Business Case Study: Star City's Four Experience Themes as the Antecedents of Customer Satisfaction and Revisit Intention

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ABSTRACT

Over the past centuries, amusement parks have evolved from simple fairgrounds in Europe to tourist magnets with amenities, rides, and attractions designed to delight and thrill visitors. The study examines Star City's four experience themes that affect customer satisfaction and revisit intention by using quantitative research, particularly descriptive and causal research designs. Using questionnaires for the visitors of Star City, the study shows that out of the four experience themes, entertainment and esthetic affect customer satisfaction. Furthermore, esthetic has a significant effect on revisit intention. The study also revealed that customer satisfaction plays a pivotal role in revisit intention of the guests. Based on the results, it is recommended that amusement parks like Star City add esthetic elements in the form of theming on rides, attractions, and park interiors to increase customer satisfaction and encourage revisit intention. It is also recommended to add shows, plays and events to retain the entertainment factor in the park. Lastly, the study also reveals that adding an attraction that possesses the four experience themes will add value to the park, contributing to customer satisfaction and encouraging revisit intention.

Keywords: Education, Entertainment, Escapism, Esthetic, Customer Satisfaction, Revisit Intention.

1. INTRODUCTION

The Covid-19 pandemic has brought the world to its knees, affecting all businesses and all industries across the globe. As of November 2022, the virus has claimed the lives of more than 6.6 million people worldwide (WorldOMeter, 2022). With this, the governments of every country have implemented their health protocols and guidelines to combat this threat. As a result, a disruption in the amusement park industry's business model occurred in 2020 due to COVID-19-related travel and mobility limits, social distance requirements, capacity issues, temporary closures, and operational changes to individual rides and attractions. The decisions and actions people take in leisure, entertainment, and tourism have all been significantly influenced by these measures (Clavé & Clavé, 2022). According to Clavé and Clavé (2022), an increase in domestic, local, or regional visitors; a dramatic reduction in international and long-haul attendees; and the growing importance of repeat and pass-holder consumers are only a few changes in the visitor mix of amusement park attendance statistics from 2020 worldwide show.

This study focuses on amusement parks that contain different rides and attractions, games, events, shows, restaurants, food kiosks, shopping stores, boutiques, and retail

outlets. It savors the customer's visions with colorful themes and delights their senses with its festive ambiance and out-of-this-world experience. Kane, J. (2016) defined amusement parks as locations that provide a wider range and size of attractions. Most theme parks had a variety of traditional forms of entertainment in addition to their major thrill rides, including battle reenactments, movie theaters, dance clubs, theaters, fairground stalls and booths, landscaped gardens, and zoos. In the report of Sarah Whitten of CNBC, the amusement industry depends on large audiences and shared activities. She added that to encourage crowds to gather and stay in the park later in the day, parades and fireworks displays were arranged, and dining areas were built to accommodate as many visitors as possible. Whitten added that to reopen amid Covid-19, national and regional park owners are currently attempting to rework the amusement park rulebook.

Amusement parks are star players in the tourist sector and are crucial in creating travel demand. Amusement parks are also the primary drivers of travel to many areas and the foundation of the tourism industry (Lim, 2018). The tourism industry is a major pillar of the world economy; in some economies, amusement parks make a major contribution. According to the World Bank's Global Economic Prospects report from March 2021, the Philippines had one of the fastest-growing economies in the Association of Southeast Asian Nations (ASEAN) before the Covid-19 pandemic, with an annual growth rate of 6.4%. One of the industries that made a sizable contribution to economic growth was the amusement parks, which generated 3.2 billion pesos in revenue in 2016 (Theme & Amusement Park, 2022). In 2017, the U.S. amusement park market was the largest, accounting for $24 billion or over half of the global market share (Tamboli, 2018). By 2019, China's amusement park spending is anticipated to reach $6 billion, making it the region's fastest-growing business (Daxue, 2018). Dubai has seen a significant increase in the number of amusement parks. The largest indoor amusement park in the world, IMG Worlds of Adventure Theme Park, has further opened the floodgate of domestic and foreign tourism in the nation. Amusement parks have also garnered significant investment opportunities from multinational organizations that have continued to expand economies in the UAE and other parts of the world (Citizen team, 2016). According to Technavio (2018), over the period of 2017-2022, the market is anticipated to develop at a compound annual growth rate (CAGR) of over 8%, rising from $53.12 billion in 2017 to $79 billion in 2022.

