Oud Batavia as a heritage site within Jakarta: Tourist revisit intentions

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ABSTRACT

The main objective of this study is to explore the dynamics of heritage tourism in Oud Batavia, the Old City of Jakarta, specifically focusing on perceived price, perceived authenticity and perceived value, and how they influence tourist satisfaction and revisit intentions. By using a quantitative design, data was collected from 406 valid responses through a questionnaire distributed in the Old City. The findings confirmed positive and significant relationships highlighting the importance of preserving historical buildings and emphasizing the role of perceived factors in enhancing the overall tourist experience. The study contributes valuable insights for stakeholders, urging the Jakarta city government and the Ministry of Tourism to focus on preserving cultural heritage buildings and employ adaptive reuse strategies to increase tourist visits. The limitations of the study include its exclusive focus on domestic tourists in the Old City of Jakarta, suggesting avenues for future research to explore broader topics such as city branding and foreign tourist perspectives. The study concludes with recommendations for strategies to commercialize historical tourist destinations and a call for United Nations Educational, Scientific and Cultural Organization recognition of the Old City as a world historical heritage site.

KEYWORDS

perceived price, perceived authenticity, perceived value, revisit intentions, heritage

1. Introduction

Cities with an outstanding heritage of culture can emerge as a new sector in the global tourism industry. Heritage tourism has the potential to create significant income for tourism employees while additionally contributing to the growth of local communities (Rasoolimanesh et al., 2017). Oud Batavia, located in Jakarta since 1620, has been recognized as a heritage tourism area and provides a comprehensive

knowledge of historical and cultural tours in Dutch-European colonial architecture. It was built by the Dutch who governed Indonesia and has a conventional Javanese port city design, complete with forts, canals and city walls.

Eryudhawan (2017) notes that several structures in Jakarta were purposely demolished with unknown ownership to facilitate the city's growth before being abandoned. The original building components of Batavia Fort were reused and incorporated into Daendels Palace, which now serves as the Ministry of Finance of the Republic of Indonesia. Since 1972, this area has been transformed with significant cultural value which the Dutch government considers to be a priceless assets. The Jakarta City government has recently accepted responsibility for its preservation (Steinberg, 2008).

The increasing number of tourists in heritage tourism has led to the necessity of studying the elements that influence their intentions to revisit heritage sites, making it a crucial topic of discussion (Chhabra, 2015; See & Goh, 2019). Tourist satisfaction with the value, pricing and authenticity of their experience is an important part of historical tourism (Lee, Phau et al., 2016; See & Goh, 2019; Zhang et al., 2021). Price variables have a substantial impact on product purchases, including those related to tourist destinations and have been frequently used as an indicator of product quality (Chiang & Jang, 2007), furthermore, consumers expect excellent quality when the price increases. Consumers who believe they get more value for their money are more willing to spend it (Chiang & Jang, 2007).

While the concept of authenticity in the tourism literature is identified as an essential element for special tourism such as for heritage (Laing et al., 2014), authenticity also significantly influences tourist loyalty and behavior (Lee, Chang & Luo, 2016). Perceived value is also the main construct in understanding tourist behavior (Kim et al., 2015) referring to the overall advantages and costs experienced by consumers when considering both tangible and intangible characteristics including quality, service and pricing (Chiu et al., 2014). However, there are a limited number of studies that focus on the effects of perceived price, perceived authenticity and perceived value on satisfaction (Khuong & Nguyen, 2017). Hence, the main objective here is to investigate and understand the influence of these three perceptions in the context of heritage tourism. By examining factors such as tourist satisfaction with the value, price and authenticity of their experience, the research seeks to contribute valuable insights into changes in heritage tourism. The findings can provide a comprehensive understanding of the interplay between perceived price, perceived authenticity and perceived value, shedding light on their impact on tourist behavior

