



Midocean University

College of Management

Master of Business Administration

Assessment of Visitor Satisfaction with the Quality of Entertainment

Activities Provided at Riyadh Season and its Relation to Revisit

Intention: A Cross-Sectional Study

by

Talal Khamis Alanazi

Supervisor:

Dr. Al Faisal Abdulhamid Mohammed Hassan

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Abstract

Background: As part of Saudi Arabia's Vision 2030 initiative to diversify its economy and promote tourism, Riyadh Season has emerged as one of the Kingdom's largest and most ambitious entertainment events. However, understanding visitor satisfaction with the quality of entertainment activities and how this influences their intention to revisit remains underexplored. **Aims:** This study aims to assess visitor satisfaction with entertainment quality at Riyadh Season and examine its relationship with revisit intention, offering both theoretical insight and practical guidance for event organizers and policymakers. **Methodology:** A quantitative, cross-sectional design was employed using a structured questionnaire distributed to 384 visitors at Riyadh Season. The instrument measured three key constructs: Perceived Entertainment Quality (EQ), Visitor Satisfaction (VS), and Revisit Intention (RI), each comprising 10 items rated on a five-point Likert scale. Descriptive statistics, Pearson correlation, independent t-tests, and ANOVA were applied using SPSS Version 26 to analyze the data. **Findings:** The findings indicated that most respondents reported moderate levels of entertainment quality ($M = 30.70$), satisfaction ($M = 31.28$), and revisit intention ($M = 30.41$). Strong, positive, and statistically significant correlations were found between EQ and VS ($r = .972$), VS and RI ($r = .977$), and EQ and RI ($r = .948$), supporting the study's hypotheses. Additionally, significant differences in all three variables were observed across age, education, income, employment status, and nationality, but not gender. **Conclusions:** This study contributes to the limited body of research on entertainment tourism in the Middle East by offering a validated framework linking entertainment quality, satisfaction, and revisit behavior. It provides actionable insights for event organizers, marketers, and policymakers to improve event planning and management. Future research is encouraged to adopt longitudinal or mixed-method approaches and explore emerging variables such as emotional engagement, digital interaction, and cultural authenticity.

Keywords: *visitor satisfaction, entertainment quality, revisit intention, Riyadh Season, tourism experience, Vision 2030, Saudi Arabia*

الملخص

الخلفية: في إطار مبادرة رؤية السعودية 2030 لتنويع الاقتصاد وتعزيز السياحة، برز موسم الرياض كأحد أكبر وأهم الفعاليات الترفيهية في المملكة. ومع ذلك، لا يزال فهم رضا الزوار عن جودة الأنشطة الترفيهية وتأثيره على نية إعادة الزيارة مجالاً غير مستكشف بشكل كافٍ. **الهدف:** تهدف هذه الدراسة إلى تقييم رضا الزوار عن جودة الترفيه في موسم الرياض، ودراسة العلاقة بين الرضا ونية إعادة الزيارة، وذلك لتقديم رؤى نظرية وتوجيهات عملية لمنظمي الفعاليات وصناع السياسات.

المنهجية: تم استخدام تصميم كمي مقطعي من خلال استبيان منظم وزع على 384 زائراً لموسم الرياض. تم قياس ثلاثة متغيرات رئيسية: جودة الترفيه المتصورة (EQ)، رضا الزوار (VS)، ونية إعادة الزيارة (RI)، من خلال 10 بنود لكل متغير باستخدام مقياس ليكرت خماسي. تم تحليل البيانات باستخدام الإحصاء الوصفي، ومعامل ارتباط بيرسون، واختبارات (t) المستقلة وتحليل التباين (ANOVA) باستخدام برنامج SPSS إصدار 26.

النتائج: أظهرت النتائج أن معظم المشاركين أبلغوا عن مستويات معتدلة من جودة الترفيه ($M = 30.70$)، والرضا ($M = 31.28$)، ونية إعادة الزيارة ($M = 30.41$). كما وجدت علاقات ارتباط قوية وإيجابية ودالة إحصائية بين جودة الترفيه والرضا ($r = .972$)، وبين الرضا ونية إعادة الزيارة ($r = .977$)، وبين جودة الترفيه ونية إعادة الزيارة ($r = .948$)، مما يدعم فرضيات الدراسة. بالإضافة إلى ذلك، لوحظت فروق دالة في المتغيرات الثلاثة بناءً على العمر، والتعليم، والدخل، والحالة الوظيفية، والجنسية، بينما لم يكن هناك فرق دال إحصائيًا بالنسبة للجنس. **الاستنتاجات:** تساهم هذه الدراسة في إثراء الأدبيات المحدودة المتعلقة بالسياحة الترفيهية في منطقة الشرق الأوسط من خلال تقديم إطار مُعتمد يربط بين جودة الترفيه، ورضا الزوار، والسلوك المتعلق بإعادة الزيارة. وتقدم الدراسة توصيات عملية مفيدة لمنظمي الفعاليات والمسوقين وصناع السياسات لتحسين تخطيط وإدارة الفعاليات. كما تشجع على إجراء أبحاث مستقبلية باستخدام مناهج طولية أو مختلطة، واستكشاف متغيرات جديدة مثل التفاعل العاطفي والتفاعل الرقمي والأصالة الثقافية.

Table of contents

Abstract.....	2
المخلص.....	3
Table of contents	4
List of Tables	7
List of Figures.....	7
List of Abbreviations	8
Chapter 1: Introduction	9
1.1 Background	9
1.2 Statement of the Problem	10
1.3 Research Objectives	11
1.3.1 General Objective	11
1.3.2 Specific Objectives	11
1.4 Research Questions	12
1.5 Research Hypotheses.....	12
1.6 Definitions of Key Terms.....	13
1.7 Theoretical Model	13
1.8 Summary	14
Chapter 2: Literature Review	15
2.1 Introduction	15
2.2 Dependent Variables	15
2.2.1 Visitor Satisfaction.....	15
2.2.2 Revisit Intention.....	17
2.3 Independent Variable	19
2.3.1 Perceived Entertainment Quality (EQ)	19
2.4 Summary of Previous Studies	23
2.5 Contribution of the Current Study Compared to Previous Work.....	31
2.6 Gaps Identified in Existing Literature	33
2.7 Chapter Summary.....	33
Chapter 3: Methodology.....	34

3.1	Introduction	34
3.2	Research Design	34
3.3	Study Setting	34
3.4	Target Population and Sampling	35
3.4.1	Target Population	35
3.4.2	Inclusion and Exclusion Criteria	35
3.4.3	Sampling Technique	35
3.4.4	Sample Size Calculation	35
3.5	Data Collection Instrument	36
3.6	Pilot Testing	37
3.7	Data Collection Procedure	38
3.8	Data Analysis	38
3.9	Ethical Considerations	39
3.10	Chapter Summary	39
Chapter 4:	Results	40
4.1	Introduction	40
4.2	Descriptive Statistics (Demographic Characteristics)	40
4.3	Perceived Entertainment Quality (EQ)	41
4.4	Visitor Satisfaction (VS)	43
4.5	Revisit Intention (RI)	45
4.6	Relationships between Perceived Entertainment Quality, Visitor Satisfaction, and Revisit Intention	47
4.7	Comparison of Perceived Entertainment Quality, Visitor Satisfaction, and Revisit Intention by Demographic Characteristics	48
Chapter 5:	Discussion	51
5.1	Introduction	51
5.2	Perceived Entertainment Quality (EQ)	51
5.3	Revisit Intention (RI)	56

5.4	Implications for Practice	59
5.5	Limitations of the Study	60
5.6	Recommendations for Future Research	61
5.7	Conclusion.....	62
References.....		63
Appendixes.....		70

List of Tables

Table No.	Title	Page No.
Table 1	Reliability Statistics (Cronbach's Alpha)	34
Table 2	Demographic Characteristics of Respondents (n = 384)	37
Table 3	Respondents' Perceptions of Entertainment Quality at Riyadh Season (N = 384)	39
Table 4	Respondents' Level of Satisfaction with Riyadh Season (N = 384)	41
Table 5	Levels of Visitor Satisfaction (N = 384)	42
Table 6	Respondents' Revisit Intentions toward Riyadh Season (N = 384)	43
Table 7	Levels of Revisit Intention (N = 384)	44
Table 8	Correlation Matrix among Perceived Entertainment Quality, Visitor Satisfaction, and RI (N = 384)	44
Table 9	Comparison of EQ, VS, and RI Scores by Demographic Characteristics (N = 384)	46

List of Figures

Figure No.	Title	Page No.
Figure 1	Distribution of Respondents by Gender	71
Figure 2	Distribution of Respondents by Age	71
Figure 3	Distribution of Respondents by Nationality	72
Figure 4	Distribution of Respondents by Education Level	73
Figure 5	Distribution of Respondents by Employment Status	74
Figure 6	Distribution of Respondents by Monthly Income	74

List of Abbreviations

Abbreviation	Full Term
ANOVA	Analysis of Variance
EDT	Expectancy-Disconfirmation Theory
EQ	Perceived Entertainment Quality
GEA	General Entertainment Authority
M	Mean
MBA	Master of Business Administration
n	Number of Respondents
p	Probability Value (Significance Level)
RI	Revisit Intention
r	Pearson Correlation Coefficient
SA	Strongly Agree
SD	Standard Deviation / Strongly Disagree (based on context)
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behavior
VS	Visitor Satisfaction
WoM	Word of Mouth

Chapter 1: Introduction

1.1 Background

The Riyadh Season is a major entertainment event held annually in Riyadh, Saudi Arabia, as part of the Kingdom's efforts to diversify its economy and transform its image as a destination for tourism, which includes entertainment beyond its historical focus on religious tourism (Al-Khaldy et al., 2022; Aliedan et al., 2021). The event features a wide range of entertainment activities, including concerts, festivals, cultural exhibitions, and sports events, aimed at attracting both local and international visitors (Al-Khaldy et al., 2022; Aliedan et al., 2021).

The success of the Riyadh Season is crucial for the Kingdom's tourism industry, as it contributes to the country's goal of becoming a leading global destination for entertainment and leisure (Al-Khaldy et al., 2022; Aliedan et al., 2021). However, comprehensive research on the quality of the entertainment activities provided and their impact on visitor satisfaction and revisit intentions remains limited (Al-Khaldy et al., 2022; Aliedan et al., 2021). Previous research has examined various factors that influence visitor satisfaction and revisit intentions in the context of mega-events, including event image, experience quality, and perceived value Alghamdi et al., 2021; Jeong & Kim, 2019). Studies have also explored the role of social media and visitor behavior theories in shaping intentions to attend events (Al-Khaldy et al., 2022). Furthermore, research has indicated the significance of considering seasonal variations in factors such as weather conditions and travel patterns when studying visitor experiences (Alkhamis et al., 2018; Amer et al., 2018; Khayat et al., 2023). Understanding visitor satisfaction with specific entertainment experiences thus becomes crucial in strategically planning future events and enhancing competitive positioning within regional and global tourism markets.

1.2 Statement of the Problem

Despite the importance of the Riyadh Season for the Kingdom's tourism industry, there is a lack of thorough research on the factors that influence visitor satisfaction with the quality of entertainment activities offered and their impact on revisit intentions. Understanding these factors is crucial for event organizers to enhance the appeal of the Riyadh Season, improve visitor experiences, and ultimately encourage repeat visits (Al-Khaldy et al., 2022; Aliedan et al., 2021; Alghamdi et al., 2021; Jeong & Kim, 2019).

Moreover, the potential effects of seasonal variations on visitor satisfaction and revisit intentions have not been adequately examined in relation to the Riyadh Season (Alkhamis et al., 2018; Amer et al., 2018; Khayat et al., 2023). Seasonal factors, such as temperatures and crowd density, can significantly influence the quality of the entertainment experience and overall visitor satisfaction (Alkhamis et al., 2018; Amer et al., 2018; Khayat et al., 2023). Therefore, this study aims to assess visitor satisfaction with the quality of entertainment activities provided at the Riyadh Season and its relation to revisit intention, while also considering how seasonal variations may impact these factors.