According to the figures above, theme and amusement parks are important components of the attraction sector. Still, studies and assessments of the aspects contributing to their success seem to be neglected in leisure and tourism research (Pikkemaat & Schuckert, 2007). This research is particularly relevant here in the Philippines as it is considered one of the top tourist destinations in Asia. The amusement and theme park industry have plenty of untapped potentials here in the Philippines, especially post-pandemic, when people have not been able to go out for the last two years. Since Filipinos are known to be fun-loving people, the entertainment industry can be a central figure in contributing to the economic growth of the Philippines. Star City, an amusement park, has existed in the Philippines for 31 years. As one of the oldest active amusement parks in the country, established in 1991, it has served, fed, and entertained millions of people and continues to create memories for millions of its loyal and satisfied guests annually. However, the fire that devastated Star City last October 2019 rendered 90% of the park inoperable. Since then, Star City management has focused all its resources on rehabilitating the park and working together to get it back on its feet. With the global challenge of the Covid-19 pandemic, the entire industry faces another terrible threat greater than anything it has ever faced. After two years of continuous remodeling and rebuilding, Star Parks Corporation, the company behind Star City, finally opened last February 2022. For the past several decades, Star City has taken a

traditional approach to bringing revenue to the park. However, in these difficult times, a change of plans and a recalibration of all strategies must be reconsidered to keep up with the current trend. The business environment is changing faster than ever. With the advent of advanced technology and the thirst for innovation, more and more business entities have begun to embrace the inevitable change that has infiltrated every company. Business evolves, technology innovates, and organizational structure changes. Demographic, technological, economic, and social changes affect and influence attendance at these attractions. However, one of the biggest challenges facing the amusement park industry is rising consumer expectations. To remain competitive in the market, it is crucial to understand the various factors influencing consumer enjoyment and loyalty related to amusement park travel. According to Milman and Tasci (2018), there is a gap in the literature regarding the impact of guest experience before, during, and after the visit on amusement park-goer satisfaction and loyalty. However, numerous studies have attempted to measure the impact of various variables on visitor satisfaction and loyalty. The visitor experience at theme parks has become an area of research.

This study aims to shed light on how to improve the amusement park experience, identify the factors that affect customer satisfaction, and revisit intentions. The basis for this study is the study conducted in the United States with the title: "The Impact of Experience on Satisfaction and Revisit Intention in Theme Parks: An Application of the Experience Economy". The study tackles how the four experience themes add value to the park and how customers are enticed by the elements present in these four experience themes.

This study is unique in a way that it was conducted in the Philippines and targeted visitors in the Philippine parks, specifically those visiting Star City. This study supports and strengthens the United Nations Social Development Goals #8 and #9, which encompass Decent Work and Economic Growth and Industry, Innovation, and Infrastructure. The researcher addressed the said SDGs in amusement park environments, particularly in Star City. Decent Work and Economic Growth reflects how Star City's contributions to the industry will fuel economic growth for the Philippines and how this growth inspires other amusement and theme park players in the country. On the other hand, Innovating the amusement and theme park industry with the latest technology and enhancing its four experience themes would be one of the most effective ways to generate revenue.