and satisfaction in the realm of heritage tourism, especially in the unique historical and cultural context of Jakarta. The study adopts a quantitative method with data analysis using structural equation modeling, illustrated in Figure 1.
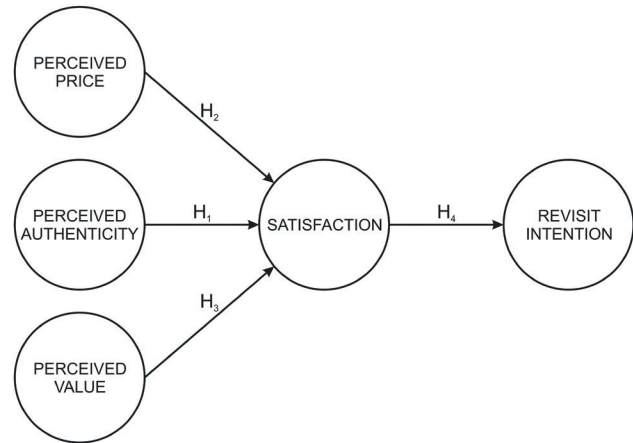

Figure 1. Research model
Source: authors

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. PERCEIVED PRICE

Price can be used to indicate the quality of a product or service. When the product's price is high, it can be assumed to have excellent quality. Perceived price is the result of balancing perceived quality against absolute price; when the price is low, consumers consider it acceptable and favorable. On the other hand, when prices rise, consumers may regard this as unfair, or more precisely, as unfavorable. However, when prices rise within a consumer's acceptable price range, there is a perceived enhancement in quality (Dodds et al., 1991), indicating that higher prices are associated with improved quality.

A tourist typically prefers to pay higher rates for accommodation that offers easy access near landmarks because it helps them to save time and effort for further exploration. Nicolau (2011) determined that tourists show price sensitivity when they become informed that an element of the price is designated for repairs and maintenance of cultural heritage buildings and archeological sites. Li et al. (2013) proposed that tourist destinations affect the prices perceived by tourists when they are consuming products. For example, travelers who are looking for an adventure will have excellent tolerance for accommodation prices. Based on this, it can be concluded that an hypothesis for this research is:

H_1: Perceived price influences Oud Batavia's revisit intentions positively and significantly.

2.2. Perceived authenticity

The concept of authenticity is essential and has long been a focus in the tourism industry, especially in heritage tourism (Gao et al., 2020; Yi et al., 2022). Research has indicated that authenticity should be regarded as an outcome of an interpretive process guided by specific criteria, such as architectural heritage (Castéran & Roederer, 2013; Stober et al., 2018) or location qualities (Buchmann et al., 2010). Shen et al. (2014) argued that existential credibility (i.e. attractions, characters, moods and events in one place) significantly impacts tourists' loyalty to China's World Heritage sites while Lee, Chang & Luo et al. (2016) emphasized that authenticity significantly impacts tourist behavior.

Meng and Choi (2016) found that tourist perceptions of authenticity, directly and indirectly, influence their desires and research on perceived authenticity is typically conducted within the field of cultural tourism (Ramkissoon et al., 2011). Kolar and Zabkar (2010), and Lin and Wang (2012) identified cultural motivation influencing perceived authenticity and the relationship between it and tourist intentions to buy ceramic souvenirs from the Yingge Ceramics region of Taiwan. As part of the Christmas market in Strasbourg, France, Castéran and Roederer (2013) suggested that individuals who perceive the market as unrealistic visit 30.2% less frequently. If tourists experience a real destination, then their willingness to visit will increase (Castéran & Roederer, 2013; Lin & Wang, 2012; Ramkissoon et al., 2011). It is therefore assumed that:

H_2: Perceived authenticity positively and significantly affects Oud Batavia's revisit intentions.

2.3. Perceived value

Marketing researchers emphasize perceived value as the primary structure for understanding consumer behavior (Chiu et al., 2014; Kim et al., 2015; Woo et al., 2015). Perceived value is also known as consumer value, and the definition depends on the marketing material. Zeithaml (1988) proposed that the perceptual value concept is the benefit of a product (or service) based on the perception of what is offered and what is received. Chiang and Jang (2007) defined perceived value as a money-oriented benefit from a possession: if the perceived profit is higher than the price paid, therefore the value is higher. Service providers could improve those elements of their product or service that are relevant to the specific situation in order to help tourists understand how perceived value influences their intentions (Sparks, 2007).