1.3 Important of the Study

This research significantly contributes to both theoretical and practical dimensions. Academically, it extends the understanding of event and entertainment tourism by assessing specific entertainment quality dimensions affecting visitor satisfaction and revisit intentions, particularly within the Saudi Arabian context—a region relatively underrepresented in existing tourism research.

Practically, the study provides event organizers, tourism stakeholders, and policymakers with valuable empirical insights into visitor experiences at Riyadh Season, informing evidence-based decision-making to enhance future events. Ultimately, the findings can lead to improved visitor experiences, strengthened visitor loyalty, increased economic benefits, and enhanced global positioning for Riyadh as a tourism destination.

1.3 Research Objectives

1.3.1 General Objective

The general objective of this study is to assess visitor satisfaction regarding the quality of entertainment activities provided at Riyadh Season and to explore its relationship with visitors' intention to revisit the event.

1.3.2 Specific Objectives

The specific objectives of the research are:

1. To evaluate visitors' perceptions of the quality of entertainment activities provided during Riyadh Season.
2. To measure the level of visitor satisfaction concerning the entertainment activities experienced at Riyadh Season.
3. To determine the revisit intention among visitors who attended Riyadh Season.
4. To examine the relationship between perceived entertainment quality, visitor satisfaction, and visitors' revisit intention at Riyadh Season.
5. To identify differences in perceived entertainment quality, visitor satisfaction, and revisit intention according to demographic characteristics (gender, age, nationality, educational level, employment status, and monthly income).

1.4 Research Questions

1. What are visitors' perceptions regarding the quality of entertainment activities provided at Riyadh Season?
2. What is the level of visitor satisfaction with the entertainment activities experienced at Riyadh Season?
3. What is the extent of visitors' intention to revisit Riyadh Season events in the future?
4. Is there a significant relationship between perceived entertainment quality, visitor satisfaction, and visitors' revisit intention at Riyadh Season?
5. Do demographic characteristics (gender, age, nationality, educational level, employment status, and monthly income) significantly influence perceived entertainment quality, visitor satisfaction, and revisit intention among Riyadh Season visitors?

1.5 Research Hypotheses

The study formulates the following hypotheses based on the research objectives and literature review:

H1: There is a significant positive relationship between perceived entertainment quality dimensions and visitor satisfaction at Riyadh Season.

H2: Visitor satisfaction significantly and positively predicts visitors' intention to revisit Riyadh Season.

1.6 Definitions of Key Terms

Visitor Satisfaction: An individual's emotional response and evaluative judgment resulting from the comparison between expected and actual experiences with entertainment activities at Riyadh Season (Oliver, 2010).

Entertainment Quality: Visitor perceptions regarding the excellence and superiority of entertainment activities, including aspects such as diversity, uniqueness, accessibility, organization, atmosphere, safety, and available facilities at Riyadh Season (Lee & Min, 2016).

Revisit Intention: The expressed likelihood or willingness of visitors to attend future Riyadh Season events, based on their current visit experiences (Kim, Duncan, & Chung, 2015).

1.7 Theoretical Model

This study integrates two robust theoretical models: Oliver's Expectancy-Disconfirmation Theory (EDT) and Ajzen's Theory of Planned Behavior (TPB) (Ajzen, 1991; Oliver, 1980). EDT elucidates visitor satisfaction by analyzing expectations versus perceived performance, essential for assessing entertainment quality and satisfaction relationships. TPB provides the framework to understand visitors' revisit intentions, highlighting satisfaction (attitude), subjective norms (social influence), and perceived behavioral control (ability and convenience of revisiting) as key predictors. Integrating these theories provides a comprehensive lens for analyzing how entertainment quality dimensions influence visitor satisfaction and how visitor satisfaction subsequently impacts revisit intentions.

1.8 Summary

Chapter one introduces the context of the research, clearly outlining the study's relevance within the Saudi Arabian event tourism sector, particularly Riyadh Season. It delineates the research problem, emphasizes the significance of the study, and explicitly states the objectives, research questions, and hypotheses. By providing a clear and comprehensive foundation, this chapter guides subsequent chapters to systematically address visitor satisfaction and revisit intentions related to entertainment quality, ultimately contributing to the theoretical body of knowledge and practical enhancements in event tourism management.

Chapter 2: Literature Review

2.1 Introduction

This chapter presents an extensive review of relevant literature to provide theoretical insights and empirical evidence on visitor satisfaction, perceived entertainment quality, and revisit intention within the context of entertainment tourism. Specifically, this review synthesizes previous research findings and identifies the prevailing gaps that this study intends to bridge. Furthermore, it explicates the theoretical framework guiding the present research, thereby laying a robust foundation for understanding how the quality of entertainment activities affects visitor satisfaction and their subsequent revisit intentions, particularly within the context of Saudi Arabia's Riyadh Season.

2.2 Dependent Variables

2.2.1 Visitor Satisfaction

Visitor satisfaction is one of the most widely studied constructs in tourism and hospitality research, serving as a critical outcome variable and predictor of post-visit behaviors such as loyalty, revisit intention, and word-of-mouth promotion (Yoon & Uysal, 2005; Oliver, 2010). It is generally conceptualized as a cognitive and affective judgment that arises from the comparison between visitors' pre-visit expectations and their actual experiences during the visit (Oliver, 1980). In this context, satisfaction is not merely a reactive response but a key evaluative outcome that shapes overall destination appraisal and future behavioral intentions (Chen & Chen, 2010).

The foundational model guiding much of the satisfaction literature is the Expectancy-Disconfirmation Theory (EDT) (Oliver, 1980), which posits that satisfaction results from the discrepancy between expectations and perceived performance. A positive disconfirmation—when experiences exceed expectations—

leads to satisfaction, while negative disconfirmation results in dissatisfaction. This model has been widely adopted in tourism settings, including theme parks, heritage sites, natural parks, and mega-events (Liang & Li, 2023; Wu et al., 2021).

A robust body of empirical work supports the notion that various quality dimensions—such as entertainment quality, service reliability, safety, information availability, and aesthetic appeal—directly influence visitor satisfaction (Yayla et al., 2023; Wang et al., 2025). In the context of mega-events, Sorrentino et al. (2020) found that event experience significantly influenced satisfaction, which in turn predicted post-event loyalty behaviors. Similarly, Libre et al. (2022) demonstrated that satisfaction mediated the relationship between perceived value and revisit intention, underscoring its central role in tourism behavior models.

Moreover, satisfaction is increasingly understood to be multidimensional. According to Rebuya and Meñez (2024), satisfaction in park settings depends not only on functional aspects such as facilities and security but also on intangible components like cultural preservation, emotional resonance, and escapist experiences. In the tourism context of developing countries, such as in Ethiopia (Bayih & Singh, 2020), satisfaction was found to mediate the effect of both push (internal motivations) and pull (destination attractiveness) factors on revisit intention, suggesting that destination features must align with visitor motives to generate favorable satisfaction outcomes.

In the Saudi context, Aliedan et al. (2021) revealed a more complex picture. While cities-based entertainment quality positively influenced destination image and experience quality, its direct effect on satisfaction was insignificant. Instead, image and experience served as mediating constructs. This indicates that in emerging tourism

markets, visitors' emotional and symbolic interpretations of a destination may weigh more heavily than raw entertainment content in shaping satisfaction.

Taken together, these findings suggest that visitor satisfaction is not a passive response but a strategic variable, influenced by a constellation of quality perceptions, destination attributes, and emotional experiences. For organizers of events like Riyadh Season, understanding and enhancing the elements that feed into visitor satisfaction is essential for cultivating loyalty and competitive differentiation.

2.2.2 Revisit Intention

Revisit intention refers to a visitor's stated likelihood or willingness to return to a destination or event in the future. It is a critical behavioral outcome and a proxy for loyalty in tourism marketing research (Chen & Funk, 2010; Kim, Duncan, & Chung, 2015). Revisit intention is influenced by both cognitive evaluations (e.g., satisfaction, quality perceptions) and affective responses (e.g., emotional attachment, enjoyment).

The Theory of Planned Behavior (TPB) (Ajzen, 1991) provides a theoretical lens for understanding revisit intention. According to TPB, intention to engage in a behavior (such as revisiting) is determined by three factors: attitude toward the behavior (influenced by satisfaction and value), subjective norms (influenced by social and cultural expectations), and perceived behavioral control (related to accessibility, cost, and convenience). In event tourism, revisit intention is often framed as an attitudinal loyalty construct, strongly shaped by prior experiences and satisfaction levels.

Empirical research supports this conceptualization. Libre et al. (2022) found that satisfaction strongly predicts revisit intention and mediates the impact of tourist experiences and perceived value. Liang and Li (2023), in their study of Shanghai Disneyland, confirmed that emotionally positive experiences and perceived

entertainment quality had strong effects on repeat visitation. Sorrentino et al. (2020) also emphasized that revisit intentions were shaped not only by satisfaction but by emotional involvement, cultural fit, and demographic factors.

Several studies highlight the influence of psychological and affective dimensions. For example, Wang et al. (2025) reported that escapism and aesthetic pleasure were more powerful predictors of revisit intention than traditional entertainment and educational factors. Similarly, Yayla et al. (2023) showed that perceived emotional value enhanced satisfaction, which in turn significantly increased revisit and recommendation behaviors. These findings suggest that revisit intention is strongly tied to how emotionally immersive and personally meaningful the tourism experience is.

The impact of digital engagement, especially electronic word-of-mouth (eWOM), has also become significant. Li, Li, and Zhou (2025) used a hybrid SEM-ANN approach and identified eWOM as the strongest predictor of revisit intention among university students in sports tourism, followed by satisfaction and enjoyment. The study emphasized the modern tourist's reliance on peer reviews and online content in shaping loyalty behaviors.

Context-specific findings further enrich this picture. For instance, in Saudi Arabia, Aliedan et al. (2021) found that revisit intention was indirectly influenced by entertainment quality, mediated by destination image and perceived experiential quality. Meanwhile, in Malaysia, Seow et al. (2024) identified that emotionally rich and health-focused wellness experiences significantly triggered revisit intention and were often promoted through eWOM, showing the synergy between experience quality, satisfaction, and digital communication.

Importantly, revisit intention is not universal and may vary according to demographic and cultural variables. Studies such as Duan and Wu (2024) and Dash (2024) demonstrated that environmental stimuli and emotional perceptions significantly influenced revisit behavior in event contexts, and that cultural resonance and national hospitality could enhance these effects. This supports the importance of culturally adaptive tourism strategies.

In summary, both visitor satisfaction and revisit intention serve as critical dependent variables in tourism and event research. Satisfaction operates as both an outcome and a mediator, influenced by multiple facets of perceived experience quality. Revisit intention reflects future behavioral loyalty and is shaped by satisfaction, emotional experience, and digital engagement. Together, these constructs offer a robust framework for assessing the success of tourism products like Riyadh Season, and for guiding future improvements in destination management, marketing strategy, and policy development.

2.3 Independent Variable

2.3.1 Perceived Entertainment Quality (EQ)

Perceived entertainment quality is a multidimensional construct that reflects visitors' evaluation of the excellence, uniqueness, and value of entertainment offerings within a tourism or event context. In modern tourism literature, EQ is increasingly recognized as a primary antecedent of both visitor satisfaction and behavioral intentions, including revisit intention, word-of-mouth promotion, and loyalty (Lee & Min, 2016; Tanford & Jung, 2017). The construct encompasses both tangible and intangible attributes—ranging from the diversity and organization of activities to atmosphere, accessibility, and emotional engagement.

The roots of perceived quality in the tourism field draw heavily from service quality theory (Parasuraman, Zeithaml, & Berry, 1988), which posits that quality is a subjective comparison between customer expectations and perceived performance. In entertainment contexts, this has been further refined to include experiential elements such as sensory stimulation, emotional immersion, cultural resonance, and novelty (Kim, Duncan, & Chung, 2015). Visitors no longer evaluate events purely on logistical efficiency but on the degree to which these experiences deliver personal meaning and enjoyment.

