

## The Experience of Visiting an Amusement Park in a Developing Country: The Role of Technology Adoption and Service Quality

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### Abstract

Visits to amusement parks are becoming a typical pattern for young travellers worldwide, especially with the motive of recreation as thrill seekers. The study aims to uncover a model of visitor loyalty based on the perception of service quality and technology adoption with overall visiting experiences. An amusement park is a special place for young people in developing countries to enjoy the latest technological advances. There is even an element of learning in their visiting activities. In developing countries, visiting an amusement park becomes an experience closely related to learning the latest technology while looking for thrill sensations. Using the PLS-SEM approach, a study conducted on 192 amusement park visitors in a developing country found that assurance and responsiveness significantly affect the visitor experience in contrast to the Technology Acceptance Model (TAM) dimensions, which have been found to predict the experience of visiting the amusement park more powerfully. This study has enriched and strengthened the concept of a visiting experience influenced by service quality, TAM dimensions, and the amusement park loyalty model.

**Keywords:** Amusement Park; visitor experiences; Technology acceptance model; tourism service quality

### Introduction

Amusement Park is one of the most profitable businesses in the tourism sector (Rodríguez-Díaz & Pulido-Fernández, 2018). In North America, the amusement park industry has long been a worldwide leader in the image, business scale, rides, and technology (Li et al., 2021). Since 1946, when the first contemporary amusement park opened, this recreation industry has been growing, driven by visitors' requirements. Many factors are behind an amusement park's success, including good service and products. The service quality in the tourism industry, especially in amusement parks, can bring a positive atmosphere for visitors so that tourists become loyal and return to visit at different times (Astari et al., 2020). The quality of service in the amusement park also influences loyalty and bringing in the market (Li & Song, 2011).

Intense competition in the industry can serve as a benchmark for amusement park operators looking to improve their service quality to gain a competitive edge over all competitors (Lari et al., 2020).

Indonesia, a growing country in South East Asia, has several large amusement parks which grow with the economy's development. On the other hand, the contribution to foreign exchange income of 20 billion US dollars does not make the amusement park the most memorable; in 2018, it was only visited by 2,247,282 visitors, which experienced a decrease of 2.3% from 2017. The business opportunity in the amusement park is enormous, characterized by a dense population and the middle class's economic growth (Astari et al., 2020). In increasing the level of visits and loyalty of tourists, managers must prioritize the quality of service that starts from the needs of tourists and ends with the perception of tourists. To achieve a deep understanding of service performance, the Service Quality (ServQual) approach in measuring service quality is appropriate; this scale has five points determining service quality, namely tangibles, reliability, empathy, assurance, and responsiveness (Fotiadis & Vassiliadis, 2016; Kumar & Hundal, 2019; Parasuraman et al., 1988).

Service quality is a scale summary of several items with validity and reliability that retailers can apply to understand better consumer perceptions and service expectations to provide better services (Parasuraman et al., 1988). As a result, instruments have been designed to be applicable across a wide range of services. ServQual, for example, is largely useful to evaluate service quality trends and other measurements; however, it can also be used to assess the quality of a specific amusement park along each of the five service dimensions by estimating an average difference score on the items that represent the dimensions (Trakulmaykee et al., 2015).

Measuring service quality has been widely done but leaves the opportunity to study, more specifically, the assurance and responsiveness aspects of the overall operation of an amusement park. They were associated with previous studies where these two aspects become essential in ensuring the satisfaction of visits (Fotiadis & Kozak, 2017; Lari et al., 2020; Milman & Tasci, 2018). Assurance is concerned with the commitment and certainty a service provides, and it is perceived with a certain confidence level. At the same time, responsiveness is about data associated with the time, procedure, and accuracy of problem-solving by service providers to their users (Parasuraman et al., 1988). This research will provide particular limits on service quality measurements in both aspects.