Value is derived not only from tangible entities and natural environments, but also from instances of human interaction and the physical locations that constitute object-oriented experience destinations (Buchmann et al., 2010). Gallarza and Gil (2008) found that perceived value varies from product to product, for example, it undergoes a transformation when a tourist modifies their destination in response in order to consume a product (Gallarza & Gil, 2008).

Empirical studies in the context of tourism have used perceived value to predict behavioral intentions (Chen & Chen, 2010; Tsai et al., 2012). Hutchinson et al. (2009) investigated how perceived value, fairness and satisfaction affect the behavioral intentions of golf travelers. Studies show how destination attributes influence perceived value and affect insights into the Slovenian tourism business. In addition, many researchers agree that perceived value has a profound effect on the behavioral intentions of tourists (Khajehshahkoohi et al., 2022; Rodrigues et al., 2022). This study also includes price awareness, experience quality, perceived credibility, social impact and visit intentions (Levrini & Jeffman dos Santos, 2021). Therefore, the following can be assumed:

H_3: Perceived value affects revisit intentions positively and significantly.

2.4. Satisfaction

Tourist satisfaction is an assessment of tourist experience and has been extensively researched in tourism studies (Gao et al., 2020; Prayag & Ryan, 2012). According to Oliver (1999, 2015), customer satisfaction is the customer's response to the assessment of what a product can provide for the fulfillment of pleasant or unpleasant needs. Baker and Crompton (2000) and Nguyen et al. (2020) defined satisfaction as the emotional state of a tourist after experiencing a tourist trip. Albaity and Melhem (2017), Chen and Chen (2010) and Truong and Foster (2006) defined satisfaction as the result of the difference between expectations and what has been experienced. Whereas Albaity and Melhem (2017) and Pizam et al. (1978) defined satisfaction as the difference between pre-trip expectations, actual experiences and post-trip reflections. In general, satisfaction results from comparing expectations and performance before and after consumption (Oliver, 2015). According to Yoon and Uysal (2005), the concept of satisfaction in tourism can be understood as the difference obtained from comparing individual expectations and the actual tourist experience (Huete-Alcocer et al., 2019). It has been recognized that emotions can play an essential role in satisfaction. Affective attributes (i.e. post-consumption emotions) have also been added to its conceptualization (Gao et al., 2020; Rodríguez del Bosque et al., 2009). Thus, satisfaction is defined as 'cognitive-affective' originating from the experiences felt by consumers, and the hypothesis here is:

H_4: Satisfaction affects revisit intentions positively and significantly.

2.5. Revisit intentions

A fundamental comprehension of human decision-making behavior is provided by the theory of reasoned action (Fishbein & Ajzen, 1975) where behavioral intentions are reportedly impacted by attitudes and subjective norms. In the present context, 'attitude' denotes the degree to which an individual harbors a positive or negative assessment or judgement about behavior. Conversely, subjective norms symbolize societal expectations imposed by an individual's immediate social circle, including family, friends and relatives to either engage in or refrain from specific behavior. Thus, within the domain of the tourism sector, attitudes, beliefs and emotions regarding products or services are formed by consumers using their cognitive processes and perception.

According to Sparks (2007), within the tourism sector, consumers' tendency to visit a specific destination can be anticipated based on the degree to which they place importance on positive experiences and maintain favorable attitudes towards them. However, intentions to return can be influenced by a variety of factors, such as the type of tourism, location, features of the tourism industry, external factors and even marketing strategies (Rondan-Cataluña & Rosa-Diaz, 2014). Intentions to revisit reflect the level of willingness of the tourist.

3. Methodology

3.1. Measurement design

This study tries to explore the interrelationships among perceived price, perceived authenticity, perceived value, satisfaction and revisit intentions using a quantitative design (Ayazlar & Yüksel, 2018). The questionnaire was developed utilizing a Google Form and physical copies were disseminated throughout the Old City of Jakarta. A number of tourists evaluated each question to ensure that there were no ambiguities and that the questionnaire does not contain any double-meanings.

3.2. Sampling and data collection

An accidental sampling method was used, and only tourists who were encountered by the researcher were included in the sample. The minimum sample was 191 and derived for this study through the utilization of Cohen's table with 1% significance level (Hair et al., 2014). However, the researchers collected as many as 406 samples of tourists from the Old City of Jakarta. The questionnaire items were adapted from previous research conducted by See and Goh (2019).