According to Lee and Min (2016), perceived entertainment quality can be broken down into key dimensions: Diversity – the range of activities offered. Uniqueness – how distinct the activities are compared to other destinations. Accessibility – the ease with which visitors can access venues and information. Organization – how well events are scheduled and managed. Atmosphere – the ambiance and emotional tone of the environment. Safety and Facilities – the availability and quality of physical infrastructure and security. Information Provision – clarity and availability of event-related information. These elements serve not only as quality indicators but also as determinants of perceived value, emotional response, and post-visit behavior. In the context of large-scale entertainment events such as Riyadh Season, these dimensions are particularly critical due to the diversity of offerings, the size of crowds, and the complexity of logistical planning.

Empirical Findings on Entertainment Quality

A growing body of empirical research underscores the importance of EQ in shaping visitor outcomes. For example, Tanford and Jung (2017) found that the organization creativity, and variety of entertainment offerings significantly influenced

visitor satisfaction and loyalty in the context of live entertainment venues. Similarly, Yayla et al. (2023) demonstrated that higher perceived entertainment quality enhanced perceived value, which in turn positively influenced satisfaction and behavioral intentions. The researchers emphasized that the emotional quality of the experience—such as fun, excitement, and relaxation—plays a more significant role than merely functional service attributes.

Wang et al. (2025) provided a multi-dimensional evaluation of entertainment and experience quality using an integrated AHP-SBE framework. Their study found that while aesthetic and escapism experiences were primary satisfaction drivers, entertainment and educational experiences served as critical supporting factors. Importantly, they noted that entertainment quality must align with seasonal and cultural characteristics to be effective—a finding especially relevant to culturally embedded events like Riyadh Season.

In the Philippines, Libre et al. (2022) confirmed that perceived experience, including entertainment quality, directly influenced revisit intention, with satisfaction mediating the relationship. This supports the theoretical positioning of EQ as a causal antecedent in tourism satisfaction models. Other studies have investigated EQ in specific cultural contexts. Rebuya and Meñez (2024), studying natural parks in the Philippines, found that entertainment quality components—particularly esthetic and escapist enjoyment—were significantly linked to satisfaction with park services, despite not being the primary focus of the park. This suggests that even in non-urban, conservation-centered attractions, entertainment remains a key contributor to the perceived value of the experience. In China, Liang and Li (2023) applied the ECSI model to theme park tourism and highlighted the significant impact of entertainment features—such as parades, live shows, and interactive zones—on overall visitor

satisfaction. They proposed that structured programming, thematic coherence, and real-time responsiveness are key variables in shaping positive EQ perceptions.

Within the Saudi context, research remains limited but growing. Aliedan et al. (2021) found that cities-based entertainment quality positively affected both destination image and tourist experience quality in Saudi Arabia. However, it did not have a direct effect on tourist satisfaction, suggesting the presence of mediating factors such as perceived value or emotional experience. This nuanced finding implies that while entertainment quality is essential, its impact is filtered through deeper psychological and contextual processes—particularly in markets still establishing themselves as entertainment hubs.

The findings align with studies such as Ramadhan et al. (2023) and Simpson et al. (2020), which argue that cultural integration, environmental aesthetics, and interaction with local communities enhance entertainment value, particularly in destinations transitioning toward leisure tourism.

The role of perceived entertainment quality is strongly supported by both Expectancy-Disconfirmation Theory (Oliver, 1980) and the Theory of Planned Behavior (Ajzen, 1991). According to EDT, if the entertainment activities exceed expectations, satisfaction increases; if not, disappointment results, decreasing loyalty. EQ can therefore be conceptualized as the stimulus in the S-O-R (Stimulus–Organism–Response) model, which triggers internal evaluations (satisfaction) leading to behavioral responses (revisit intention) (Dash, 2024). Moreover, EQ is foundational to the cognitive-affective-behavioral sequence: visitors cognitively evaluate entertainment offerings, emotionally respond to them, and then behave accordingly

(e.g., recommending, revisiting). In this sense, EQ is not merely a service attribute but a psychological catalyst for loyalty behaviors.

Perceived entertainment quality is a multifaceted construct with powerful implications for visitor satisfaction and revisit intention, making it a vital independent variable in tourism and event research. Empirical studies consistently demonstrate that well-executed, diverse, and emotionally engaging entertainment offerings significantly influence satisfaction and future behavior. As Saudi Arabia continues its transformation into an entertainment-focused tourism destination, a deeper understanding and strategic enhancement of EQ will be essential. This study contributes to the literature by applying established models of entertainment quality within the underexplored context of Riyadh Season, offering both theoretical insights and practical recommendations for cultural tourism development in the region.

2.4 Summary of Previous Studies

1. Kusumawati & Utomo (2020) – Indonesia (Bali)

This study focused on understanding how sustainability perceptions affect word-of-mouth (WoM) and revisit intentions among foreign tourists visiting Bali. Using structural equation modeling, the researchers discovered that higher perceptions of sustainability significantly increased both revisit intention and positive WoM behaviors. Conversely, when sustainability was perceived as lacking, tourists were less inclined to return or recommend the destination. Notably, environmental awareness was found to moderate these effects—tourists with higher environmental awareness were more sensitive to sustainability issues, making the link between sustainability and revisit intention stronger. This study illustrates the growing role of environmental consciousness in shaping modern tourism behavior.

2. Libre et al. (2022) – Philippines

This research examined the relationships between tourist experience, perceived value, satisfaction, and revisit intention in the Philippine tourism context. The authors employed quantitative modeling to test both direct and indirect effects. Their findings indicated that tourist experiences directly influence revisit intentions. More importantly, tourist satisfaction served as a significant mediator between perceived value and revisit intention, confirming satisfaction's role as a central predictor of loyalty. This study emphasized the importance of creating valuable and satisfying experiences to enhance behavioral outcomes and contributed to models that integrate experience quality into destination loyalty frameworks.

3. Sinambela (2021) – Indonesia

This study explored the effect of tourist motivation and touristic attractiveness on revisit intention. Results showed both variables significantly affected tourists' intentions to revisit, with attractiveness playing a more dominant role. In the competitive landscape of tourism, maintaining attractiveness through innovation, cultural richness, and service quality was identified as a key managerial challenge. This study reinforced the idea that perceived attractiveness—along with motivational drivers—plays a crucial role in sustaining tourism demand.

4. Simpson et al. (2020) – Sri Lanka

Focusing on ecolodge tourism, this study examined how ecolodge attributes, travel motives, and visitor satisfaction influence revisit intentions. Data from international tourists revealed that ecolodge attributes (e.g., eco-friendly practices, local integration) directly enhanced both tourist motives and satisfaction. In turn, satisfaction

strongly predicted revisit intention. The study highlighted how environmentally themed tourism can foster strong emotional engagement, satisfaction, and loyalty. It offered implications for sustainable tourism management by showing that ecolodge experiences can generate repeat visitation when aligned with tourists' ecological and cultural expectations.

5. Maulina et al. (2023) – Indonesia

This study investigated how perceived price and authenticity influenced revisit intention and eWOM in a heritage tourism context. Surprisingly, the results showed that neither perceived price nor authenticity directly influenced revisit intention or eWOM, even when mediated by satisfaction. This contradiction to traditional marketing theories suggested that other factors—such as emotional resonance, service quality, and entertainment experience—may be more influential in heritage-based tourism. It calls for re-evaluation of assumptions regarding price sensitivity and authenticity in modern tourism behaviors.

6. Rebuya & Meñez (2024) – Philippines

The authors introduced the Resource Conservation Visitor Experience and Satisfaction (ResConVES) framework. This holistic model integrated cultural, social, and physical conservation with visitor experience. Findings indicated that visitors responded positively to conservation and cultural preservation efforts, which significantly contributed to satisfaction—especially in tranquil, esthetically appealing settings. However, entertainment and educational offerings were seen as areas needing enhancement. The study suggested that satisfaction was more robust when conservation values were embedded in engaging, culturally resonant activities, showing the

importance of combining education, recreation, and conservation in destination management.

7. Liang & Li (2023) – China (Shanghai Disneyland)

This study constructed a conceptual model of customer satisfaction using the European Customer Satisfaction Index (ECSI). Through empirical research conducted at Shanghai Disneyland, it verified the relationships between perceived service quality, expectations, image, and loyalty behaviors. The authors confirmed that customer satisfaction and revisit intention were highly dependent on emotional engagement and entertainment quality. This study underscored the significance of well-organized, emotionally rich, and thematically cohesive entertainment experiences in cultivating destination loyalty, particularly in theme parks.

8. Sorrentino et al. (2020) – Italy

Investigating a sports mega-event in Southern Italy, this study measured event experience, satisfaction, and behavioral consequences. The results confirmed that both event experience and satisfaction significantly influenced revisit and recommendation intentions. Furthermore, demographic variables (e.g., nationality, gender, trip motivation) moderated these relationships, indicating that personal context influences how tourists evaluate and respond to events. The study highlighted the importance of demographic-tailored event strategies and provided a behavioral framework for sports tourism organizers.

9. Wang et al. (2025) – China

Utilizing the Analytic Hierarchy Process (AHP) and Scenic Beauty Estimation (SBE), this study evaluated various experience dimensions in rural tourism. It found

that aesthetic and escapism experiences had the greatest influence on visitor satisfaction, while entertainment and education were secondary but still important. However, weaknesses were noted in social interactivity and educational value. These insights encouraged a more balanced and multidimensional approach to designing rural tourism experiences, integrating emotional, sensory, and social engagement strategies.

10. Ramadhan et al. (2023) – Indonesia (Lake Sipin)

This study evaluated visitor responses at a local water tourism site. It found that natural beauty, cultural diversity, local engagement, and cleanliness significantly enhanced visitor experiences. The interaction with local communities and participation in cultural activities were particularly valued. On the other hand, safety and environmental management were key concerns. These findings suggested that both tangible (infrastructure, cleanliness) and intangible (community interaction, cultural value) factors are vital in shaping satisfaction.

11. Zhang & Yan (2024) – China (Beihai)

This study examined destination image through both cognitive and emotional perspectives. Tourists identified prominent attractions (Old Street, Silver Beach) as central to Beihai's image. Sentiment analysis of online reviews revealed high emotional satisfaction, with positive responses dominating. The study advocated for big-data approaches to capture and respond to dynamic tourist perceptions, and emphasized the importance of visual and symbolic elements in creating strong destination identities.

12. Wu et al. (2021) – Taiwan (Guanwu National Forest)

This study found that recreational and ecological services were highly valued by visitors, and satisfaction was closely linked to scenic aesthetics and walking trail

experiences. Differences in perception were observed across demographic groups. The use of Importance-Performance Analysis (IPA) provided strategic insights for forest management. The study reinforced that nature-based attractions must manage both the functional and emotional dimensions of visitor experience.

13. Aliedan et al. (2021) – Saudi Arabia

Focusing on entertainment in Saudi Arabia, this study discovered that cities-based entertainment quality positively affected destination image and tourist experience quality, but did not directly influence satisfaction. Instead, satisfaction was mediated by perceived image and experience quality. This supports models emphasizing indirect pathways from service features to behavioral outcomes. The findings are particularly relevant for large-scale entertainment events like Riyadh Season.

14. Yayla et al. (2023) – Turkey

This study investigated how the experience quality of recreational activities affected perceived value, satisfaction, and behavioral intentions. It demonstrated that value perception significantly predicted satisfaction, which then influenced revisit and recommendation behavior. The study highlighted recreational tourism's public health value and advocated for emotionally fulfilling, well-organized experiences to maximize community benefits.

15. Zhao & Wang (2025) – China (Wuhan)

Using machine learning to analyze 3,099 online reviews, this study identified four primary perception dimensions: service quality, landscape, entertainment, and education. While service quality received the most attention and satisfaction, entertainment showed a “high attention–low satisfaction” trend, suggesting a mismatch

between visitor expectations and delivery. The study advocated for better design of entertainment components to match the prominence of visitor expectations.