Since amusement parks have technological content in the purchase process, payment methods, and tech-laden rides, visitors' adoption of technology perceptions can be measured using the Technology Acceptance Model (TAM) (Davis, 1989). TAM predicts and defines technology adoption, placing two key determinants of technological acceptance. The first variable is perceived usefulness (PU), which is the probability that a person believes utilizing a specific system will improve their performance. The second variable is perceived ease of use (PEoU), the pace consumers feel using a given technology would be more manageable. Visitors' aspirations to use technology in amusement parks are influenced by PoU and PEoU (Singh & Srivastava, 2019). In addition, they have broadened and/or combined TAM with other models to include critical social and individual perceived trust and enjoyment characteristics. Although TAM is widely used to study technology in various contexts, it does not focus on quality and other key factors related to the user's technology goal. Therefore, TAM has been adopted by IT researchers or integrated with other theories to provide a more comprehensive model structure for predicting users' intentions to use the technology (Susanto et al., 2022; Trakulmaykee et al., 2015).

Various approaches to amusement park visitor behaviour have been studied in previous studies but have yet to provide an empirical description of aspects of technology adoption and

service quality that influence the visiting experience. Likewise, the model of loyalty to amusement park visitors in developing countries has received less attention from researchers. Thus, this study investigates the relationship between service quality variables and technology adoption to create visitor experience and loyalty among young tourists visiting Indonesia's amusement parks. This research was conducted to produce a reference for the management and development of amusement parks in developing countries. We selected a research object on the behaviour of young amusement park visitors to give a more specific picture of the amusement park's primary market demographic cluster. There have been many studies that offer a visitor loyalty model. However, loyalty needs to be constructed based on the quality of service and technological adoption. So, this study puts itself in the spotlight on the relationship between service provision at amusement parks and the process of technology adoption in building visitor experience and loyalty.

## **Literature review**

### ***Service quality in an amusement park***

The service quality of goods or services is the key to success, depending on meeting customer expectations. Service quality can be defined as the difference between visitors' perceptions and expectations of the services given and the services visitors receive (Kumar & Hundal, 2019); it is closely related to the visitation experience. There are five dimensions of service quality (Parasuraman et al., 1988), namely: 1) Tangibles: the ability of the company to indicate its existence in ways that customers can feel and see, such as facilities, technology, and personnel appearance; 2) Reliability: the capacity to deliver on the promised service convincingly and correctly. 3) Responsiveness: the desire to assist customers and provide prompt service. 4) Assurance: employees' competence, integrity, and capacity to instil trust and confidence in others. 5) Empathy: the willingness to pay special attention to and comprehend the consumer's problems.

In amusement parks, service quality is measured from the pre-visit process, where the booking and sales processes occur. The quality of the sales platform that amusement park managers commonly carry out is through websites, online travel agents, and direct sales at ticket counters. In the actual visit process, visitors evaluate service quality by comparing their expectations with the experience they get during their activities. The more authentic the services provided by the amusement park, the higher the experience visitors can get (Tan & Huang, 2020). This is related to the desire of visitors to experience a visit to a different amusement park, which is related to their interaction with the physical environment of the amusement park and other visitors (Zheng et al., 2021). Provide an understanding that service quality dimensions, including assurance and responsiveness, significantly influence visitor experiences in amusement park visitors. Service quality in tourism relates to attribute-level service performance, where experience quality concerns the psychological effect of a visitor's participation in tourism activities. A study by (Lari et al., 2020) shows that service quality dimensions, including assurance and responsiveness, significantly influence visitor experiences in amusement park visitors. Certainty of queue time and enforcement of operational procedures affected the visitor experience. Certainty of queue time and enforcement of operating systems affected the visit experience (Tsang et al., 2012).

### ***Technology acceptance model (TAM) on amusement park***

The amusement park is an engineered area packed with technology as the backbone of its operations. In many amusement parks, technology continues to be developed in such a way as to become the main selling point that can distinguish one from another (Sun & Zhang, 2019). Moreover, the amusement park is one of the places where visitors get their first experience

with the latest rides technology (Zhang & Shan, 2016), so aspects of technology adoption by visitors can be studied from the point of view of the TAM (Davis, 1989).

This is related to the fact that amusement parks are built to provide challenge and adventure simulations by simulating natural features into engineered rides that are safe and controllable. The visitors will focus on using the rides they think are by their risk appetite and the measure of technology adoption skills they have. If you listen to AMO Theory (Appelbaum et al., 2000), Technology adoption motives can be driven by the user's Ability, Motivation, and Opportunity. From this view, visitors with different technology adoption abilities will choose different types, duration, and the number of rides from each other. Motivation and opportunities also contribute to technology adoption in amusement parks.