In connection to the mentioned sustainability development goal (SDG), this research aims to address the current problem Star City is facing as they continue to operate: declining revenue and the presence of multiple competitors. Competitors like the Enchanted Kingdom, Sky Ranch, SM by the Bay, and Manila Ocean Park have been innovating their parks by introducing new rides and attractions, launching promotions, and improving their servicescape, incorporating their attractions into education while keeping its content entertaining. The researcher believes that the four experience theme elements: education, entertainment, esthetic, and escapism, provide customer satisfaction and encourage revisit intention.

The totality of a consumer's impressions and emotions resulting from their encounter with a brand's goods and services is referred to as the customer experience. Customer experience encompasses all stages of a customer's interaction with a brand, beginning before purchase, through active use, to renewal or repeat business. Customer experience is an important part of company matrices to measure service success. It mainly consists of three elements: the external environment, interactions with employees, and interactions with: entertainment& Milman, 2017). Despite the uniqueness of each attraction and

individual tourist expectations, there remains a need to examine what constitutes a memorable or meaningful experience (Berendien, FairerWessels, Douglas & du Preez, 2017). Therefore, an amusement park that prioritizes foot traffic, should strive to provide a premium consumer experience. It's an important part to look at from a marketing perspective. People are more inclined to spend their time and money on experiential activities tailored to their tastes, driving the experiential economy. In this trend, most customers prefer to experience things rather than buy something tangible (The Business Research Company, 2019). According to The Business Research Company (2019), social media and online platforms influence customers to invest in experiential activities – driving the experiential economy.

The experience economy is an economy in which many goods or services are sold by emphasizing the impact they can have on people's lives. As cited by Qu (2017), Pine and Gilmore (1999) introduced a conceptual model of the experience economy as an emerging paradigm. The experience economy defines different categories of experience, including aesthetic, entertaining, educational, and escapist experiences. The following four categories can be used to categorize the experiences that amusement parks provide, namely entertainment, education, esthetic, and escapism. Amusement Park rides can provide a fun and exciting experience (entertainment), and animal park tours can provide various learning opportunities (education). The atmosphere created by the distinctive artwork and architecture can enhance the spirit and emotions of visitors (esthetic) and stimulate the imagination Element can tempt tourists to withdraw physically and mentally from their everyday life (escapism).

The concept of the experience economy is fluid, and this fluidity represents its future and evolution. Tourism experiences range from a Michelin-starred dinner at a high-end restaurant to spotting a kingfisher during an outdoor expedition. Indeed, consumer appetites for novel and enlightening experiences are increasing tremendously, and those service providers that offer experiences beyond the bare minimum will be particularly successful. Adventure-seeking tourists actively seek activities that offer opportunities to learn new skills, are meaningful, and have high aspirational value (Yeoman, 2022). On the other hand, Sahin and Guzel (2020) indicated that the emotional arousal of tourists is influenced by how they assess features such as novelty, level of service, and infrastructure. One recognizable trend in servicescapes, for example, is the use of ambient scents. (Henshaw *et al*. 2016; Krishna, 2012). For example, Singapore Airlines has fully integrated Stefan Floridian Waters, its signature aroma, as the room scent of its aircraft and lounges, as well as the personal scent of employees and cosmetics in all its aircraft, into its corporate communication idea (Henshaw et a., 2016). Customers often judge their consumption experiences based on their current emotional state. (Hennig-Thurau *et al*., 2006; Tubillejas-Andrs *et al*., 2020). Customers are more likely to be satisfied if they feel good during a service interaction (Lin & Liang, 2011).

Chazan (2022) defined education as an activity that takes place in many different places and aims to develop knowledge, understanding, appreciation, growth, caring, and behavior. At an amusement park, visitors participate in the events unfolding before them and actively engage in activities during an educational experience. So, visitors to the amusement park could learn new things or gain knowledge by participating in educational activities. (Qu, 2017). Furthermore, some results show that visitor loyalty is significantly influenced by educational image, satisfaction with educational experience, and perceived educational value of attractions (Hapsari, 2018).