16. Yu & Egger (2020) – France (Paris attractions)

This study addressed the issue of overtourism by analyzing tourist reviews of overcrowded attractions in Paris using text analytics and sentiment analysis. A total of 24 frequently discussed topics were identified from TripAdvisor data, including concerns about safety, queuing, service quality, and social interaction. The study found that the most negative tourist sentiments were directed at safety and overcrowding, suggesting that excessive tourist numbers degrade visitor experiences. It concluded that crowd management, service improvements, and spatial planning are essential to preserve satisfaction and foster revisit intention in high-traffic destinations. This work highlights the importance of managing physical and psychological space in urban tourism.

17. Li, Li, & Zhou (2025) – China (University Students in Sports Tourism)

Using a hybrid method combining Structural Equation Modeling (SEM) and Artificial Neural Networks (ANN), this study investigated factors influencing revisit intention among university students engaged in sports tourism. The findings revealed that electronic word-of-mouth (eWOM) was the strongest predictor of revisit intention, followed by information quality, satisfaction, and perceived enjoyment. Interestingly, perceived usefulness had no significant effect. The model accounted for 71.7% of the variance in revisit intention, showcasing strong predictive power. This research underscores the critical role of digital communication and peer influence in shaping tourism behaviors, especially among younger demographics.

18. Duan & Wu (2024) – China (Small-Scale Sports Events)

This study applied the Mehrabian-Russell environmental psychology model to explore how environmental stimuli in small-scale sport events influence cognitive and affective destination images, which in turn affect revisit intentions. Results supported a sequential mediation model, showing that environmental stimuli first shaped cognitive images, which influenced emotional (affective) responses, and ultimately led to behavioral intentions. This study advanced theoretical understanding by bridging environmental cues, psychological processing, and loyalty outcomes. It has practical implications for event managers aiming to boost destination image through sensory and emotional design strategies.

19. Dash (2024) – India (Mega Sporting Events)

Employing the Stimulus–Organism–Response (S-O-R) model, this study examined how ambient conditions, convenience, and perceived price value influence visitor satisfaction and recommendation intention during mega sporting events. It found that while price value had only a modest impact, ambient conditions (e.g., environment, atmosphere) and convenience (e.g., access, navigation) had strong positive effects on satisfaction. Additionally, the role of host country hospitality was examined as a moderator. Results indicated that hospitality enhanced the effects of convenience and atmosphere but did not significantly moderate the link between price and satisfaction. These findings reinforce the importance of environmental and interpersonal service factors in large-scale event tourism.

20. Bayih & Singh (2020) – Ethiopia (Domestic Tourism)

This study applied a push-pull motivational framework to model the relationship between tourist motivations, satisfaction, and behavioral intentions in Ethiopia. Findings showed that pull motivations (such as destination attractiveness) had a stronger direct effect on revisit intention than push motivations (such as escaping routine). Furthermore, satisfaction partially mediated the relationship between motivation and revisit intention. Using Structural Equation Modeling (SEM), the authors demonstrated that while satisfaction is important, destination features and emotional appeal remain decisive in influencing loyalty. This study adds cultural and regional diversity to the literature, emphasizing internal tourism dynamics in developing contexts.

21. Seow et al. (2024) – Malaysia (Wellness Tourism)

This study examined the interconnections among tourist satisfaction, travel experience, revisit intention, and electronic word-of-mouth (eWOM) in the wellness tourism sector. Findings showed that unique and emotionally rewarding travel experiences were the strongest predictors of revisit intention. While satisfaction influenced revisit intention, it also enhanced eWOM, which in turn had an indirect impact on loyalty behaviors. Emotional content and perceived social reward from sharing experiences contributed significantly to this process. The study recommended that wellness destinations focus on personalization, relaxation, and emotional connection to enhance satisfaction and encourage repeat visitation and referrals.

2.5 Contribution of the Current Study Compared to Previous Work

While past studies have contributed significantly to our understanding of entertainment quality and tourist behavior, they have been largely conducted in East Asian, European, and Southeast Asian contexts, with limited empirical focus on the

Middle East or Saudi Arabia specifically. This study contributes original value by addressing this geographical and contextual gap. It is among the first to systematically evaluate the perceived quality of entertainment activities, satisfaction, and revisit intention within the framework of a large-scale entertainment initiative in Saudi Arabia—Riyadh Season. By applying established theoretical models (i.e., Expectancy-Disconfirmation Theory and Theory of Planned Behavior) in this unique setting, the study enhances the theoretical robustness and cross-cultural applicability of these frameworks.

Additionally, the study offers practical, data-driven insights for event organizers, tourism authorities, and cultural planners in Saudi Arabia, especially as the Kingdom continues to position itself as a global entertainment hub under Vision 2030. Unlike prior research, which often focused on traditional tourism, this study evaluates entertainment tourism in an evolving urban mega-event context—providing a novel lens through which to understand visitor behavior. In conclusion, the current study both aligns with and extends previous research. It validates established relationships among quality, satisfaction, and behavioral intention, while also introducing a culturally and contextually specific case that broadens the applicability of existing tourism and leisure theories.

2.9 Theoretical Framework Guiding the Study

This study integrates two robust theoretical models: Oliver's Expectancy-Disconfirmation Theory (EDT) and Ajzen's Theory of Planned Behavior (TPB) (Ajzen, 1991; Oliver, 1980). EDT elucidates visitor satisfaction by analyzing expectations versus perceived performance, essential for assessing entertainment quality and satisfaction relationships. TPB provides the framework to understand visitors' revisit

intentions, highlighting satisfaction (attitude), subjective norms (social influence), and perceived behavioral control (ability and convenience of revisiting) as key predictors. Integrating these theories provides a comprehensive lens for analyzing how entertainment quality dimensions influence visitor satisfaction and how visitor satisfaction subsequently impacts revisit intentions.

2.6 Gaps Identified in Existing Literature

Reviewing existing literature highlights clear research gaps: Limited empirical studies specifically targeting entertainment event quality dimensions in Saudi Arabia. Scarcity of targeted studies assessing the link between specific entertainment quality attributes and visitor revisit intention. Lack of comprehensive frameworks integrating entertainment quality, satisfaction, and revisit intentions within the Saudi Arabian context, particularly for major events like Riyadh Season. The present study addresses these gaps, offering valuable theoretical and practical contributions.

2.7 Chapter Summary

In conclusion, this chapter critically reviewed literature pertinent to entertainment tourism, visitor satisfaction, entertainment quality dimensions, and revisit intentions. It identified theoretical foundations and existing research gaps, clearly positioning the current research within existing scholarly discourse. By examining the relationships between entertainment quality, satisfaction, and revisit intentions, particularly within Riyadh Season's unique context, the study seeks to enhance theoretical understanding and contribute practical insights essential for sustainable tourism management and destination competitiveness in Saudi Arabia.

Chapter 3: Methodology

3.1 Introduction

This chapter describes the research methodology that will be employed in this study. Specifically, it explains the research design, identifies the target population, outlines the sampling techniques, and details the data collection instruments and procedures. It also describes the methods used for data analysis, ensuring research validity and reliability, ethical considerations, and limitations. Clearly outlining these methodological components ensures the systematic collection and accurate interpretation of data to achieve the study's stated objectives.

3.2 Research Design

A quantitative, descriptive, cross-sectional research design will be utilized. This design allows researchers to collect numerical data at a single point in time to examine relationships between study variables—visitor satisfaction, perceived entertainment quality, and revisit intentions (Creswell & Creswell, 2018). It is particularly appropriate for assessing current visitor perceptions and attitudes in a large-scale event context, such as Riyadh Season.

3.3 Study Setting

The research will be conducted at the various entertainment venues of Riyadh Season, held annually in Riyadh, Saudi Arabia. Riyadh Season, managed by Saudi Arabia's General Entertainment Authority, is a significant national event featuring concerts, cultural exhibitions, leisure parks, theatrical performances, and various other entertainment activities attracting thousands of local and international visitors each year.

3.4 Target Population and Sampling

3.4.1 Target Population

The target population for this research includes adult visitors (18 years and older) attending the entertainment events and activities at Riyadh Season during the period of the study.

3.4.2 Inclusion and Exclusion Criteria

Inclusion criteria: Visitors aged 18 years and above. Visitors who have experienced at least one event/activity at Riyadh Season. Visitors willing to participate and complete the survey. **Exclusion criteria:** Visitors under 18 years of age. Visitors unwilling or unable to participate.

3.4.3 Sampling Technique

A **convenience sampling method** will be used to select study participants. Convenience sampling, a non-probability sampling technique, is widely used in tourism and hospitality research due to practical constraints, accessibility, and ease of administration (Etikan, Musa, & Alkassim, 2016). Researchers and trained assistants will approach participants randomly at different Riyadh Season venues to invite their participation.

3.4.4 Sample Size Calculation

Sample size estimation follows Cochran's formula for large populations (Cochran, 1977):

$$n = \frac{Z^2 \times p \times (1 - p)}{e^2}$$

Where:

- **n** = required sample size
- **Z** = Z-value (1.96 for a 95% confidence interval)
- **p** = proportion (set at 0.5 for maximum variability)
- **e** = margin of error (0.05)

Calculation:

$$n = \frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{(0.05)^2} = 384$$

Considering possible non-responses, incomplete surveys, and other practical constraints, the final target sample size will be rounded up to approximately 400 respondents.

3.5 Data Collection Instrument

Data collection will be conducted using a structured, self-administered questionnaire adapted and validated from previous scholarly studies (Lee & Min, 2016; Kim, Duncan, & Chung, 2015; Tanford & Jung, 2017). The questionnaire will be bilingual (Arabic and English) to accommodate participants of various backgrounds. The questionnaire consists of the following sections:

Section A: Demographic Information: Age, gender, nationality, educational level, employment status, and income level.

Section B: Perceived Entertainment Quality: Items assessing various quality dimensions (entertainment diversity, uniqueness, accessibility, organization, atmosphere, safety, and facilities) measured using a five-point Likert scale (1=Strongly disagree, 5=Strongly agree).

Section C: Visitor Satisfaction: Items capturing overall visitor satisfaction with entertainment activities, adapted from validated scales (Chen & Chen, 2010).

Section D: Revisit Intention: Items measuring visitors' intentions and likelihood of attending future Riyadh Season events, using a five-point Likert scale (Kim et al., 2015).

Step 3: Interpreting Scores (Simple & Clear)

Interpret your average score clearly using this simple criteria:

Average Score Range	Interpretation
1.00–2.33	Low
2.34–3.66	Moderate
3.67–5.00	High

- **Low (1.00–2.33):** Negative response, needs significant improvement.
- **Moderate (2.34–3.66):** Neutral or average response, room for improvement.
- **High (3.67–5.00):** Positive response, keep up the good work.

3.6 Pilot Testing

Before the main study, a pilot test with 39 respondents was conducted to: Test questionnaire clarity and wording. Identify ambiguous questions. Assess completion time. Evaluate reliability of instruments (Cronbach's $\alpha \geq 0.70$ acceptable). Feedback from this phase will refine the questionnaire for greater clarity and reliability. Reliability analysis was conducted to determine the internal consistency of the items for each measured construct (Perceived Entertainment Quality [EQ], Visitor Satisfaction [VS], and Revisit Intention [RI]). Cronbach's Alpha coefficient was utilized, and values greater than 0.70 were considered acceptable.

Table 1: ***Reliability Statistics (Cronbach's Alpha)***

Construct	Cronbach's Alpha	Number of Items
Perceived Entertainment Quality (EQ)	.892	10
Visitor Satisfaction (VS)	.868	10
Revisit Intention (RI)	.907	10

Table 1 indicates that all three constructs exhibit high internal consistency, with Cronbach's alpha values above the generally acceptable threshold ($\alpha > .70$), thus confirming the reliability of the measurement scales.