The TAM focuses on two key dimensions: how simple it is for a person to use the technology and how valuable it is to use a specific technology (Kazandzhieva & Filipova, 2019) which ideally affects the experience of use. TAM's early theory explained a flow in the cognitive process in the acceptance of technology by the user. Perceived Usefulness (PU) and Perceived Ease of Use (PEU) were key determinants in many other TAM studies. Cognitive response factors (PU and PEU) are the determinants of forwarding prediction of affective responses (attitudes toward use), leading to behavioural responses (actual use of systems). The researchers modified TAM based on reasoned action theories and broad models of social psychology studies that identify consciously intended behavioural determinants (Go et al., 2020). In the context of technology adoption in amusement parks, the ease and usefulness of rides and services visitors use can influence the level of the visit experience.

### ***Amusement park visitor experience***

Tourism as an experience-based industry has been extensively studied with various postulations seeking to reach a consensus on achieving a quality visiting experience (Meacci & Liberatore, 2018). All features of tourism products and services are aimed at forming a memorable and unique travel experience. The tourism industry has widely used natural, social, and technological features as the key to success in building a visiting experience that encourages the continuity of subsequent visits. This condition aligns with the experience economy concept, which is determined by consumer participation and their relationship with the surrounding environment. The intended level of participation is measured by categorizing the type of experience into active and passive, while the relationship with the environment is measured by absorption and immersion models (Hirschman & Holbrook, 1982). Various lines of the tourism industry have placed the visiting experience as the core of their business activities. In creative tourism, aesthetics, engagement, and education influence the visiting experience (Chan et al., 2020). In comparison, studies (Lee et al., 2020) utilize entertainment, education, esthetics, and escapism factors in the experience of visiting a theme park. In smart tourism destinations, the visiting experience can be influenced by the application level of smart tourism technology, the ease of use of technology, and the completeness of supporting features for smart destinations (Rafdinal et al., 2021).

The visitor experience occurs when the visitor has a sensation or gains knowledge, or both, due to contact with numerous aspects created by the service provider (Ghaderi et al., 2019). The visiting experience refers to the multisensory aspect of product use (Hirschman & Holbrook, 1982). The visitor experience in related destinations can be attributed to the visitor's adoption of technology and creativity (Chang & Hung, 2021). The visitor experience is important for the provider because visitors can understand this experience as a core product. The visitor experience is another crucial component determining visitors' desire to return or suggest it to friends or colleagues (Ghaderi et al., 2019). The visitor experience is part of the experience when visitors visit tourist destinations, including amusement parks. Under ideal

conditions, visitors' experience significantly affects their intention to revisit and loyalty through satisfaction (Tan & Huang, 2020). In the formulation and innovation of the visitor experience, there are many components involved, including 1) Touchpoints (interaction points between both the customer and the company), 2) Context (contextual resources available internal and/or external to the consumer), and 3) Qualities (attributes reflecting the nature of consumer reactions to engagements with the brand/firm), abbreviated TCQ (De Keyser et al., 2020).

### ***Amusement park visitor loyalty***

Loyalty can be measured through behavioural and attitudinal approaches (Han & Ryu, 2009). While a traveller's state is regarded as loyal when purchasing things or services systematically during a specified term, the behavioural method is analyzed. The frequency of visits to attractions or places generally measures behavioural loyalty in tourism. The behavioural approach provides a clearer perspective of how an attraction operates compared to competing interests. However, gauging loyalty using this method can disguise significant false loyalty; in other words, this method cannot discriminate between committed visitors and tourists who frequent sites for cost or convenience. Thus, behavioural loyalty cannot explain travellers' devotion to tourist locations (Suhartanto et al., 2020).

Attitudinal or loyalty intentions are the second strategy. Strong consumer loyalty in purchasing a product or service is called loyalty intention. Another explanation explains buying intentions and observable consumer behaviour, such as making recommendations and purchasing again even when the price of a product or service increases. Although the attitudinal technique has been criticized for making poor predictions of real behaviour, it nevertheless allows researchers to find the levels of consumer loyalty (Suhartanto et al., 2020). Both visitor loyalty approaches positively influence the visitor experience (Milman et al., 2020).