Entertainment includes those activities that bring people joy, especially in their free time, and help them relax and forget about the current situation. Amusement parks have

grown in popularity due to the many fun activities they offer where guests can relax while enjoying the excitement of the rides. According to Gowreesunkar and Sotiriadis (2015), the engaging activities of an amusement park are one of the characteristics of a destination that appeals to tourists/visitors of all ages (children, youth, and adults). Amusement parks combine imaginative design, technology, and multi-sensory delights into an uplifting, liberating, and exciting collective experience that transcends age, gender, and class (Wood, 2017).

As defined by Warmelink,H. (2009), escapism has a common element at its core - reality. People may want to escape from, among many other things such as financial difficulties, loneliness, or fear. According to Levine (2021), parks are where many first encounter large-scale innovation and where people dream of the future. Levine added that unlike movies, television, and other forms of entertainment, they require active participation and are best enjoyed by others because they provide an escape from everyday life and stir people's emotions.

Esthetic is the branch of philosophy dealing with taste and the study of beauty in nature and art. For example, Ali *et al*.'s (2018) structural model to measure patron satisfaction at amusement parks came to the conclusion that patron satisfaction was highly influenced by the physical environment, patron and staff interactions, and employee interaction. With this, Torres *et al* (2018) stated that the worldwide entertainment business will continue to provide a high-quality core product that elicits favorable feelings with the aesthetically pleasing physical setting, and visitation numbers to these entertainment complexes will likely increase as a result.

Satisfaction is defined as the fulfillment of one's desires, expectations, or needs or the resulting joy. In addition, Fazeli et. al (2017), mentions that effective techniques and satisfying travel experiences increase visitor enjoyment and add value. After all, customer satisfaction is one of the main goals of every amusement park owner. Zajchowski *et al*. (2017) found that overall happiness and memories are closely related to the most memorable time and the end of the vacation. In this context, overall happiness leads to brand loyalty and revisit intention. According to Ronald and Amelia (2021), Satisfaction has a significant effect on loyalty. This explains that the more respondents feel fulfilled, their needs and are satisfied with products and services, it will increase respondents' loyalty so that they will always come back and recommend the products or services. In addition to this, Mulyana and Ayuni (2021) stated that customer satisfaction is impacted indirectly by perceived value and the quality of the services provided. Customer loyalty is also influenced by perceived value. Customer happiness and customer trust are indirectly influenced by customer loyalty. It demonstrates that customer loyalty will increase with perceived value, customer satisfaction, and customer trust levels.

Revisit intention is expressed as tourists' desire to revisit the destination in a different time period. According to Yin-Yen (2022), to encourage repeat business or revisit intentions, every business in the tourism sector must understand what quality means to potential customers and work to improve the standard of services provided. Sthapit and Bjork (2019) find that souvenirs and other items that add value to the customer experience make visitors more likely to return. They showed that memorabilia sold by tourism service providers increase the likelihood that visitors will return. Kim and Youn (2017) showed that storytelling at tourist attractions positively influences the future behavioral intentions of visitors. Therefore, businesses with loyal customers tend to offer their customers greater value and a better overall experience to keep them coming back

The safety of amusement rides at theme parks and fairs is a topic of great public interest, and it influences choices made by both people and society as a whole, including

governmental policy about the reach of regulatory oversight and individual decisions made for oneself and one's children (Woodcock, 2019). According to Woodcock 2019, the International Association of Amusement Parks and Attractions (IAAPA) promotes significant information exchange on safety issues among operators as well as between operators and their manufacturers and suppliers, despite fierce competition among operators.