3.7 Data Collection Procedure

Obtain formal approval from the GEA and event organizers. Training provided to research assistants for consistent data collection practices. Surveys distributed onsite at multiple Riyadh Season venues to enhance representativeness. Voluntary participation, informed consent, confidentiality, and anonymity clearly communicated verbally and in writing to participants. Completed questionnaires collected immediately upon completion.

3.8 Data Analysis

The data obtained from this study were analyzed using the Statistical Package for Social Sciences (SPSS, version 26). Initially, descriptive statistics were computed to summarize the demographic characteristics of the respondents and to provide insights into participants' general perceptions regarding entertainment quality, visitor satisfaction, and revisit intention. Reliability analysis was conducted by calculating Cronbach's Alpha coefficients to evaluate the internal consistency and reliability of the measurement scales for each construct (perceived entertainment quality, visitor satisfaction, and revisit intention). Cronbach's Alpha values above .70 were considered indicative of acceptable internal consistency.

Inferential statistical analyses included Pearson's correlation analysis to investigate the strength and direction of relationships among perceived entertainment quality, visitor satisfaction, and revisit intention. Additionally, Independent Sample t-tests and Analysis of Variance (ANOVA) were applied to examine the significance of

differences in perceived entertainment quality, visitor satisfaction, and revisit intention based on demographic variables (gender, age, nationality, education level, employment status, and monthly income). The level of statistical significance for all inferential tests was set at $p < .05$. Results from the statistical analyses were systematically organized into tables to enhance clarity and facilitate interpretation.

3.9 Ethical Considerations

The ethical standards for conducting research involving human subjects were strictly adhered to throughout this study. Prior to data collection, informed consent was obtained from all participants, clearly outlining the purpose, procedures, potential risks, benefits, confidentiality, and the voluntary nature of participation. Respondents were assured of the anonymity and confidentiality of their responses, emphasizing that their individual data would only be utilized for research purposes and reported collectively. Participation was entirely voluntary, and respondents retained the right to withdraw from the study at any stage without penalty or consequence.

3.10 Chapter Summary

This chapter comprehensively outlined the methodological framework and research procedures used to achieve study objectives. It detailed the research design, population, sampling procedures, instrumentation, data collection, and analysis techniques, alongside ethical considerations and methodological rigor. These systematic and transparent methodologies ensure valid, reliable, and insightful findings to inform the assessment of visitor satisfaction, entertainment quality perceptions, and revisit intentions associated with Riyadh Season.

Chapter 4: Results

4.1 Introduction

This chapter presents the results of the analysis carried out to achieve the objectives of the research, specifically focusing on assessing visitor satisfaction with the quality of entertainment activities provided at Riyadh Season and examining the relationship of this satisfaction with revisit intentions. Initially, descriptive statistics for demographic characteristics are provided to illustrate the composition of the respondent sample. Subsequent sections detail the perceptions of respondents regarding entertainment quality, their levels of satisfaction, and intentions to revisit. Results from inferential statistical analyses are also presented, including correlations among study variables and comparisons based on demographic groups.

4.2 Descriptive Statistics (Demographic Characteristics)

Table 2 shows that respondents exhibited a balanced gender representation, with males slightly outnumbering females (50.5% vs. 49.5%). Regarding age distribution, the majority of respondents were aged between 26 to 35 years (30.5%). In terms of nationality, Saudi nationals represented the majority (62.8%) of the respondents. The educational profile was predominantly characterized by Bachelor's degree holders (30.5%). Regarding employment status, the majority of participants were employed (35.9%). Finally, the highest proportion of respondents (29.7%) reported a monthly income ranging between 5,000 to 10,000 SAR.

Table 2: Demographic Characteristics of Respondents (n=384)

	Count	Column N %	
Gender	Male	194	50.50%
	Female	190	49.50%
Age	18–25	69	18.00%

	26–35	117	30.50%
	36–45	98	25.50%
	46–55	64	16.70%
	56 and above	36	9.40%
Nationality	Saudi	241	62.80%
	Non-Saudi	143	37.20%
Education Level	High School	42	10.90%
	Diploma	106	27.60%
	Bachelor's	117	30.50%
	Master's	69	18.00%
	PhD	50	13.00%
Employment Status	Student	85	22.10%
	Employed	138	35.90%
	Self-employed	83	21.60%
	Unemployed	43	11.20%
	Retired	35	9.10%
Monthly Income	<5000 SAR	82	21.40%
	5000–10000 SAR	114	29.70%
	10001–15000 SAR	107	27.90%
	>15000 SAR	81	21.10%

4.3 Perceived Entertainment Quality (EQ)

This section analyzes respondents' perceptions of the entertainment quality at Riyadh Season. Perceived Entertainment Quality (EQ) was measured using 10 items rated on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Each item assessed a dimension of quality, including diversity, uniqueness, organization, atmosphere, safety, accessibility, facilities, and information availability. Table 3.1 presents the distribution of responses across all EQ items

The data in Table 3 indicate that most respondents held neutral or moderately positive views about entertainment quality at Riyadh Season. Across all 10 items, neutral responses consistently accounted for the largest proportion (ranging from 36.7% to 43.8%), reflecting cautious or average approval. Agreement levels (combining "Agree"

and "Strongly Agree") followed closely, generally accounting for 30–35% of responses per item.

The highest satisfaction was reported in areas such as information availability (39.6%), accessibility (34.9%), and organization (36.7%). However, more critical views emerged concerning the diversity of activities and the innovativeness of events, with over 24% of participants disagreeing or strongly disagreeing with these statements.

The overall mean EQ score was **M = 30.70** (SD = 10.65), out of a possible 50. Based on the interpretation scale:

- **Low (1.00–2.33):** 22.4% of respondents
- **Moderate (2.34–3.66):** 47.9% of respondents
- **High (3.67–5.00):** 29.7% of respondents

Thus, nearly half of the participants perceived the entertainment quality as **moderate**, while less than one-third rated it **high**. These findings indicate that although entertainment offerings at Riyadh Season were generally appreciated, opportunities remain for enhancing the uniqueness, diversity, and overall management of activities to foster stronger positive perceptions and experiences among visitors.

Table 3 : *Respondents' Perceptions of Entertainment Quality at Riyadh Season (N = 384)*

EQ Item	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)
1. Entertainment activities were diverse and varied	54 (14.1)	39 (10.2)	165 (43.0)	89 (23.2)	37 (9.6)
2. Activities were innovative and unique	58 (15.1)	29 (7.6)	160 (41.7)	95 (24.7)	42 (10.9)
3. Events were well-organized and managed	58 (15.1)	41 (10.7)	144 (37.5)	95 (24.7)	46 (12.0)
4. Quality of performances was consistently high	64 (16.7)	40 (10.4)	144 (37.5)	98 (25.5)	38 (9.9)

5. Entertainment venues were accessible and clearly marked	48 (12.5)	39 (10.2)	163 (42.4)	94 (24.5)	40 (10.4)
6. The atmosphere was enjoyable and vibrant	58 (15.1)	39 (10.2)	149 (38.8)	93 (24.2)	45 (11.7)
7. Facilities (e.g., restrooms, food services) were excellent	52 (13.5)	53 (13.8)	141 (36.7)	94 (24.5)	44 (11.5)
8. Provided a safe and secure environment	60 (15.6)	44 (11.5)	150 (39.1)	88 (22.9)	42 (10.9)
9. Information about activities was easy to obtain	54 (14.1)	34 (8.9)	144 (37.5)	107 (27.9)	45 (11.7)
10. Schedule and timing were convenient and well-structured	54 (14.1)	36 (9.4)	168 (43.8)	79 (20.6)	47 (12.2)

Note. SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree.

4.4 Visitor Satisfaction (VS)

This section analyzes respondents' overall satisfaction with their experiences at Riyadh Season. Visitor Satisfaction (VS) was measured using 10 statements rated on a five-point Likert scale (1 = Strongly Dissatisfied, 5 = Strongly Satisfied). The responses were categorized into three levels based on average item scores: Low (1.00–2.33), Moderate (2.34–3.66), and High (3.67–5.00).

Table 4 shows a consistent pattern of moderate satisfaction across all dimensions. The neutral response category was most frequently endorsed, indicating ambivalent perceptions regarding Riyadh Season experiences. Notably:

- **Facilities and amenities** received slightly higher satisfaction ratings (39.6% satisfied or strongly satisfied).
- **Activity diversity** also showed comparatively favorable satisfaction (37.8% satisfied or strongly satisfied).
- **Event organization and customer service** had somewhat lower positive satisfaction (34.2% and 35.9%, respectively), suggesting possible areas for managerial focus and improvement.

The aggregated visitor satisfaction score (**M = 31.28, SD = 10.60**) reinforces these findings, confirming a broadly moderate satisfaction level. Additionally, most respondents (51.6%) fall within the moderate satisfaction category, with fewer than a third (29.7%) indicating high satisfaction.

Overall, these findings suggest Riyadh Season met visitor expectations at a moderate level, indicating room for enhancing specific elements such as organizational effectiveness, customer engagement, and perceived value to boost visitor satisfaction in future events.

Table 4: *Respondents' Level of Satisfaction with Riyadh Season (N = 384)*

Satisfaction Dimension	Strongly Dissatisfied n (%)	Dissatisfied n (%)	Neutral n (%)	Satisfied n (%)	Strongly Satisfied n (%)
1. Overall satisfaction	58 (15.1%)	42 (10.9%)	146 (38.0%)	87 (22.7%)	51 (13.3%)
2. Satisfaction with performance quality	34 (8.9%)	48 (12.5%)	160 (41.7%)	91 (23.7%)	51 (13.3%)
3. Satisfaction with activity diversity	44 (11.5%)	44 (11.5%)	151 (39.3%)	97 (25.3%)	48 (12.5%)
4. Satisfaction with event organization	46 (12.0%)	50 (13.0%)	157 (40.9%)	92 (24.0%)	39 (10.2%)
5. Satisfaction with venue accessibility	54 (14.1%)	32 (8.3%)	166 (43.2%)	90 (23.4%)	42 (10.9%)
6. Satisfaction with facilities and amenities	54 (14.1%)	32 (8.3%)	146 (38.0%)	106 (27.6%)	46 (12.0%)
7. Satisfaction with safety and security	50 (13.0%)	42 (10.9%)	155 (40.4%)	87 (22.7%)	50 (13.0%)
8. Satisfaction with value-for-money	52 (13.5%)	28 (7.3%)	168 (43.8%)	87 (22.7%)	49 (12.8%)
9. Satisfaction with overall atmosphere	44 (11.5%)	32 (8.3%)	174 (45.3%)	84 (21.9%)	50 (13.0%)

10. Satisfaction with customer service	54 (14.1%)	38 (9.9%)	154 (40.1%)	91 (23.7%)	47 (12.2%)
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Aggregate Visitor Satisfaction Scores

The overall mean visitor satisfaction score was **M = 31.28** (SD = 10.60) out of a possible maximum score of 50. This score indicates a moderate general satisfaction among visitors regarding their experiences at Riyadh Season.

Categorized Levels of Visitor Satisfaction

The respondents' aggregate VS scores were categorized into three satisfaction levels, as shown in Table 5.

Table 5: *Levels of Visitor Satisfaction (N = 384)*

Visitor Satisfaction Level	Frequency (n)	Percentage (%)
Low (1.00–2.33)	72	18.8%
Moderate (2.34–3.66)	198	51.6%
High (3.67–5.00)	114	29.7%

4.5 Revisit Intention (RI)

In this section, respondents' intentions regarding future attendance of Riyadh Season events were measured. The construct **Revisit Intention (RI)** included 10 items on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The revisit intention level was categorized as: Low (1.00–2.33), Moderate (2.34–3.66), and High (3.67–5.00).

Table 6 reveals predominantly neutral responses across revisit intention items. Items addressing general intentions ("I intend to revisit in the future," "Plan to regularly attend") and positive experience-based revisit intentions received agreement responses around 35%. However, questions explicitly comparing Riyadh Season favorably to other events or reflecting higher commitment ("anticipate attending frequently," "prefer

over similar events") demonstrated higher disagreement levels, highlighting greater hesitation or selectivity among visitors.