### ***Hypothesis development***

*H1: Assurance has a significant effect on visitor experiences*

*H2: Responsiveness has a significant impact on visitor experiences*

*H3: Perceived usefulness has a significant effect on visitor experiences*

*H4: Perceived Ease of Use has a significant effect on visitor experiences*

*H5: Visitor experiences have a significant effect on tourist loyalty*

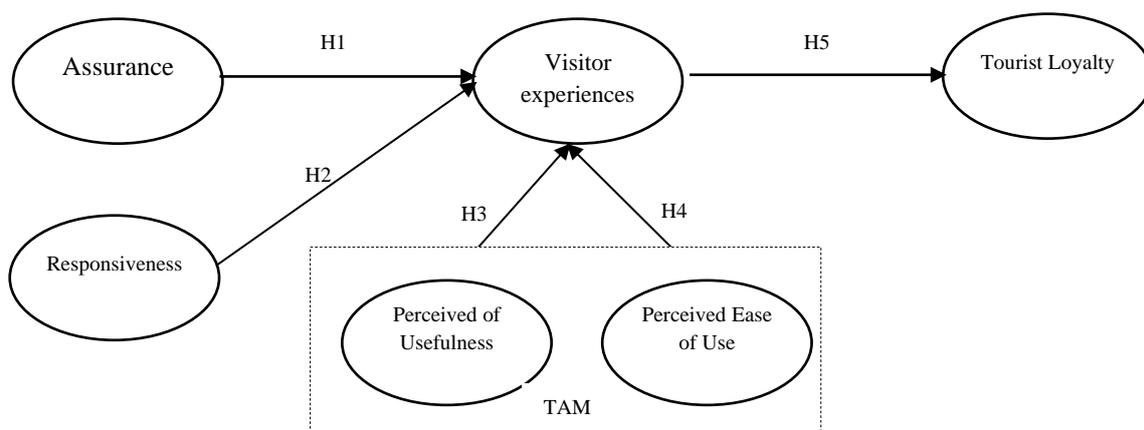


Figure 1. The effect of assurance, responsiveness, and technology acceptance model on tourist experiences and tourist loyalty

## Research method

The study uses a quantitative approach to examine the impact of service components and the adoption of amusement park technology on the experience and loyalty of young visitors. An online questionnaire was designed on a 5 (five) level Likert scale to target respondents using a selection question: "Have respondents visited amusement parks in Indonesia more than twice in the past five years?" The survey was conducted in November 2021. Respondents were asked to recall their visit to the amusement park in the past five years and provide answers based on the context of the experience. The results of the questionnaire spread obtained 200 answers and were reduced to 192 respondents, where eight respondents were removed because they had not visited the amusement park for the past five years. Furthermore, 192 responses were accommodated and reviewed individually to ensure that all questions were answered as they should be. Of these processes, 192 responses can be used for the analysis process.

On the gender aspect, most respondents were women (67.71%). According to their age, respondents were aged 16-20 years (58.85%); ages 21-25 years (34.37%); ages 26-30 years (1.56%), Ages 31-35 years (1.04%), and >40 years old (4.16%). The sample was relatively well-educated in formal education, with 70.83 per cent claiming they were a Senior High School student, undergraduate respondents as much as 27.6%, and the rest were postgraduate educated. In line with their age, respondents with more than three million rupiahs (equal to US \$ 200) per month became the majority (79.16%). The rest were divided into income classes up to IDR 6 million per month and IDR 10 million per month.

The researchers utilized a PLS technique with Smart PLS to evaluate the following assumptions based on SEM, a method for assessing path coefficients in structural models, and its appeal in social research has grown due to its ability to represent latent components in non-normal settings with small to medium sample sizes (J. F. Hair et al., 2018). The PLS algorithm calculates the loadings, weights, and path coefficients. The bootstrapping technique was utilized to calculate the hypothesis. Finally, blindfolding procedures were used to determine and analyze the validity of the hypothesis under investigation.