3.3. Data screening

The questionnaire consists of eight parts. The first part describes personal aspects consisting of gender, age, last level of education completed, marital status, occupation and domicile of residence. The second part describes the experience of visiting (how many visits and with whom). The third describes the amount of monthly income earned. Questions four to eight are related to perceived price, perceived authenticity, perceived value, satisfaction and revisit intentions. Each variable item is provided with five answer choices ranging from *strongly disagree* (represented by the number 1), to *strongly agree* (represented by the number 5) (Nguyen, 2020). PLS-SEM was utilized to analyze all of the data with the most recent version of the SmartPLS application.

4. Result

4.1. Demographic profile

The respondents' demographics were analyzed descriptively including information regarding gender, age, education, marital status and monthly income, visit frequency and visit group. Data collection was conducted from February to the end of March 2022 with 406 of the 450 questionnaires being completed and valid. Furthermore, the information collected was processed using partial least squares structural equation modelling (PLS-SEM).

Based on Table 1, tourists are dominantly male, most were aged 21–25, usually referred to as generation Z, the influencer or technology generation. This enables the spreading of positive reviews about destinations via online or social media and electronic word of mouth which tourism businesses may use as a marketing strategy in the future. Mostly, they came to the Old City of Jakarta more than three times, and they went with friends or family.

Table 1. Demographic profile

Variables		N	Percentage
Gender	Male	250	61.6
	Female	156	38.4
Age	15–20 years old	111	27.3
	21–25 years old	130	32.0
	26–30 years old	54	13.3
	31–35 years old	31	7.6
	36–40 years old	37	9.1
	41–45 years old	14	3.4

	46–50 years old	9	2.2
	50 years old and above	20	4.9
Education	Elementary	9	2.2
	Middle school	75	18.5
	High school	197	48.5
	Diploma	20	4.9
	Bachelor	77	19.0
	Master	26	6.4
	Doctorate	2	0.5
Marital status	Single	250	61.6
	Married	145	35.7
	Widow/widower	11	2.7
Monthly income	No income	117	28.8
	Below Rp 3 million	100	24.6
	Rp 3 million–Rp 6 million	133	32.8
	Rp 6 million–Rp 9 million	38	9.4
	Rp 9 million–Rp 12 million	12	3.0
	Rp 12 million and above	5	1.2
Visit frequency	First time	89	21.9
	Second	84	20.7
	Third	46	11.3
	More than three	186	45.8
Visit group	Alone	26	6.4
	Friends/family/colleagues/partner	360	88.7
	Tour group	19	4.7

Source: authors.

4.2. Measurement and structural modelling

The data collected were processed using the partial least squares structural equation modelling (PLS-SEM). The design included numerous constructs that were evaluated for validity and reliability using measurement model evaluation.

The model evaluation is measured by factor loading and internal consistency reliability (composite reliability, Cronbach's alpha, rho_A). Convergent validity is measured by average variance extracted (AVE) and discriminant validity as assessed by crossloadings. Table 2 presents the factor loadings to describe the extent to which each indicator influences the construct they represent. Convergent validity testing is an essential component in assessing the relationship between an indicator and a construct, as determined through the examination of the loading factor and the AVE value. When the factor loading value exceeds 0.70 and the AVE value surpasses 0.50, an indicator can be considered to show convergent validity and to a high degree (Chin & Todd, 1995; Hair et al., 2019). Two statement items were eliminated because they did not meet the requirements for calculating factor loading. They are PEP1 (the museum ticket is cheap) and PEP11 (the average ticket price to museums is reasonable). In Table 2, both the factor loading value and the AVE value are equal to or exceed 0.70, consequently, it can be concluded that all variables fit the criteria for acceptable convergent validity. Therefore, the hypothesis measurement model can be relied upon to evaluate the relationship between constructs.

Table 3 presents the findings regarding the cross-loading values of the variables of perceived price, perceived authenticity, perceived value, satisfaction and revisit intentions among the question items. There is no association between question items whose values exceed the criterion.