With an overall moderate mean revisit intention ($M = 30.41$, $SD = 10.88$), slightly over half of the respondents (51.6%) exhibited moderate revisit intention. Approximately 27.6% indicated high revisit intention, whereas 20.8% reported low intentions. This moderate inclination suggests visitors are generally open to returning but highlight a clear need for enhanced visitor experiences to solidify stronger revisit commitments.

Table 6: *Respondents' Revisit Intentions toward Riyadh Season (N = 384)*

Revisit Intention Item	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)
1. I intend to revisit Riyadh Season in the future.	46 (12.0%)	35 (9.1%)	166 (43.2%)	83 (21.6%)	54 (14.1%)
2. I plan to regularly attend Riyadh Season activities.	54 (14.1%)	23 (6.0%)	172 (44.8%)	84 (21.9%)	51 (13.3%)
3. I will encourage family/friends to visit Riyadh Season.	62 (16.1%)	29 (7.6%)	164 (42.7%)	81 (21.1%)	48 (12.5%)
4. Likely to participate more in future Riyadh events.	54 (14.1%)	33 (8.6%)	159 (41.4%)	92 (24.0%)	46 (12.0%)
5. Positive experiences make me revisit Riyadh Season.	46 (12.0%)	37 (9.6%)	167 (43.5%)	82 (21.4%)	52 (13.5%)
6. Riyadh Season is my first choice for entertainment.	52 (13.5%)	41 (10.7%)	171 (44.5%)	71 (18.5%)	49 (12.8%)
7. I would revisit even if activities remain similar.	52 (13.5%)	37 (9.6%)	159 (41.4%)	88 (22.9%)	48 (12.5%)
8. Quality positively influenced my revisit intention.	46 (12.0%)	47 (12.2%)	157 (40.9%)	81 (21.1%)	53 (13.8%)
9. I anticipate attending events more frequently.	101 (26.3%)	72 (18.8%)	100 (26.0%)	51 (13.3%)	60 (15.6%)
10. Prefer Riyadh Season over similar events.	96 (25.0%)	77 (20.1%)	95 (24.7%)	59 (15.4%)	57 (14.8%)

Note. SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree.

Levels of Revisit Intention (N = 384)

Revisit Intention Level	Frequency (n)	Percentage (%)
Low (1.00–2.33)	80	20.8%
Moderate (2.34–3.66)	198	51.6%
High (3.67–5.00)	106	27.6%

4.6 Relationships between Perceived Entertainment Quality, Visitor Satisfaction, and Revisit Intention

The correlation analysis revealed statistically significant and strongly positive relationships among all three primary variables:

- A very strong, positive correlation existed between **Perceived Entertainment Quality (EQ)** and **Visitor Satisfaction (VS)** ($r = .972, p < .01$), indicating that higher perceived entertainment quality was associated with higher visitor satisfaction.
- **Visitor Satisfaction (VS)** exhibited a very strong positive correlation with **Revisit Intention (RI)** ($r = .977, p < .01$). This indicates that visitors who reported higher satisfaction were significantly more likely to express higher intentions of revisiting Riyadh Season.
- Additionally, **Perceived Entertainment Quality (EQ)** was strongly positively correlated with **Revisit Intention (RI)** ($r = .948, p < .01$), emphasizing that perceptions of higher entertainment quality significantly influenced stronger revisit intentions among visitors.

These robust correlations strongly support the study's hypotheses:

- **H1:** There is a significant positive relationship between perceived entertainment quality dimensions and visitor satisfaction at Riyadh Season.
- **H2:** Visitor satisfaction significantly and positively predicts visitors' intention to revisit Riyadh Season.

The strength and significance of these correlations clearly suggest the critical importance of ensuring high entertainment quality, as it significantly enhances visitor satisfaction and positively influences revisit intentions.

Table 8: *Correlation Matrix among Perceived Entertainment Quality, Visitor Satisfaction, and Revisit Intention (N = 384)*

Variables	EQ (r)	VS (r)	RI (r)
Perceived Entertainment Quality (EQ)	1	.972**	.948**
Visitor Satisfaction (VS)	.972**	1	.977**
Revisit Intention (RI)	.948**	.977**	1

Note: Correlation significant at the 0.01 level (2-tailed).

4.7 Comparison of Perceived Entertainment Quality, Visitor Satisfaction, and Revisit Intention by Demographic Characteristics

The inferential analyses presented in Table 9 indicate significant variations in respondents' perceptions of Perceived Entertainment Quality (EQ), Visitor Satisfaction (VS), and Revisit Intention (RI) based on various demographic characteristics. Gender did not show any statistically significant differences for EQ, VS, or RI scores, suggesting that male and female participants have comparable perceptions and intentions toward Riyadh Season events. In contrast, significant differences were observed based on age, with older visitors (aged 56 and above) consistently reporting higher scores in perceived entertainment quality, visitor satisfaction, and revisit intention compared to younger age groups ($p < .001$).

Similarly, a significant difference emerged based on nationality, with Saudi respondents exhibiting significantly higher EQ, VS, and RI scores than their non-Saudi counterparts ($p < .01$). Furthermore, educational level significantly impacted visitors' evaluations; participants with higher education levels, especially those holding Master's and PhD degrees, reported significantly more positive perceptions of entertainment quality, greater satisfaction, and stronger revisit intentions ($p < .001$).

The employment status of respondents also demonstrated significant differences ($p \leq .001$); specifically, retired individuals expressed the highest levels of perceived entertainment quality, visitor satisfaction, and revisit intentions, whereas employed and student groups reported relatively lower scores. Additionally, participants' monthly income had a significant influence ($p < .001$), with higher-income groups (greater than 15,000 SAR) expressing substantially higher perceptions of quality, satisfaction, and revisit intention compared to lower-income groups.

Overall, these demographic distinctions highlight important areas for event organizers to strategically enhance visitors' experiences at Riyadh Season, tailoring offerings and event management strategies to effectively meet the diverse expectations and preferences across demographic segments.

Table 9: *Comparison of EQ, VS, and RI Scores by Demographic Characteristics (N = 384)*

Demographic Variable	Group	EQ Mean (SD)	VS Mean (SD)	RI Mean (SD)	Test Statistic	p-value
Gender	Male	31.11 (11.06)	31.29 (11.08)	30.64 (11.44)	t=1.032 (EQ) t=1.064 (VS) t=1.067 (RI)	.303 .288 .287
	Female	30.20 (10.20)	31.09 (10.09)	30.26 (10.26)		
Age	18–25	30.28 (10.60)	30.28 (10.11)	29.96 (10.26)	F=8.800 (EQ) F=8.509 (VS) F=7.487 (RI)	.000 .000 .000
	26–35	30.44 (9.65)	27.75 (10.39)	26.81 (10.29)		
	36–45	29.10 (9.19)	31.82 (9.08)	30.90 (9.76)		

	46–55	28.80 (11.00)	34.61 (9.57)	33.66 (10.06)		
	56+	36.65 (12.27)	37.25 (13.37)	35.92 (14.10)		
Nationality	Saudi	31.80 (10.24)	32.41 (10.17)	31.68 (10.51)	t=2.644 (EQ)t=2.698 (VS)t=2.757 (RI)	.009.007.006
	Non-Saudi	28.85 (11.10)	29.36 (11.06)	28.28 (11.18)		
Educational Level	High School	29.31 (9.79)	29.74 (9.94)	28.79 (10.02)	F=8.312 (EQ)F=8.726 (VS)F=7.650 (RI)	.000.000.000
	Diploma	27.50 (9.98)	27.95 (9.64)	26.97 (9.64)		
	Bachelor's	29.94 (10.55)	30.63 (10.43)	30.15 (10.65)		
	Master's	33.52 (8.72)	34.12 (8.64)	33.23 (9.42)		
	PhD	36.56 (12.32)	37.20 (12.72)	35.82 (13.45)		
Employment Status	Student	29.60 (9.21)	30.01 (8.93)	29.20 (9.13)	F=5.775 (EQ)F=5.579 (VS)F=4.674 (RI)	.000.000.001
	Employed	29.09 (9.87)	29.69 (9.86)	29.07 (9.99)		
	Self-employed	29.94 (11.24)	30.88 (11.02)	29.90 (11.55)		
	Unemployed	34.35 (10.02)	34.30 (10.55)	32.79 (10.63)		
	Retired	37.06 (13.13)	37.83 (13.30)	36.94 (14.17)		
Monthly Income (SAR)	<5000	28.65 (10.06)	29.40 (9.72)	28.76 (9.85)	F=8.633 (EQ)F=8.226 (VS)F=6.354 (RI)	.000.000.000
	5000–10000	28.85 (9.81)	29.26 (9.74)	28.51 (9.79)		
	10001–15000	30.47 (10.24)	31.22 (10.23)	30.43 (10.80)		
	>15000	35.70 (11.42)	36.09 (11.69)	34.75 (12.30)		

Chapter 5: Discussion

5.1 Introduction

This chapter presents a critical discussion of the key findings of the study in relation to its objectives, theoretical framework, and the existing body of literature. It explores how the empirical results contribute to understanding visitor satisfaction, perceived entertainment quality, and revisit intention within the context of Riyadh Season, a large-scale entertainment event in Saudi Arabia. Each major construct is discussed individually, followed by theoretical and practical implications, limitations of the study, and recommendations for future research. The aim is to interpret the results not only within the scope of this study but also in light of broader trends and scholarly insights in tourism and event management. development.

5.2 Perceived Entertainment Quality (EQ)

The analysis of perceived entertainment quality (EQ) in this study revealed that respondents generally held moderate evaluations of the entertainment activities provided during Riyadh Season. With a mean score of **M = 30.70, SD = 10.65**, nearly half of the participants (47.9%) rated the quality of entertainment as moderate, while 29.7% reported high quality and 22.4% low. Among the measured dimensions, neutral responses were most frequent across aspects such as diversity, uniqueness, and organization—indicating areas for strategic improvement by event organizers.

These findings are in line with global tourism literature which emphasizes the multidimensional nature of perceived quality. For example, Yayla et al. (2023) concluded that perceived experience quality in recreational settings positively affects both perceived value and visitor satisfaction, which subsequently enhances behavioral intentions. Similarly, Wang et al. (2025) confirmed the importance of entertainment

and aesthetic dimensions in shaping satisfaction in traditional tourism environments, highlighting that even secondary experiential factors can significantly influence overall evaluations.

Furthermore, the work of Rebuya and Meñez (2024) supports the assertion that enjoyment derived from entertainment elements has a substantial influence on visitor satisfaction and perceived service quality in destination-based tourism. Their findings emphasize the need to strengthen entertainment and educational components to maximize holistic satisfaction. In the context of Riyadh Season, where respondents showed only moderate engagement with these components, the implications are clear: improvements in the innovation, organization, and diversity of activities are required to elevate quality perceptions.

Theoretically, the results align closely with **Oliver's (1980) Expectancy-Disconfirmation Theory (EDT)**. This theory posits that satisfaction is derived from the comparison between expected and actual performance. The moderate EQ ratings observed may reflect a disconfirmation between what visitors anticipated—possibly due to promotional campaigns—and what they actually experienced. This is echoed in the findings of Aliedan et al. (2021), who showed that although entertainment quality in Saudi Arabia positively influenced destination image and perceived experience, it did not have a direct impact on tourist satisfaction unless mediated by image and experiential quality.

Additionally, international comparative research reinforces this pattern. Libre et al. (2022) found that in the Philippines, perceived value significantly predicted tourist satisfaction and that satisfaction served as a mediator between experience quality and revisit intention. The similarity of these dynamics in the Riyadh context reinforces the

notion that entertainment quality is foundational but not sufficient in isolation—it must be contextualized within broader experiential and emotional evaluations.

Moreover, Liang and Li (2023), in their empirical study of Shanghai Disneyland, emphasize that satisfaction and loyalty are highly contingent on well-structured, creatively designed, and smoothly executed event features. These are precisely the dimensions where Riyadh Season visitors showed the least enthusiasm, with organizational efficiency and uniqueness receiving the highest proportions of neutral or dissatisfied responses. This suggests that current offerings may not be fully meeting the expectations of a growing, diverse audience that increasingly benchmarks its experiences against global standards.

