	0.871							
LOY5	I will revisit this city park in the future	0.742							
LOY6	I will revisit this city park if I have free time	0.729							

AVE= >0.05, FL= >0.7, RMR= <0.08, NFI= 0.767,

The AVE value for all items is >0.5. The results show the AVE value ranges from 0.597 to 0.677; thus, all 23 question items are valid. Based on the results of cross-loading analysis, the correlation between items and variables is higher than the correlation among variables. It indicates that the item has good discriminated validity. The Cronbach Alpha (CRA) value ranges from 0.775 - 0.920 or >0.7, and the CR value is in the range of 0.855 - 0.936, indicating that the reliability is satisfactory.

The results of discriminated validity analysis to compare the loading value of the construct show that all latent variables are greater (>) than the loading value of other constructs, namely the square root value of AVE with the FBI results. Thus, all 23 items in this study are valid, reliable, and meet the requirements (Raimkulov et al., 2021; Shen et al., 2022).
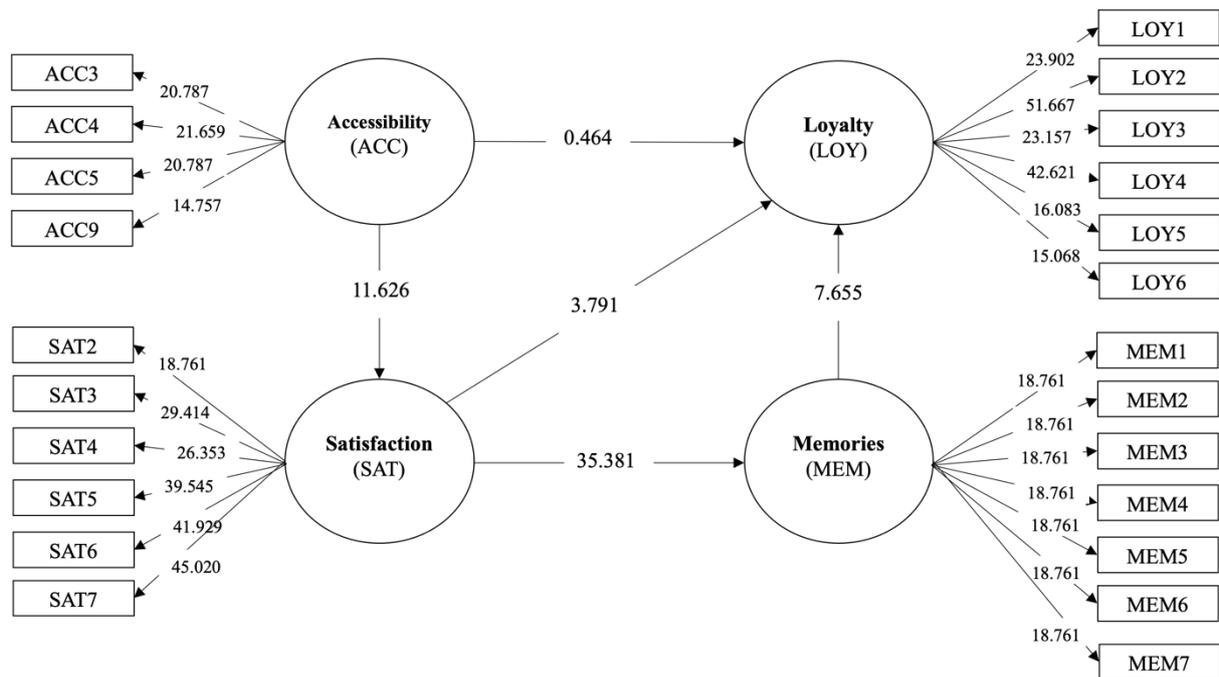
Figure 2. Factor loading results

Structural model

The structural analysis was conducted using bootstrapping in SmartPLS by choosing one-tailed. This tool is suitable for testing positive hypothesis models as also used by Mahdzar et al. (2015). SEM-PLS was used to evaluate the model by calculating the origin sample, *t*-statistics, and *p*-values; the results are presented in Table 3. SEM is designed to test the proposed model whose fitness has been previously analyzed using the standardized result of Standardized Root Mean Square Residual (SRMR). The required SRMR value is 0.070 (0<0.069<0.08) with a Normed Fit Index (NFI) of 0.784, indicating that the model fit is 78.4%. The *R* square value on loyalty (LOY) is 0.653, implying that loyalty (LOY) is influenced by the independent variables by 65.3%.

In the proposed hypotheses, the independent variables can be said to have a positive influence on the dependent variables if the *p*-value is <0.005 and positive (+). According to the analysis results presented in Table 3, the hypothesis test shows accessibility (ACC) of $p = 0.000$, *t* statistic = 11.626, indicating that accessibility (ACC) has a significant positive impact on satisfaction (SAT). However, in contrast to the effect of accessibility (ACC) on loyalty (LOY), this ACC variable does not give any impact on visitor loyalty (LOY). It is indicated by the *p*-value = 0.321 and *t*-statistic = 0.464.

Table 3. Structural model results

		T Statistics (O/STDEV)	P Values	Hypothesis
H1	ACC → SAT	11.626	0.000	Supported
H2	ACC → LOY	0.464	0.321	Not Supported
H3	SAT → MEM	35.381	0.000	Supported
H4	SAT → LOY	3.791	0.000	Supported
H5	MEM → LOY	7.655	0.000	Supported

p-value = < 0.005, sig.= 0.05

Visitor satisfaction (SAT), as indicated by the *p*-value = 0.000 and *t*-statistic = 35.381, has a positive and significant impact on visitor memories (MEM). In addition, SAT or visitor satisfaction ($p = 0.000$, and *t*-statistic = 3.791) also has a significant positive effect on visitor

loyalty (LOY). As reflected by the *p*-value = 0.000 and *t*-statistic = 7.655, loyalty (LOY) is positively and significantly influenced by visitor memories (MEM).