The study focuses on Star City, the oldest and the largest amusement park in the Philippines. With very few amusement parks (approximately 6 major amusement parks) in the country, Star City is the most perfect setting for this study because Star City has been in the business for 33 years. These 3 decades shaped the park into becoming a major player in the industry making it the most ideal setting for the research. Furthermore, Star City is located in the heart of the most populated metropolitan area in the Philippines inviting 1.5 million to 2 million people to visit the park on an annual basis, thus making the customers – the respondents of the study diverse. Star City has the most rides and attractions among all amusement parks. With 26 rides and 5 attractions, hence, four experience themes can be tested in the park.
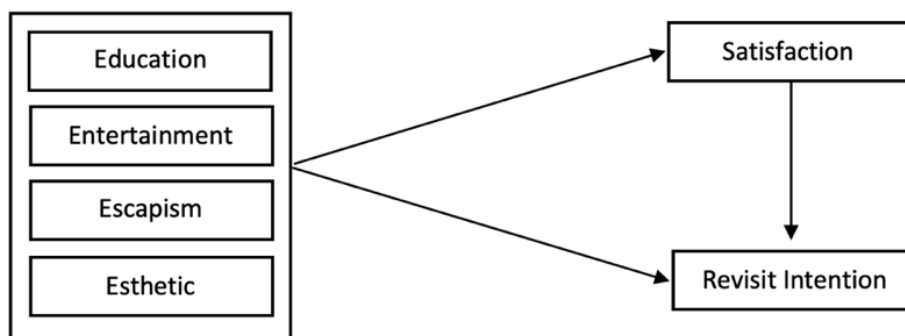
1.1 Conceptual Framework

Figure 1. Conceptual Framework

The study is based on the framework of Kangli Qu (2017) entitled "The Impact of Experience on Satisfaction and Revisit Intention in Theme Parks: An Application of the Experience Economy." This framework focuses on the four experience themes, their impact on customer satisfaction, and return intent. The four-experience theme consists of education, entertainment, escapism, and esthetic, all of which fall under the experiential economy. In an amusement park, education is an element that provides a learning experience and is a factor that contributes to customer satisfaction and their intention to revisit. While entertainment means that the park's variety of rides, attractions, products, and services add value to the entertainment and contribute to customers' return intent. Escapism states that guests who go to amusement parks try to escape for some time and create an alternative world, which is a factor that leads to guest satisfaction and revisit intention. Finally, esthetic suggests that architecture, visual designs, themes, and other elements that contribute to ambiance play a critical role in customer satisfaction and return intent. The framework also states that customer satisfaction drives their return intent when met by the four experience themes. The study's results indicated that education, entertainment, and aesthetic factors within the theme park significantly impacted visitor satisfaction. It is implied that visitors were more satisfied with their experience when they learned new things, found activities fun and enjoyable, and found the environment in a

theme park attraction. In addition, the results showed that all four dimensions of experience were significant in predicting the intention to revisit a theme park.

1.2 Operational Framework

The same framework (Figure 1) is used for the study as for the operational framework. This consists of independent and dependent variables. Independent variables include education, entertainment, escapism, and esthetic. These variables are defined exactly as they were defined in the conceptual framework. These variables can affect customer satisfaction and revisit intention. While the dependent variables are customer satisfaction and revisit intention, which are based on education, entertainment, escapism, and esthetic.

1.3 Objectives of the Study

The study intends to determine the effect of four experience themes on parkgoers. Specifically, the study seeks to achieve the following objectives:

- To determine the perception of the respondents on the star city's four experience themes, namely, education, entertainment, escapism, and esthetic;
- To determine the perception of the respondents on customer satisfaction and revisit intention;
- To analyze and determine if Star City's four experience themes have a significant effect on customer satisfaction and revisit intention.
- To determine if customer satisfaction has a significant effect on revisit intention.
- To recommend appropriate programs or services to enhance visitors' experience.

1.4 Hypotheses

To address the need of the study, the following hypotheses were tested:

Ho1: Education, entertainment, escapism, and esthetic have no significant effect on customer satisfaction.

Ho2: Education, entertainment, escapism, and esthetic have no significant effect on revisit intention.