## Results

### *Measurement model*

The researchers analyzed loadings, CR, AVE, convergent, and discriminant validity to assess the reflective measurement models. First, the measuring model was evaluated for convergent validity using loadings, CR, and AVE (J. F. Hair et al., 2018). As indicated in table 1, all item loadings exceeded the suggested value of 0.6. The CR and Cronbach's alpha values were higher than the required value of 0.7, indicating how well the construct indicators revealed the latent construct (J. F. Hair et al., 2018). The required value of 0.5 was exceeded by AVE, which measures the overall variation in indicators accounted for by the latent concept. Low correlations between the measure of interest and other construct assessments show discriminant validity, which refers to the degree to which the measures do not reflect some other variable. Each construct's square root of AVE (diagonal values) is greater than its related correlation coefficients, showing sufficient discriminant validity. The measuring model determined convergent and discriminant validity to be adequate. As a result, all research indications can be incorporated into research models.

Table 1: Loading, CR, and AVE



Measure	Factor loading	Cronbach alpha	CR	AVE
<b>Assurance</b>		0.852	0.890	0.574
1. The manager strives to provide safety guarantees to visitors to enjoy the rides.	0.768 0.766			
2. Amusement parks provide guaranteed security of transactions.	0.801			
3. The manager can always answer visitors' questions well.	0.735			
4. Rides offered can always be enjoyed according to the visitor segment.	0.701			
5. All services are conducted transparently and accountable.	0.771			
6. There is adequate security personnel.				
<b>Responsiveness</b>		0.862	0.906	0.708
1. Employees show fast service but with a polite and friendly attitude.	0.852 0.840			
2. If there are any obstacles to the rides, the manager tries to resolve the problems quickly.	0.758			
3. Managers always offer help to visitors.	0.827			
4. Managers are always ready to meet visitor requests.	0.772			
5. The services offered and requested are always done and completed.				
<b>Perceived of Usefulness</b>		0.846	0.891	0.620
1. The use of modern technology is continuously updated in all aspects of the amusement park.	0.730			
2. The technology offered has had a positive impact on me.	0.804			
3. The required information accompanies the technology offered.	0.831			
4. Facilities provided meet the needs of visitors.	0.818			
5. Rides that use more modern technology lead to more satisfaction.	0.750			
<b>Perceived Ease of Use</b>		0.877	0.924	0.802
1. The technology offered is easy to learn and use.	0.880			
2. The facilities are offered to facilitate recreational activities.	0.906			
3. The facilities offered helped me find an excellent recreational experience.	0.901			
<b>Visitor Experiences</b>		0.845	0.889	0.617
1. Visitors love the rides in the amusement park.	0.791			
2. I had an excellent visiting experience while at that destination.	0.771			
3. I gained new knowledge from a visit to that destination.	0.787			
4. I had a new experience while at that destination.	0.834			
5. Recreational rides increased my courage and confidence in myself.	0.741			
<b>Tourist Loyalty</b>		0.899	0.920	0.659
1. I will be returning to the amusement park.	0.767			
2. I will prioritize future visits to these amusement parks.	0.883			
3. The amusement park got a prominent place as my preferred tourist destination.	0.877 0.748			
4. If available, I have/will join the membership program at that destination.	0.792 0.794			
5. I am trying to find the latest information about this destination.				
6. I would recommend this destination to my colleagues.				

After establishing convergent validity, discriminant validity was calculated by comparing the square root of each construct's AVE to the correlations shared by all other constructs. Again, the Fornell-Larcker formula is utilized (Fornell & Larcker, 1981). The correlations between each pair of constructs are fewer than the AVE square roots associated with them, as seen in Table 2. These data show that all construct pairs have discriminant validity (Hair et al., 2018).