Discussion

This research investigates the influence of recreational accessibility on the satisfaction, memories, and loyalty of city park visitors, especially the young generation. Almost all of the proposed hypotheses are supported. First, accessibility (ACC) has a significant positive impact on satisfaction (SAT). It implies that the adequate availability of online information, the complete availability of information, a well-provided information board, and good road conditions positively influence the recreational satisfaction of city park visitors. Visitor satisfaction is related to a good experience that is commensurate with the time spent, exceeds the expectation, creates a lot of memories, gives a happy feeling with the decision to visit, and gives a satisfied feeling after the visit. This result is in accordance with the previous studies (Abou-Shouk et al., 2018; Biswas et al., 2020; Çevik, 2020; Hai et al., 2020; Nguyen et al., 2020).

However, although accessibility (ACC) has a significant positive effect on satisfaction, this variable does not give any impact on visitor loyalty (LOY). Loyalty is indicated by visitors' intention to spread good things to others regarding the city parks, recommend others to visit the parks, introduce the parks to others, motivate others to visit, be willing to visit the parks again in the future, and be willing to revisit the parks when there is free time in the future. The majority of visitors to the three city parks (Alun-Alun Kota Bandung, Tegalega, and Gasibu) come from Bandung Raya; they are the local residents who live near the city parks. Bandung residents have many choices of parks since the city provides five large city parks similar to the objects of this study. In addition, there are 768 medium and small parks in Bandung (BPS, 2021; Margono & Zuraida, 2019). Therefore, local residents have the possibility to choose other parks according to their preferences. They are not only dependent on one city park.

Furthermore, accessibility does not affect visitor loyalty because the locations of the three city parks are in the middle of the city, and these three parks are close to each other (only around 5 km). Visitors have many choices of transportation modes to easily reach the parks. There are many alternative road routes and many choices of transportation tools that can be used. Visitors have several choices of transportation modes to get to the three city parks, including private vehicles, public bus transportation, microbus transportation, or bike. Those who live in the suburbs can use the train or trans metro Bandung. The distance from the train station and bus stop to the city parks is relatively close. Also, the distance between the three city parks and the nearest toll gate (Mohammad Toha toll road, Pasteur toll road, and Buah Batu toll road) is only about 8 km. It proves that the accessibility to the three city parks is not a matter, especially for local residents. Therefore, visitors can switch from one park to another if they do not feel happy. This is in line with the statement of Zhang et al. (2018) but differs from the results of Robustin et al. (2018).

Second, visitor satisfaction (SAT) has a positive and significant impact on visitor memories (MEM). It implies that the sense of satisfaction felt by visitors becomes memories for them. This finding is in line with Raimkulov et. al. (2021). The memories obtained by visitors indicate that they always remember their visit, they hope to feel the same atmosphere at other times in the future, they imagine their visit, they feel happy to remember their visit, they have good memories of the visit, the visit is always in their memory, and they think that visiting city parks is a good thing. Visitor satisfaction (SAT) also has a significant positive effect on visitor loyalty (LOY). It means that if satisfaction increases, visitor loyalty also increases. This result supports the finding of Huang et al. (2022).

Finally, loyalty (LOY) is also positively and significantly influenced by visitor memories (MEM). It implies that the more memories embedded in the visitors' minds, the more loyal they will be toward city parks. This loyalty is indicated by their intention to spread good things to others, recommend others to visit the park, introduce the park to others, motivate others to visit, be willing to visit the park again in the future, and be willing to return to the park when they have free time in the future. This result is in accordance with the research of Zhang et al. (2018), Yin et al. (2017), Raimkulov et al. (2021), and Mahdzar et al. (2015).

Conclusion, limitation, and future research
This research leads to the conclusion that almost all young recreational visitors of city parks in Bandung are local residents. They consider the accessibility factor is very important to increase satisfaction, and the increased satisfaction can also increase their loyalty to the city parks. Visitors who achieve higher satisfaction will get more memories. The main factor that gives more memories is when the visitors feel satisfied with their visit. One impressive finding of this study is that although accessibility plays a significant role in increasing satisfaction, this factor does not always make visitors loyal to city parks. This is due to the fact that Bandung has a number of city parks that have similar characteristics and are approximately close to each other. Besides, the availability of various alternative routes and modes of transportation allows visitors to freely choose which city park to visit and switch from one city park to another.

City parks are basically designed to be inclusive for everyone without exception, including those with physical limitations (Błaszczyk et al., 2020; Floyd et al., 2008; Wojnowska-Heciak et al., 2022). However, this study did not include this category in the analysis, such as those who are visually impaired, use wheelchairs, have any physical disabilities, and parents pushing strollers. Besides, this study only used a sample of city parks in Bandung, West Java, Indonesia. Future studies, therefore, are recommended to replicate this research to observe other regions, or other countries with different visitor segments, such as observing those with physical limitations and those who are from different social and economic classes.

Managerial implication
The provision of multiple city parks with similar characteristics, relatively close proximity, high levels of accessibility, and within easy reach of visitors has been proven to keep young visitors from relying on just one park. This is important for local residents as they still have the opportunity to visit other parks if they are prevented or cannot come to the park they used to visit. However, to keep them as loyal visitors, park managers should provide facilities and characteristics that distinguish the park from others in order to fulfill visitors' recreational needs.

Acknowledgment

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