Ho3: Customer satisfaction has no significant effect on revisit intention.

2. METHODS

2.1 Research Design

This study used quantitative research to assess the four experience themes: education, entertainment, escapism, esthetic, customer satisfaction, and intention to revisit Star City. In particular, the study used descriptive and causal-comparative research. The descriptive research design is used to describe the profile of the respondents. In contrast, the causal research design is used to determine the effect of the four experience themes on customer satisfaction and revisit intention.

2.2 Locale of the Study

The locale of the study is Metro Manila since Star City is located in Pasay City.

2.3 Respondents of the Study

This study involved 129 participants aged 18 or older who had visited Star City the previous year to experience the amusement park's services and amenities. The four independent variables used were education, entertainment, escapism, and esthetic, with an effect size of

15%, 95% power, and a five percent (5%) error. The non-probability purposive sampling method was used, with respondents selected based on their qualifying characteristics.

2.4 Research Tools and Instruments

The study used a questionnaire adopted from Qu's (2017) study entitled The Impact of Experience on Satisfaction and Revisit Intention in Theme Parks: An Application of the Experience Economy." The questionnaire consists of 2 parts, visitor profiles, and the study variable. The first part of the questionnaire includes the profile, such as age, educational level, income, etc. While the second part covers questions on 6 variables, education, entertainment, escapism, esthetic, customer satisfaction, and revisit intention. Each variable consists of 4 questions answered using a 5-point Likert scale ranging from 1=strongly disagree to 5=strongly agree. Also, preliminary screening questions about their past visits and profiles are used to determine the qualified respondents to complete the questionnaire.

Table 1: Questionnaire Specification

Part	Variable	Item No.
I.	Education	1 - 3
II.	Entertainment	4 - 6
III.	Escapism	7 - 9
IV.	Esthetic	10 - 12
V.	Customer Satisfaction	13 – 17
VI.	Revisit Intention	18 – 22

Table 2: Verbal interpretation of the survey questionnaire

Weight	Range	Verbal Interpretation
5	4.01 – 5.00	Very High
4	3.01 – 4.00	High
3	2.01 - 3.00	Average
2	1.01 - 2.00	Low
1	0.00 - 1.00	Very Low

A pilot study with 30 participants who have previously been to an amusement park is conducted to measure the reliability of the questionnaire to be used. Survey questionnaires were distributed to park visitors on Star City from February 1 - February 28, 2022. The data gathered were analyzed and interpreted using multiple linear regression since the study intends to determine the effect of the four experience themes on customer satisfaction and revisit intention. Likewise, simple linear regression is used to analyze the effect of customer satisfaction on revisit intention. These tools were used to test the aforementioned hypotheses.

2.5 Ethical Consideration

The researcher has adhered to ethical standards and the privacy protection policy of the Philippines throughout the research process. Before conducting the survey, the researcher requested the respondents' consent or approval, indicating compliance with the guidelines. The study was conducted at Star City, where parkgoers were involved. The purpose of the research was also explained thoroughly to the participants of the study.

3. RESULTS AND DISCUSIONS

The result of the study states that Star City was perceived by the customers as an amusement park that possesses all four experience themes of education, entertainment, escapism, and esthetic. The responses indicate that Star City has educational elements with a mean of 3.95 and a standard deviation of 0.83. The study also states that entertainment, with a mean of 4.10 and a standard deviation of 0.78, is also present in Star City with a high perception from the respondents. Shown also in the table is the result of Star City's respondents on escapism, with a 3.79 mean and a standard deviation of 0.81, these results suggest that the element of escapism is relatively high in the park. Lastly, the study suggests that Esthetic is also perceived highly by the respondents with a 4.00 mean and a standard deviation of 0.73.

Based on the results, customer satisfaction in Star City has a mean of 4.04 and a standard deviation of 0.76. The chance for customers to revisit the park again in the future is shown by a mean of 3.90 and a standard deviation of 0.89.