Table 2. Factor loading for measurement model

Items	Convergent validity		
	Factor loading	Average variance extracted	Composite reliability
Perceived price (PEP) (modified – See & Goh, 2019)	–	0.64	0.95
PEP1: Museum tickets are cheap	–	–	–
PEP2: Culinary prices are affordable	0.76	–	–
PEP3: Souvenir prices are cheap	0.79	–	–
PEP4: The price for renting bicycles is cheap (Rp 20,000 per 30 minutes including colorful hats)	0.78	–	–
PEP5: The cost correlates with the level of service provided to visitors	0.76	–	–
PEP6: Culiunary costs represent its level of quality	0.84	–	–
PEP7: The cost of souvenirs correlates with a product's quality	0.81	–	–

Table 2 (cont.)

Items	Convergent validity		
	Factor loading	Average variance extracted	Composite reliability
PEP8: The rental fee for bicycles is proportional to the duration of the rental	0.78	–	–
PEP9: Culinary costs are affordable for all individuals	0.80	–	–
PEP10: The cost of bicycle rental is affordable for all individuals	0.76	–	–
PEP11: The average ticket price to museums is reasonable	–	–	–
PEP12: Culinary prices are reasonable	0.84		
PEP13: Rental bicycle prices are reasonable	0.84		
Perceived authenticity (PEA) (modified – Ramkissoon et al., 2011; See & Goh, 2019)	–	0.64	0.91
PEA1: In my opinion, the museum as an old building in the Old City of Jakarta has its own history	0.78	–	–
PEA2: I think the restaurant/cafe as an old building in the Old City of Jakarta has its own history	0.81	–	–
PEA3: In my opinion, old structures in the Old City of Jakarta have been officially designated as historic by the Indonesian History Agency	0.84	–	–
PEA4: In my opinion, the historic structures in the Old City of Jakarta have been designated by UNESCO as a World Heritage Site	0.75	–	–
PEA5: In my opinion, the museum in the Old City of Jakarta has its own history	0.79	–	–
PEA6: In my opinion, cafes and restaurants in the Old City of Jakarta repurpose historic structures	0.81	–	–
Perceived value (PEV) (modified – Chiang & Jang, 2007; See & Goh, 2019)	–	0.78	0.91
PEV1: It is an important privilege to visit Old City of Jakarta	0.89	–	–
PEV2: It is a worthwhile experience to visit the Old City of Jakarta	0.89	–	–
PEV3: Visiting the Old City of Jakarta was an experience that surpassed all my expectations	0.87	–	–
Satisfaction (SAT) (modified – Huete-Alcocer et al., 2019; Yoon & Uysal, 2005)	–	0.59	0.93
SAT1: A visit to the Old City of Jakarta provided me with a more profound comprehension of the city's history	0.77	–	–
SAT2: A visit to the Old City of Jakarta lived up to my expectations	0.79	–	–
SAT3: I really enjoyed visiting the Old City of Jakarta	0.78	–	–
SAT4: Visiting the Old City of Jakarta is well worth the time spent away from home	0.76	–	–
SAT5: It is completely worthwhile to visit the Old City of Jakarta	0.78	–	–
SAT6: It was absolutely worthwhile to spend money to see the Old City of Jakarta	0.74	–	–
SAT7: Overall, I feel satisfied visiting the Old City of Jakarta	0.79	–	–
SAT8: Overall, the services (facilities, service performance) provided by museum/restaurant employees in the Old City of Jakarta are very satisfying	0.76	–	
SAT9: By visiting the Old City of Jakarta, I have a better visiting experience than for other destinations in Jakarta (Monas, Ancol, Istiqlal Mosque)	0.73	–	–
Revisit intentions (REI) (modified – Pai et al., 2020)	–	0.74	0.92
REI1: I will revisit the Old City of Jakarta in the future	0.87	–	–
REI2: Revisiting the Old City of Jakarta will bring benefits to me	0.88	–	–
REI3: I will come more often to the Old City of Jakarta	0.81	–	–
REI4: I would recommend the Old City of Jakarta to family, friends and coworkers	0.88	–	–

Source: authors.