Finally, cultural and demographic influences observed in this study further support previous findings. Older, higher-income, and better-educated participants perceived entertainment quality more positively, reflecting the findings of Sorrentino et al. (2020), who observed that nationality, motivation, and background moderated satisfaction and return intention at sporting events. This suggests that tailored, segmented approaches to programming and marketing may be beneficial for enhancing perceived entertainment quality across visitor groups at Riyadh Season.

In summary, while Riyadh Season has established itself as a significant entertainment destination in Saudi Arabia, the study findings and supporting literature indicate that perceived entertainment quality remains moderate and conditional. Efforts to enhance innovation, event organization, and content diversity are crucial to improving these perceptions and driving greater satisfaction and loyalty among visitors.

5.3 Visitor Satisfaction (VS)

The findings of this study revealed that visitor satisfaction with Riyadh Season's entertainment activities was moderate overall. The average visitor satisfaction score was **M = 31.28, SD = 10.60**, with 51.6% of respondents categorized under moderate satisfaction, 29.7% under high satisfaction, and 18.8% under low satisfaction. Participants responded most positively to aspects such as the event atmosphere and the accessibility of venues, while areas such as value-for-money, customer service, and organizational management were evaluated less favorably. These results suggest that although visitors generally appreciated their experience, their satisfaction was limited by several critical service and experience quality gaps.

These findings are consistent with global empirical studies which emphasize the multifaceted nature of visitor satisfaction in tourism and event contexts. For instance, Libre et al. (2022) found that tourist satisfaction significantly mediated the relationship between tourist experience and revisit intention in Philippine tourist destinations. Their findings emphasized the importance of perceived value, quality, and emotional engagement in shaping satisfaction—dimensions that align closely with the observed gaps in Riyadh Season's offerings, especially in terms of perceived service responsiveness and the perceived uniqueness of experiences.

From a theoretical standpoint, the results of this study affirm the core tenets of **Oliver's (1980, 2010) Expectancy-Disconfirmation Theory**, which posits that satisfaction arises when experiences meet or exceed expectations. The predominance of neutral and moderate responses in this study likely reflects a state of "confirmation"—where expectations were met, but not exceeded. Such a state does not typically translate into strong satisfaction or emotional attachment, which are essential for cultivating behavioral intentions such as repeat visits or positive word-of-mouth.

Moreover, the study supports findings by Yayla et al. (2023), who established that the perceived quality of recreational experiences positively affects satisfaction and behavioral intentions. They noted that emotional satisfaction plays a particularly important role in public health and leisure contexts, where visitor wellbeing, enjoyment, and stress reduction are key outcomes. This implies that Riyadh Season could benefit from enhancing emotionally engaging, relaxing, and culturally enriching experiences to deepen satisfaction among its diverse attendees.

Interestingly, some international studies suggest that even when event quality is perceived positively, visitor satisfaction may still be constrained by contextual or demographic factors. For example, Aliedan et al. (2021) observed in the Saudi context that cities-based entertainment quality only influenced satisfaction indirectly through destination image and perceived experience. This indirect effect was evident in the present study as well, where visitors' satisfaction seemed moderated by external variables such as crowding, pricing, or expectations set by promotional materials.

In addition, research by Liang and Li (2023) at Shanghai Disneyland indicated that tangible and intangible service quality dimensions—such as cleanliness, staff courtesy, and facility functionality—were central to high satisfaction ratings. These findings resonate with feedback from Riyadh Season visitors, who expressed lower satisfaction with the practical aspects of their experience, including customer service and logistical organization.

Demographic comparisons in this study showed significant variation in satisfaction levels. Older visitors, those with higher education, and higher-income participants reported significantly higher satisfaction. These results are in line with the findings of Simpson et al. (2020), who noted that ecolodge visitors with specific

motivational and demographic profiles—such as those seeking cultural engagement or tranquility—tended to report higher satisfaction and stronger revisit intentions.

In summary, while Riyadh Season is successful in delivering a baseline level of satisfaction among its visitors, the results suggest that further strategic investment is necessary to elevate the quality of the visitor experience beyond mere adequacy. Addressing service responsiveness, organizational efficiency, and perceived value—especially in relation to pricing and unique experience offerings—will be critical for enhancing visitor satisfaction and, consequently, fostering stronger behavioral intentions.

5.3 Revisit Intention (RI)

This study found that participants demonstrated a moderate level of intention to revisit Riyadh Season. The overall mean score for revisit intention was **M = 30.41**, **SD = 10.88**, with 51.6% of respondents falling into the moderate category, 27.6% in the high category, and 20.8% in the low category. Neutral responses dominated across most items, particularly those reflecting regular attendance, long-term loyalty, and preference for Riyadh Season over similar entertainment options. These results indicate that while many visitors are open to the idea of returning, their commitment remains tentative and contingent on enhanced future experiences.

This pattern is consistent with broader tourism and leisure literature, which has emphasized that revisit intention is often dependent on the cumulative satisfaction and emotional impact of the experience. Libre et al. (2022) found that tourist satisfaction significantly mediated the effect of experience quality on revisit intention, suggesting that strong emotional or value-driven experiences are essential precursors to behavioral loyalty. Similarly, Yayla et al. (2023) reported that individuals' behavioral intentions,

including the intention to revisit and recommend, were significantly influenced by both satisfaction and perceived value.

Furthermore, in the Saudi Arabian context, Aliedan et al. (2021) observed that event quality does not directly affect revisit intention unless mediated through perceived image and visitor experience. This aligns with the findings of the current study, where even participants who acknowledged decent quality levels expressed only moderate revisit intentions. The implication is that future behavioral intentions are likely influenced by a more complex interplay of experiential, emotional, and contextual factors—not merely the objective quality of entertainment.

Internationally, findings by Sorrentino et al. (2020) suggest that revisit intention is closely linked with memorable event experiences and positive emotional engagement. In their study on sports mega-events in South Italy, a strong emotional and immersive environment significantly increased both the intent to recommend and revisit the destination. Riyadh Season, while meeting expectations, may not have achieved a level of memorability or emotional resonance necessary to create strong revisit commitment across a broader demographic.

Demographically, revisit intention in this study varied significantly by age, education, income, and employment status. Older visitors, higher-income earners, and those with postgraduate education reported the highest revisit intentions. These findings are consistent with research by Wang et al. (2025), who concluded that aesthetically and emotionally fulfilling experiences, often valued more by mature or affluent visitors, were the most influential predictors of satisfaction and revisit behavior. In addition, Liang and Li (2023) highlighted that for theme park visitors, revisit intention was

closely tied to high perceived service quality, emotional engagement, and consistent value-for-money—all areas that were moderately rated in this study.

Revisit intention was also found to be significantly and positively correlated with both perceived entertainment quality ($r = .948, p < .01$) and visitor satisfaction ($r = .977, p < .01$), supporting the hypothesis that positive experiences and satisfaction foster stronger behavioral commitment. These findings reinforce the applicability of the Theory of Planned Behavior (Ajzen, 1991), which posits that attitudes, shaped by satisfaction and quality perceptions, predict intention and future behavior.

Additional studies support these conclusions. For example, Kusumawati and Utomo (2020) highlighted how sustainability perceptions and environmental awareness moderated revisit intentions among international tourists in Bali. Although Riyadh Season is not explicitly themed around sustainability, the underlying message is clear: events that address broader visitor values and emotional engagement are more likely to foster revisitation.

In summary, while revisit intention toward Riyadh Season is promising, it remains conditional. Moderate levels of intention suggest that visitors are receptive but require more compelling reasons—through improved quality, emotional value, and experiential uniqueness—to commit to returning. This necessitates a strategic focus on transforming Riyadh Season into not only a recurring national event but also an emotionally engaging and value-driven tourism product that can sustain long-term visitor loyalty.

5.4 Implications for Practice

The findings of this research offer substantial implications for event organizers, tourism managers, and policymakers involved with Riyadh Season and similar large-scale events in Saudi Arabia and globally. Firstly, **event organizers** should emphasize enhancing perceived entertainment quality through diversifying and innovating entertainment offerings, as these are critical factors directly influencing visitor satisfaction and revisit intentions. Investment in unique, differentiated, and culturally relevant programming could significantly elevate visitor experiences. Strategic improvements in logistical aspects—particularly scheduling, accessibility, and organization—are equally critical, addressing key areas where visitor evaluations were moderate or low.

Secondly, **tourism marketers and practitioners** should prioritize value perception and visitor satisfaction by aligning promotional messages with delivered experiences. Transparent and realistic communication about event offerings can help manage visitor expectations more effectively, reducing negative disconfirmation. Specific demographic segments, such as older, higher-income, or educated groups who demonstrate higher loyalty potential, require targeted marketing strategies and premium services.

For **policy makers and tourism authorities**, creating enabling policies and infrastructure to support sustainable event management is vital. Investment in infrastructural improvements—such as transportation, facilities, visitor information systems, and safety measures—is necessary to enhance overall visitor satisfaction and revisit intention. Developing partnerships between public authorities, private enterprises, and local communities can further enrich the visitor experience, aligning

Riyadh Season closely with Vision 2030 objectives for economic diversification and cultural development.

5.5 Limitations of the Study

Despite contributing significantly to tourism and event management literature and practice, this study acknowledges several limitations:

1. **Cross-sectional Design:** The use of a cross-sectional approach captures visitor perceptions at a single point in time, limiting the ability to track changes over multiple events or seasons.
2. **Convenience Sampling:** The convenience sampling method employed, while practical, limits the generalizability of findings to the broader population attending Riyadh Season. A more systematic sampling approach could provide stronger representativeness.
3. **Self-reported Data:** As the data were self-reported, responses might have been influenced by social desirability, recall bias, or subjective interpretation of questions.
4. **Limited Variables:** The study focused on selected factors influencing visitor satisfaction and revisit intentions. Other potentially influential variables such as cultural background, detailed visitor motivations, and social media influence were not included.
5. **Cultural and Contextual Specificity:** Given the unique socio-cultural and economic context of Riyadh Season in Saudi Arabia, the findings may not be directly transferable to other international tourism settings.

5.6 Recommendations for Future Research

To extend and deepen the current understanding of visitor satisfaction, perceived entertainment quality, and revisit intentions, future studies are recommended to:

- Conduct longitudinal research to assess how visitor perceptions, satisfaction, and intentions evolve across multiple seasons of Riyadh Season, facilitating a more dynamic understanding of visitor loyalty development.
- Employ mixed-method approaches combining qualitative methods (interviews, focus groups, participant observations) with quantitative surveys, enabling a richer understanding of visitor expectations, motivations, and experiential narratives.
- Expand studies to include comparative analyses with similar entertainment and cultural events both within Saudi Arabia (e.g., Jeddah Season, AlUla events) and internationally. Comparative research can identify universal versus unique satisfaction and revisit intention determinants.
- Explore additional mediating or moderating factors such as visitor emotional attachment, perceived authenticity, social media influence, digital engagement, and visitor personalities, further enriching the theoretical frameworks applied.
- Investigate visitor segmentation in greater detail, examining specific visitor profiles, motivations, and expectations in relation to satisfaction and revisit intentions. Segmentation analyses could inform more targeted marketing and event strategies.

5.7 Conclusion

In conclusion, this study comprehensively examined visitor satisfaction with entertainment quality provided during Riyadh Season and its relationship with revisit intentions. Visitors' perceptions indicated moderate entertainment quality and satisfaction, with strong positive correlations among perceived entertainment quality, visitor satisfaction, and revisit intentions. Significant demographic variations emphasized the necessity of differentiated strategies to cater effectively to diverse visitor groups. Theoretically, the findings support and reinforce Expectancy-Disconfirmation Theory and the Theory of Planned Behavior, validating their applicability within Saudi Arabia's event tourism context. Practically, the research offers valuable recommendations for event organizers and policy makers to strategically enhance entertainment quality, visitor satisfaction, and revisit loyalty. While acknowledging methodological limitations, this study sets a foundation for future research directions and significantly contributes to both theoretical knowledge and practical management of entertainment tourism events. It aligns well with Saudi Arabia's broader tourism and economic goals under Vision 2030, emphasizing sustainable visitor engagement, satisfaction, and loyalty-building for long-term tourism success.