Table 3: Perception on the Four Themes Experience, Customer Satisfaction, and Revisit Intention

Variable	Mean	Std. Deviation	Interpretation
Education	3.95	0.83	High
Entertainment	4.10	0.78	Very High
Escapism	3.79	0.81	High
Esthetic	4.00	0.73	Very High
Customer Satisfaction	4.04	0.76	Very High
Revisit Intention	3.90	0.89	High

It is revealed in the study that Star City respondents perceived Star City with a high element of education. The major factor that contributes to this is the current attractions like Time Warp Adventure, a walk-through time traveling-inspired attraction that takes the guests back in time while educating them on the Earth's rich history like the Ancient Egypt, Ancient Greek, and other historical highlights that includes the two major world wars. The digital surround theater also plays a major role in educating the guests using advanced digital technology that lets the guests experience an underwater world and lets them explore the vastness of space while inside Star City. Lastly, Dinosaur Alive contributes to the educational element by displaying different dinosaurs that have scientific names, and other information. Star City's educational attractions stimulated their curiosity and provided a real learning experience. This is positive for Star City because according to Hapsari (2018), some results show that visitor loyalty is significantly influenced by educational image, satisfaction with educational experience, and perceived educational value of attractions. The study found that Star City has a very high entertainment factor as shown in the mean above 4.00, which implies that the guests were amused by the activities offered by Star City. The guests also state that they were entertained and captivated by the variety of performances offered by the park. According to Gowreesunkar and Sotiriadis (2015), this will also be beneficial to the park since the engaging activities of an amusement park are one of the characteristics of a destination that appeals to tourists/visitors of all ages (children, youth, and adults). On the other hand, escapism also scores a high perception stating that guests played like a different character while in Star City. They felt like living in a different time or place and have escaped from their daily routine. People are flocking to amusement parks to escape. According to Levine (2021), unlike movies, television, and

other forms of entertainment, amusement parks require active participation and are best enjoyed by others because they provide an escape from everyday life and stir people's emotions. Lastly, esthetic registered a very high mean which means guests felt a sense of harmony inside the park. The study also suggests that the guests find Star City very attractive with a design that pays complete attention to details. This benefits Star City because there is a structural model to measure guest satisfaction at amusement parks, and it can be concluded that guest satisfaction was highly influenced by the physical environment guest and staff interactions, and employee interaction (Ali *et al*., 2018).

It is shown by the result of the survey that guests are completely satisfied with the current offerings of Star City. Guests are happy with their whole experience and claimed that the park is better than they expected. The survey result says that Star City offers good value for money, which made them believe that they made the right decision to visit it. Overall, the respondents are satisfied with their experience at Star City. This is good news since Fazeli et. al (2017) stated that customer satisfaction is one of the main goals of every amusement park owner.

Revisit Intention registers a high perception with guests claiming that Star City will be their first choice in the future and they will come back. The survey also revealed that respondents intend to visit Star City if they would come to Metro Manila again. Since guests are satisfied, they are bound to return. Zajchowski *et al*. (2017) discovered a strong correlation between overall happiness and memories of the happiest moment during parkgoers' holidays. In general, contentment affects brand loyalty and revisit intention.

Based on the table, the four-experience theme namely education, entertainment, escapism, and esthetic have a significant effect on customer satisfaction. Among the four experience themes, entertainment, with standard coefficients of 0.292 and a p-value of 0.000, and esthetic, with standard coefficients of 0.598 and a significance of 0.000, registered stronger compared to education with a standard coefficient of 0.045 and a significance of 0.561 and escapism with a standard coefficient of 0.028 and a significance of 0.670. Both coefficients of entertainment and esthetic are positive meaning the more they responded favorably to entertainment and esthetic, the higher the satisfaction. The model is also significant with an 81.2% variance in customer satisfaction.