Table 3. Cross-loading

Items	Perceived price (PEP)	Perceived authenticity (PEA)	Perceived value (PEV)	Satisfaction (SAT)	Revisit intentions (REI)
PEP1	–	–	–	–	–
PEP2	**0.76**	0.42	0.46	0.58	0.50
PEP3	**0.79**	0.45	0.46	0.56	0.46
PEP4	**0.78**	0.44	0.42	0.52	0.44
PEP5	**0.77**	0.58	0.56	0.66	0.58
PEP6	**0.84**	0.57	0.56	0.64	0.54
PEP7	**0.81**	0.58	0.58	0.60	0.56
PEP8	**0.78**	0.56	0.54	0.57	0.55
PEP9	**0.80**	0.55	0.47	0.56	0.49
PEP10	**0.76**	0.50	0.52	0.53	0.49
PEP11	–	–	–	–	–
PEP12	**0.84**	0.55	0.53	0.59	0.55
PEP13	**0.84**	0.52	0.51	0.58	0.54
PEA1	0.48	**0.78**	0.51	0.52	0.55
PEA2	0.56	**0.81**	0.55	0.52	0.56
PEA3	0.52	**0.84**	0.59	0.56	0.57
PEA4	0.52	**0.76**	0.53	0.51	0.58
PEA5	0.47	**0.80**	0.56	0.48	0.56
PEA6	0.58	**0.81**	0.56	0.57	0.56
PEV1	0.54	0.66	**0.89**	0.63	0.70
PEV2	0.55	0.60	**0.89**	0.63	0.66
PEV3	0.60	0.56	**0.87**	0.67	0.66
SAT1	0.49	0.53	0.53	**0.77**	0.62
SAT2	0.50	0.50	0.56	**0.79**	0.58
SAT3	0.52	0.52	0.57	**0.78**	0.59
SAT4	0.47	0.47	0.51	**0.76**	0.49
SAT5	0.49	0.49	0.54	**0.78**	0.53
SAT6	0.51	0.51	0.56	**0.74**	0.54
SAT7	0.56	0.56	0.63	**0.79**	0.62
SAT8	0.51	0.51	0.57	**0.76**	0.58
SAT9	0.50	0.50	0.56	**0.74**	0.61
REI1	0.53	0.63	0.67	0.65	**0.87**
REI2	0.56	0.61	0.67	0.65	**0.88**
REI3	0.59	0.57	0.61	0.62	**0.81**
REI4	0.58	0.63	0.66	0.65	**0.88**

Source: authors.

5. HYPOTHESIS TESTING

The structural model test consists of three tests: R-squared, path coefficient, and t-test (significance). The R^2 test was used to determine how much influence independent factors had on the dependent variable and can be seen in Table 4, while the path coefficient test and t-test (significance) were conducted to test whether or not the hypotheses constructed in this study were proven.

Table 4. Inner model

Variable	Original sample	Sample mean (*M*)	Standard deviation	*t*-statistic	*p*-values
Perceived price → satisfaction	0.39	0.39	0.05	7.66	0.00
Perceived authenticity → satisfaction	0.14	0.14	0.06	2.54	0.01
Perceived value → satisfaction	0.38	0.38	0.05	7.06	0.00
Satisfaction → revisit intentions	0.75	0.75	0.03	26.97	0.00

Source: authors.

Based on Figure 2 and Table 4, the original sample of the perceived price variable has a positive influence (0.393) and is more significant than an alpha value of 0.05 (5%) on satisfaction and has a *p*-value of 0.000. This means that the first hypothesis (perceived price influences satisfaction) is therefore supported. The perceived authenticity variable has a positive influence (0.144) on satisfaction and has a *p*-value of 0.011. This means that the second hypothesis, that there is an influence between perceived authenticity and satisfaction, is supported. The perceived value variable has a positive influence (0.377) on satisfaction and has a *p*-value of 0.000. This indicates that the third hypothesis, which states an influence between perceived value and satisfaction, is supported. The satisfaction variable has a positive effect (0.747) on revisit intentions and has a *p*-value of 0.000, so the fourth hypothesis states that it is supported as well.