Table 2: Discriminant validity

	ASR	PeoU	PoU	RES	TL	VE
ASR	0.758*					
PEoU	0.644	0.896*				
PoU	0.650	0.764	0.788*			
RES	0.722	0.647	0.702	0.810*		
TL	0.450	0.511	0.593	0.516	0.812*	
VE	0.617	0.671	0.691	0.633	0.561	0.785*

\* =square root of AVE; ASR = assurance; PEoU = Perceived Ease of Use; PoU= Perceived of Usefulness; VE= visitor experience; TL = Tourist Loyalty

### Structure model

The structural model test elucidates the link between latent variables. Two recommended criteria for examining the structural model (inner model) are used: the relevance of the path

coefficient and the value of  $R^2$ .  $R^2$  values of 0.75, 0.50, and 0.25 are considered considerable, moderate, and weak for all endogenous structures, respectively (J. Hair et al., 2017). The following step investigates the direct influence of the variables in table 3 on one another. This analysis discovers a statistically significant direct relationship between the predictors (assurance, responsiveness, perceived usefulness, and perceived ease of use) and tourist experiences and loyalty. A structural model was described based on the hypotheses put out in the literature review to evaluate the hypotheses concerning the relationship between assurance, responsiveness, technological acceptance model, visitor experiences, and tourist loyalty (previously depicted in Fig. 1); hypotheses 1–5 parameters were evaluated (see Table 3).

As expected, there were significant connections between the service quality aspects (assurance and responsiveness) and Visitor Experiences. In addition, positive correlations were discovered between assurance and visitor experience (Hypothesis 1:  $\beta = .157$ ;  $p = .045$ ) and between assurance and visitor experience (Hypothesis 2:  $\beta = .156$ ;  $p = .066$ ). Similarly, significant associations were found between the technology acceptance model's perceived usefulness and visitor experience (Hypothesis 3:  $\beta = .289$ ;  $p = .000$ ) and perceived ease of use and tourist experience (Hypothesis 4:  $\beta = .248$ ;  $p = .006$ ). Finally, visitor experience strongly influenced tourist loyalty (Hypothesis 5:  $\beta = .561$ ;  $p = .000$ ). Generally, the findings support the hypothesized model as proposed, as seen in Table 3 and Figure 2.

Table 3. Hypothesis testing

Hypothesis	Path Coefficient	T Statistics	P Values	Result
H1: ASR → VE	0.157	2.007	0.045	Supported
H2: RES → VE	0.156	1.840	0.066	Supported
H3: PoU → VE	0.289	3.750	0.000	Supported
H4: PEoU → VE	0.248	2.763	0.006	Supported
H5: VE → TL	0.561	13.415	0.000	Supported

Notes: Significance at 0.01. ASR: Assurance; RES: responsiveness; PoU: Perceived of Usefulness; PEoU: Perceived Ease of Use; VE.: Visitor Experience; TL: Tourist Loyalty

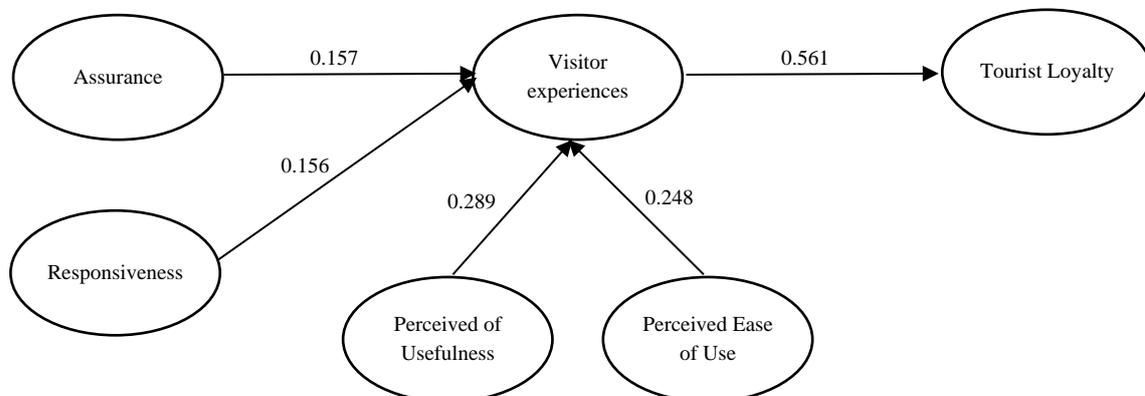


Figure 2. Model result

## Discussion

The amusement park has become an iconic industry in the tourism universe, which has developed since the post-World War II era. The existence of an amusement park in a country, especially a developing country, can be considered a benchmark for tourism civilization. This is related to the content of amusement park destinations that are full of technology so that tourist destination managers compete to obtain and popularize their amusement park features from the latest technological aspects. On the visitor side, the popularity of amusement parks was obtained by word-of-mouth from previous visitors or structured advertising with informative content about the visiting experience. A pre-visit process follows up this impulse

to identify the suitability of the vehicle they want to use, the time of the visit, and the trip's overall cost.