Table 4: Effect of Four Experience Themes on Customer Satisfaction

Four Experience Themes (Independent variables)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
EDUC	0.041	0.071	0.045	0.583	0.561
ENTE	0.284	0.075	0.292	3.771	0.000
ESCA	0.027	0.062	0.028	0.427	0.670
ESTH	0.627	0.078	0.598	8.028	0.000

Model Summary				ANOVA	
R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.904	0.818	0.812	0.33116	138.867	<.001

Based on the survey, only two out of the four experience themes (entertainment and esthetic) are significant predictors of customer satisfaction. It can be implied that

respondents are satisfied when Star City offers activities that amazed them. Events, shows, and plays play vital roles in the entertainment theme where guests are entertained and captivated by just watching performances offered by the park. Thrilling rides, attractions, and other activities like arcades, and games that let them win stuff toys, and prizes add value to the entertainment factor in the park. On the other hand, esthetic also plays a significant role in customer satisfaction. It can be implied that guests are satisfied when an amusement park gives them a sense of harmony, and pleasant feeling and are attractive to their eyes that can be rooted to the park's attention to detail.

Based on the result, only esthetic significantly affects revisit intention with a significance less than .05 or 0.000 with r = 0.451 having a positive value which means the more they find esthetic value to the park the more the intent to come back. The model is significant with a 64.6% variance in customer satisfaction.

Table 5: Effect of Four Experience Themes on Revisit Intention

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Interpretation
	B	Std. Error	Beta			
EDUC	0.119	0.115	0.112	1.038	0.301	Not Significant
ENTE	0.181	0.122	0.160	1.484	0.140	Not Significant
ESCA	0.163	0.101	0.150	1.623	0.107	Not Significant
ESTH	0.549	0.126	0.451	4.345	0.000	Significant
	Model Summary			ANOVA		
R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.	
.804a	0.646	0.635	0.53552	56.567	<.001	

Based on the results, esthetic is significant in revisit intention. It can be implied that guests will revisit the park because they want to feel the pleasant and harmonious ambiance. Their desire to revisit is fueled by the attractive setting and overall design of Star City from its rides, attractions, food parks, halls, etc.

The result clearly states that customer satisfaction significantly affects revisit intention with a significance that is less than 0.05 or <.001. Customer satisfaction strongly predicts revisit intention with r = .840. The model is significant with a 70.6% variance in revisit intention.

Table 6: Effect of Customer Satisfaction on Revisit Intention

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
SATI	0.976	0.056	0.840	17.459	0.000
	Model Summary			ANOVA	
R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.840	0.706	0.704	0.48230	304.831	<.001

Customer Satisfaction is a significant factor in revisit intention. Guests who are satisfied will definitely return to Star City. Evidently, two of the four experience themes elements specifically entertainment and esthetic are predictors of customer satisfaction. Hence, entertainment and esthetic can also be predictors of revisit intention.

4. CONCLUSION AND RECOMMENDATIONS

The result of this research though done in a single amusement park can be very useful in other amusement parks not just in the Philippines but worldwide. The study concludes that education and escapism have no significant effect on customer satisfaction while entertainment and esthetic have significant effect on customer satisfaction, therefore, the study does not support hypothesis 1. The study also concludes that education, entertainment, and escapism do not affect revisit intention. Only esthetic is significant to encourage revisit to the park. Therefore, the study does not support hypothesis 2. Lastly, it is revealed in the study that customer satisfaction has a significant effect on revisit intention. Therefore, the study supports hypothesis 3. Based on the results, the researcher believed that Star City should add more esthetic factors to Star City by creating a thematic design on each ride and attraction and improving the park's ambiance by enhancing the interior design of Star City. Creating a theming of each ride and attraction requires a conceptual idea from the combined effort of the Sales and Marketing Department through its creative team and the Engineering Department through the design and fabrication team. Each ride and attraction will have its own design anchored on its category.

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