Figure 2. Results of testing hypothetical model
Source: authors

6. DISCUSSION AND IMPLICATIONS OF STUDY

Based on Figure 2 and Table 4, the first hypothesis (H_1) is supported, perceived price has a positive and significant effect on satisfaction. Domestic tourists will feel satisfied, which leads to an intention to visit again if they think that the prices offered on heritage town tours are cheap and appropriate (museum ticket, culinary delights, souvenirs and bicycle rental). The results of this study are also in line with research by Chiang and Jang (2007), Li et al. (2013) and See and Goh (2019) on heritage hotel tourism. They found that tourists may perceive hotel room pricing as inexpensive, despite significantly higher prices as tourists prefer a heritage hotel that offers a unique experience. In line with See and Goh (2019), culinary prices in the Old City of Jakarta are considered affordable and follow the taste of traditional Betawi cuisine including gado-gado, kerak telor, asinan Jakarta, Rujak Pengantin, Soto Betawi, Nasi Goreng, Sop Buntut, Sate Ayam, Bakso, Bir Pletok. Chinese and European ethnic cuisine menus (such as Dimsum, Chinese noodles, Kung pao chicken, and various pastas) are also served in several restaurants i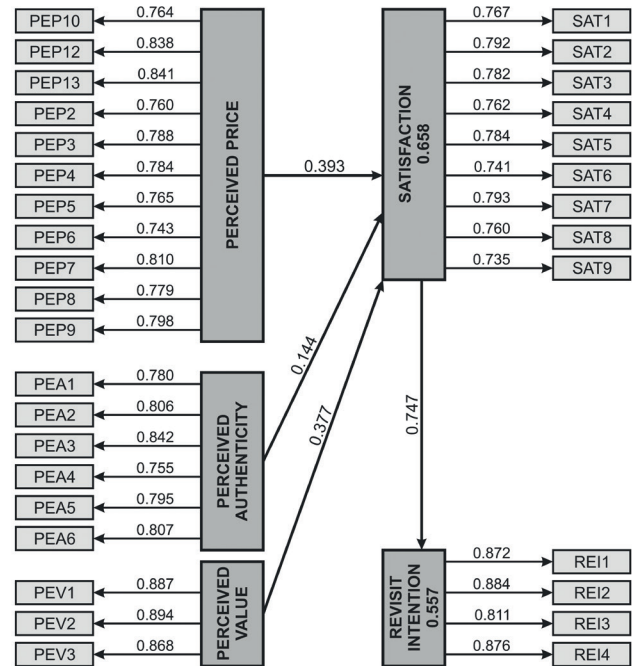n the Old City to introduce the cultural flavors that built Jakarta's Old City. There is also Café Batavia, which has a traditional Dutch colonial décor and it is popular with Dutch tourists. Dutch European specialties are provided, such as Erwtensoup, Poffertjis and other European specialties that satisfy international tourist tastes while remaining affordable. These can be prepared by chefs brought directly from European countries bringing food with tastes identical to the original. The Old City of Jakarta has a selection of cuisines from all around the archipelago and the prices remain affordable to the domestic tourist.

The price for bicycle rental, the typical vehicle for the Old City of Jakarta, is also considered reasonable, only 20,000 rupiah for 30 minutes. Tourists can take pictures in the style of the former Dutch and feel the sensation of living in the Dutch colonial period. The Onthel Bike Community was deliberately formed and managed under the supervision of the Old City of Jakarta and in collaboration with several other communities such as Sculpture Humans, Astrologers and Creative Painters. Furthermore, Onthel bicycle is expected to become

a favorite for young couples as a pre-wedding photo theme or as a background for school yearbook photos.

The second hypothesis (H_2) concludes that perceived authenticity positively and significantly affects satisfaction. This is in line with the research conducted by See and Goh (2019) and Zhang et al. (2021) who believe that perceived authenticity can improve by including dramatic elements into hotel design, materials, exhibits and furnishings. In the Old City of Jakarta, the domestic tourist believes that the buildings are original structures from the Dutch colonial era where they have received extra attention to protect their authenticity and sustainability. Tourists believe that the Indonesian government has acknowledged this as a cultural and historical landmark. Although United Nations Educational, Scientific and Cultural Organization (UNESCO) has yet to officially recognize the Old City of Jakarta, the Indonesian government is still striving to convince the United Nations (UN) organization to designate it as a world cultural heritage site and since 2016, the Indonesian government has worked to make Old City one of the top ten tourist destinations in Indonesia (Lee & Syah, 2018).