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Appendixes

Appendix A: Demographic and Professional Characteristics Questionnaire

No.	Demographic Question	Response
1	Gender	☐ Male ☐ Female
2	Age	☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ 56 and above
3	Nationality	☐ Saudi ☐ Non Saudi
4	Education Level	☐ High School ☐ Diploma ☐ Bachelor's ☐ Master's ☐ PhD
5	Employment Status	☐ Student ☐ Employed ☐ Self-employed ☐ Unemployed ☐ Retired
6	Monthly Income (SAR)	☐ <5000 ☐ 5000–10000 ☐ 10001–15000 ☐ >15000

Part 2: Perceptions of Entertainment Quality at Riyadh Season

SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree.

EQ Item	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)
1. Entertainment activities provided at Riyadh Season were diverse and varied.					
2. Activities were innovative and unique					
3. Events were well-organized and managed					
4. Quality of performances was consistently high					
5. Entertainment venues were accessible and clearly marked					
Activities offered at Riyadh Season were innovative and unique compared to other events.					
7. Facilities (e.g., restrooms, food services) were excellent					
8. Provided a safe and secure environment					
9. Information about activities was easy to obtain					
10. Schedule and timing were convenient and well-structured					

Part 3: Respondents' Level of Satisfaction with Riyadh Season (N = 384)

Satisfaction Dimension	Strongly Dissatisfied n (%)	Dissatisfied n (%)	Neutral n (%)	Satisfied n (%)	Strongly Satisfied n (%)
1. Your overall satisfaction with the entertainment events at Riyadh Season.					
2. Satisfaction with performance quality					
3. Satisfaction with activity diversity					
4. Satisfaction with event organization					

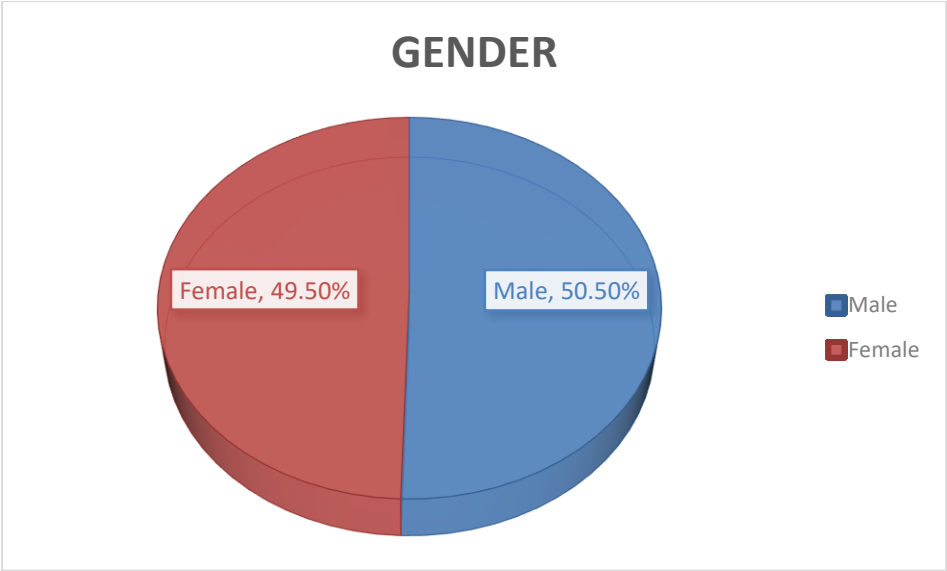
5. Satisfaction with venue accessibility					
Satisfaction with the quality of performances/shows at Riyadh Season.					
7. Satisfaction with safety and security					
8. Satisfaction with value-for-money					
9. Satisfaction with overall atmosphere					
10. Satisfaction with customer service					

Part 4: Respondents' Revisit Intentions toward Riyadh Season

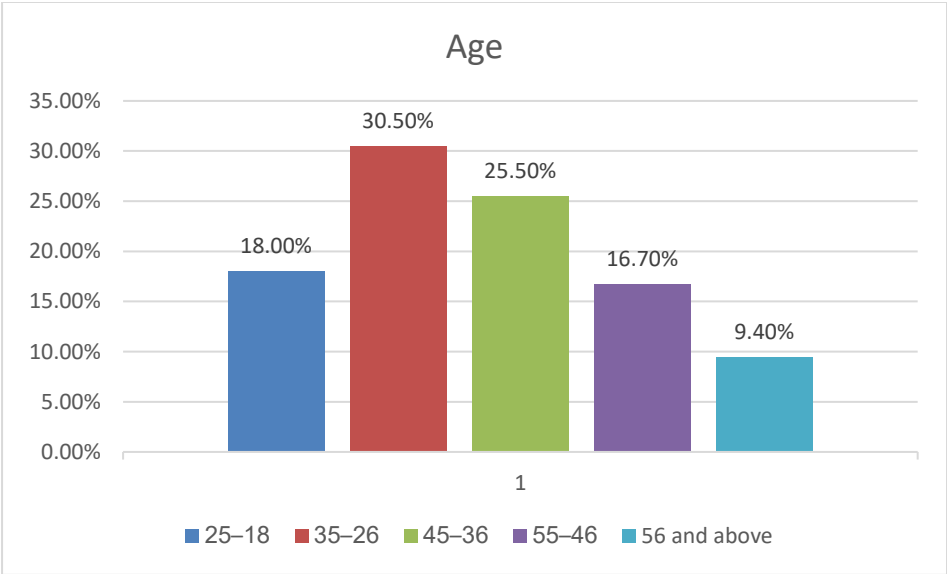
Revisit Intention Item	SD n (%)	D n (%)	N n (%)	A n (%)	SA n (%)
1. I intend to revisit Riyadh Season in the future.					
2. I plan to regularly attend Riyadh Season activities.					
3. I will encourage family/friends to visit Riyadh Season.					
4. Likely to participate more in future Riyadh events.					
5. Positive experiences make me revisit Riyadh Season.					
I plan to regularly attend entertainment activities held at Riyadh Season.					
7. I would revisit even if activities remain similar.					
8. Quality positively influenced my revisit intention.					
9. I anticipate attending events more frequently.					
10. Prefer Riyadh Season over similar events.					

Figures of Distribution of Demographic and Professional Characteristics

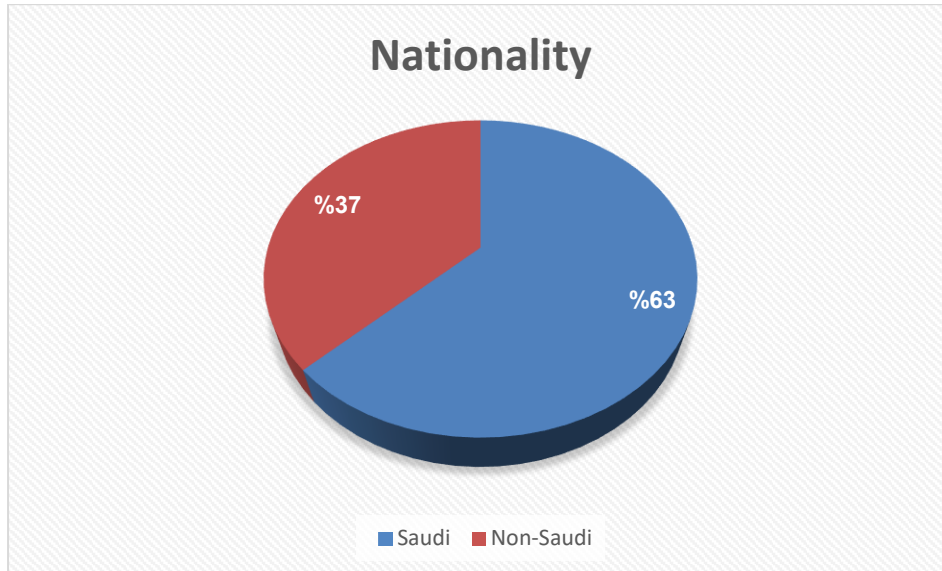
Gender



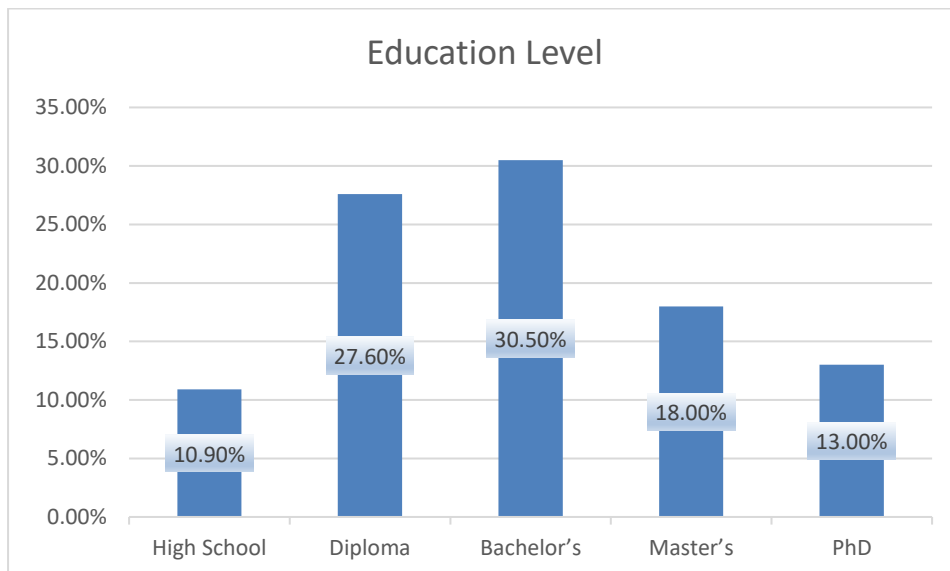
Age



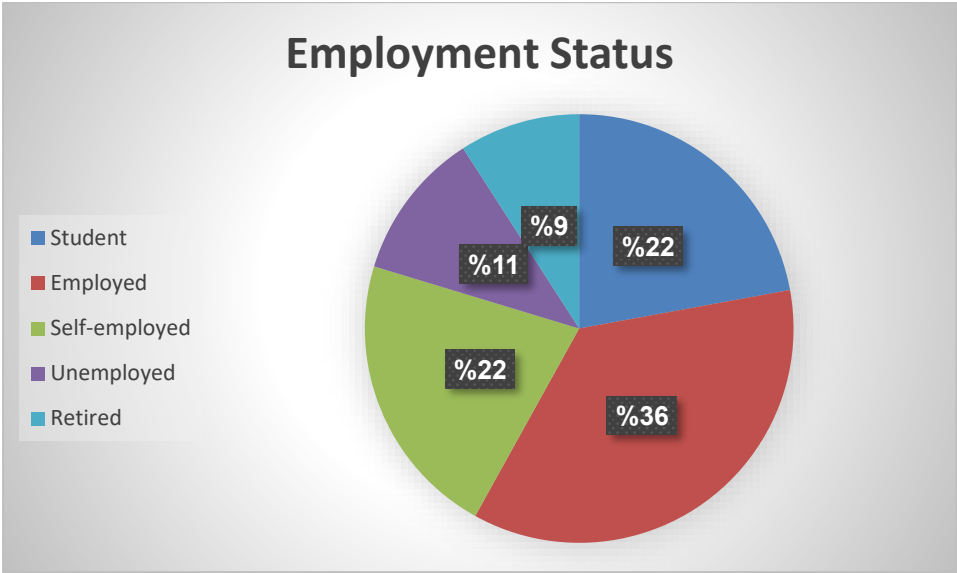
Nationality



Education Level



Employment Status



Monthly Income