Empirically, the actual visit to an amusement park is proof and test of the impulsive information visitors get from the pre-visit process. The evaluation they gave on aspects of service quality and the experience of adopting technology that they felt during their visit became a reference for their next visit. Interaction between visitors to rides, the physical environment, workers, and other visitors allows visitors to assess and compare the value of amusement parks with other tourist destinations. A superior amusement park can be measured from the evaluation results of visitors, which can be marked by repeated visits, reviews of experiences and recommendations they provide to colleagues, and the aspect of business profitability obtained by amusement park stakeholders.

This study investigates the relationship between service quality and the technology acceptance model in amusement park guests' experiences and its effects on loyalty. Based on the data, it is known that certainty and responsiveness were shown to have a substantial favourable influence on the experience of young visitors in this study, albeit on a minor level. This appears to be inspired by the independence and tolerance of service visitors have when visiting the amusement park without dealing with the manager at a young age. This is found in the study (Nagaj & Žuromskaite, 2021), where young visitors associated with relatively cheaper visiting costs have a higher tolerance for service aspects in the destination. However, this study has strengthened previous research on the significance of assurance and responsiveness factors to aspects of the visiting experience (Blackmon & Terrell, 2016) findings. Therefore, the service quality aspect becomes one of the signs forming factors of the visiting experience in the amusement park.

This study also strengthens the findings (Fotiadis and Vassiliadis, 2016), where service quality related to comfort and safety has become visitors' attention in assessing the quality of amusement parks. The certainty of getting safe and comfortable service and the quick response of amusement park workers also determine the level of an amusement park's risk. A successful amusement business can provide a quality experience while maintaining the safety of visitors if this business operates. Thus, this study has confirmed that assurance and responsiveness are essential in building a sense of security and comfort for the visiting experience. In the technology acceptance model aspect, it was found that the dimensions of TAM moderately significantly influence the experience of visiting the amusement park. Visitors perceive that the technology provided and used in the amusement park positively influences the travel experience. This is a common phenomenon for young visitors who adapt more to technology. This study found that an amusement park with visiting experience treats loaded with technology proved suitable for thriller seekers. This is in line with the (Sun & Zhang, 2019) findings that visitors to amusement parks where technological intervention in tourist activities becomes a factor that affects the visiting experience. In other findings, this study reinforces previous studies on the relationship between visiting experiences and tourist loyalty. The higher the perception of the value of the visiting experience in the amusement park, the linearly accelerates the loyalty level of tourists. This has also been found in studies (Ali et al., 2018; Milman et al., 2020; Milman & Tasci, 2018) where the experience factor of visiting the amusement park (included in this study) positively affects the loyalty of the visitors. This indicates that managers need to continue to pay attention to the quality of service, increasing the perception of the value of technology to maintain the quality of visits that impact loyalty.

## Conclusions

The study has found another perspective on the behaviour of young visitors, where aspects of assurance and responsiveness with TAM have been found to affect the visitation experience

significantly. In addition, the services offered at amusement parks focus more on technology application and reliability, so the findings of this study are relevant to the concept of amusement park development. Theoretically, this study has provided empirical confirmation of the study of the behaviour of amusement park visitors using the PLS-SEM method. Furthermore, the specificity of this study provides an overview of the conduct of young visitors can be a new and promising finding in strengthening the concept and theory of service quality and the Technology Acceptance Model that continues to be developed by many parties. Pragmatically, this study advises amusement park industry players on how managed tourist attractions can provide a good experience from service and technology aspects. In addition, there is a basis for empiric action in the efforts of actors to maintain visitor loyalty through improving aspects of responsiveness, assurance, and technology adoption. Finally, the limitations of this study provide a more ample opportunity for the future enrichment of the study of the behaviour of amusement park visitors. The limitations of this study, with the limited parameters of the unit of analysis, can be corrected in the future by involving more research subjects.

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