The third hypothesis (H_3) concludes that the effect between perceived value and satisfaction is positive and significant. The finding is consistent with those of Hsieh (2012) and See and Goh (2019) who verified that perceived value influences revisit intentions. Domestic tourists believe that visiting Old City of Jakarta provides a worthwhile experience by returning to the Dutch colonial period. Due to the daptive reuse concept, the structures remain in excellent condition, an attraction not found in other destinations in Jakarta (Aigwi et al., 2020). The experience of cycling while enjoying the fresh air (the Old City of Jakarta is emission-free), snapping selfies and enjoying the works of street artists (antique paintings, souvenirs, live music) is seen as worthwhile regardless of cost, time and effort. There is a community of fortune-tellers who share their sensations when tourists use their services to predict their future fate.

Tourists believe that visiting the Old City of Jakarta has a significant purpose. This might be read to suggest that the old structures inherited from the Dutch colonial authority, as well as the exhibits on show in the museum, have deep significance in the history of the Indonesian people's struggle. The Sijagur cannon, dungeons, the statue of the god Hermes, and even antique furniture from the Dutch colonial era have their own mystery stories. The third hypothesis concludes that perceived value has a positive and significant effect on revisit intentions. In line with the research conducted by See and Goh (2019), respondents believe the Old City is a historically significant tourist attraction worth visiting. Historic buildings from the Dutch colonial era have a vital historical significance

and visitors can learn how the city of Jakarta was built during the Dutch colonial era; their experience is considered commensurate. In contrast to other popular destinations in Jakarta, the Old City offers an authentic experience that is believed to exceed expectations.

The fourth hypothesis (H_4) concludes that satisfaction has a positive and significant influence on revisit intentions. This indicates that domestic tourists are satisfied when visiting the Old City of Jakarta as it offers an overview of the heritage tourism destination that tourists expect (Mandić & Kennell, 2021; Wang et al., 2021). Cheap entrance and culinary pricing, a variety of culinary tastes, the authenticity of the buildings and the historical objects on show, a cozy setting and easy transit are some of the benefits that contribute to tourist satisfaction.

7. Conclusion

From the results of the discussion described, it can be concluded that preserving historic buildings in a big city like Jakarta supports the success of historical tourist destinations. Tourists will feel satisfied if the perceived price, perceived authenticity and perceived value are closer to their expectations of historical destinations. The higher the level of satisfaction among domestic tourists, the higher the rate of repeat visits to certain tourist destinations.

The conclusion of this study provides information to stakeholders such as the Jakarta city government and the Ministry of Tourism to maintain and preserve cultural heritage buildings as historical tourist destinations. Stakeholders should prioritize the preservation and maintenance of such buildings in Jakarta, especially in the Old City. The strategy designating it as one of the top ten tourist destinations can be more strongly focused on increasing tourist visits. Adaptive reuse of cultural heritage buildings is also an effort to preserve them. Many are abandoned, not maintained, and even owned by private agencies or individuals who do not understand their importance. The government has carried out the reuse of buildings without changing their original form but needs focus and improvement in its implementation. This is achieved as one of the programs to increase the commercialization of historical tourist destinations so that business activities can help preserve such buildings. It is also hoped that this research can be considered by UNESCO to inaugurate the Old City of Jakarta as a world-historical heritage site.

Special promotions or unique events can be implemented to attract repeat visitors while marketing campaigns can highlight the unique historical and cultural features of the Old City of Jakarta, emphasizing its significance as a must-visit destination.

In promoting the commercialization of historical tourist destinations as a sustainable means to fund preservation activities guided tours, cultural events and souvenir shops can contribute to maintenance and restoration the historical structure and revisit intentions of tourist.

The researchers consider that this study has significant limitations. It focuses exclusively on one of Indonesia's most popular tourist destinations and only addresses such destinations in the Indonesian capital with domestic tourists as the subject. It is hoped that future studies will focus on broader topics such as city branding or intelligent cities, as well as foreign tourists.

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