



RESEARCH ARTICLE

Are the Visitors Satisfied? Visitors' Loyalty and Revisit Intention toward a Public Health Event

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ABSTRACT

The public health events aimed to disseminate the health information to the public. However, there are very limited studies have investigated the perceptions of the visitors toward their experiential satisfaction, ultimately affecting their loyalty and revisit intention. This study aims to bridge these research gaps by investigating the effect of the visitors' perceptions on their experiential satisfaction and, ultimately, on the visitor's loyalty and revisit intention on a local public health event by using the stimulus-organism-responses (S-O-R) model. A total of 217 valid responses were collected from the visitors of a local public health event co-organised by a private university and divisional health office through the convenience sampling technique. The findings showed all four proposed perceptions (perceived information quality, perceived value, perceived enjoyment, and perceived usefulness) have a significant effect on visitors' experiential satisfaction. Besides, the result further showed that visitors' experiential satisfaction significantly affected both participation loyalty and revisit intention. This study offers new insights into event management that explore the relationship between visitors' perceptions of their satisfaction with a local public health event. Four perceptions have been proposed as stimuli in the S-O-R model and their influence on the visitors' experiential satisfaction, ultimately their participation loyalty and revisit intention. The findings provide some critical implications for the stakeholders in improving the event quality and enhancing the visitors' satisfaction. Enhancing the quality of information and also the benefits and values of the events are among the strategies that have to be focused on. Besides, increasing the interactions between the booth owners and exhibitors is critical to improving the playfulness and enjoyment of the event.

INTRODUCTION

Fulfilling the individuals' expectations is particularly vital to satisfy them (Lacap, 2020) and, eventually, form their loyalty and behavioural intention. This scenario is proved in the festival and event management. For instance, the attendees are likely to revisit and recommend to others if they are satisfied with that event (Lacap, 2020). Similarly, Akhoondnejad (2016) and Abdul Gapor (2023) also revealed that individuals tend to have high loyalty to the event when they are highly satisfied with it. This determined that an individual's loyalty is particularly important in event management to ensure the success of the event. This is in line with Akhoondnejad (2016), who stated that customer loyalty is one of the key components of business success. Establishing long-term relationships with individuals is seen as a valuable asset for any business. Therefore, festival and event management have to strive to form a loyal sense of visitors towards their festivals and events.

Numerous festivals and events were organised for different purposes. Most of them are aimed at promoting cultural activities, sports activities, tourism events, and the like. However, public health event possesses different objectives. Generally, public health events are intended to disseminate health-related information in improving public health education and awareness (Malhotra et al.,

2023) and encourage hygiene and personal health practices. Thus, health events are expected to change the way how visitors understand health. In Malaysia, there has been a significant increase in health campaigns and the sharing of health information in different places where healthcare is provided (Sabri & Makhtar, 2022). The health awareness activities underscore the growing recognition of the role of community engagement in public health. Therefore, this highlights the importance of the public health event, which involves the community in health events to improve public health and well-being.

The studies on the individuals' satisfaction and behavioural intention towards the events have been widely investigated in the literature. For instance, Lacap (2020), Lee et al. (2017), and Pai et al. (2021) investigated the satisfaction and loyalty or behavioural intention of the food-related events' attendees and visitors. Besides, some other studies also further investigated the participants' satisfaction and loyalty or behavioural intention in the sport-related events (e.g., Jeong and Kim, 2020; Jeong et al., 2019; Park et al., 2021; Sharma and Nayak, 2019). In addition, the visitors' satisfaction and loyalty and behavioural intention toward cultural-related events have also been further explored (e.g., Abdul Gapor et al., 2023; Akhoondnejad, 2016; Ho et al., 2022; Intason, 2023; Tan et al., 2023). These studies have provided a comprehensive and solid understanding regarding the visitors' satisfaction and loyalty or behavioural intention by using different perspectives. However, the evidence from the public health events is still under-researched in the literature, even though the health-related events played a critical role in disseminating health information to the public.

Despite the recognised importance of public health events, limited research has focused on the perceptions and their influence on visitors' experiential satisfaction. The interaction of the different types of perceptions and satisfaction has been adopted in the context of mobile technologies (Singh et al., 2017; Islam et al., 2024), imported products (Seo et al., 2023), sports events (Ko et al., 2010), and festival event (Harrington et al., 2021; Jani & Mwakyusa, 2021), but is limited to none in the public event study. Understanding this interaction is important as could be an essential element to establish the visitors' experiential satisfaction. The perceptions visitors form after attending an event can significantly shape their overall experience and satisfaction, as the participants may be satisfied if they have favourable perceptions. These participants' satisfaction can influence their loyalty and intention to revisit the event. Therefore, more research in this area could provide valuable insights into optimising health event design and ensuring they offer favourable perceptions for visitors and satisfy them, thereby maximising their impact on public health outcomes.

In light of the above, this study fills the gap in this area by examining how the four proposed perceptions (perceived information quality (PIQ), perceived value (PV), perceived enjoyment (PE), and perceived usefulness (PU)) influence their experiential satisfaction (ES), ultimately affecting their participant loyalty (PL) and the intention to revisit (IRT), through the stimulus-organism-responses (S-O-R) model. By examining these relationships, the study can provide insights into the factors that drive individuals to engage with health events initially and whether these factors contribute to their ongoing involvement and satisfaction. The findings not only contribute to the expansion of event literature but also have the potential to be applied beyond the Sarawak region to other geographical areas. Event organisers, such as the Ministry of Health and their agencies, exhibitors, and other related organisations, can benefit from these insights by enhancing their strategies for building participant loyalty.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Stimulus-organism-responses (S-O-R)

The theoretical framework of S-O-R was introduced by Mehrabian and Russell (1974) in assessing the effect of the external stimulus (S) towards the human's internal cognitive organism (O), and further triggers their responses (R) toward a certain behaviour. This framework is considered appropriate in explaining complicated human behaviour with their sequential mechanism. With that, it has been commonly used to study the impact of external stimuli towards the human's internal cognitive assessment (organism) and eventually on their behaviours (responses) (Ling et al., 2024). In this study, it is expected that the four proposed perceptions (PIQ, PV, PE, and PU) would be the external stimuli that might significantly affect the visitors' internal cognitive organism, namely ES, and eventually trigger the responses of visitors (PL and IRT). Specifically, the visitors tend to have

higher satisfaction if they have positive and favourable perceptions towards the four proposed stimuli (PIQ, PV, PE, and PU). The favourable perceptions toward the four external stimuli (PIQ, PV, PE, and PU) are crucial to determining their satisfaction, ultimately affecting their behavioural intention. This theoretical cognitive flow is appropriate for explaining the visitors' loyalty and revisiting intention at a public health event.

Numerous studies have adopted the S-O-R framework as the foundation of the study in studying human satisfaction and/or behavioural intention in different research settings. For instance, Jeong (2024) utilised the S-O-R framework in evaluating the satisfaction of the golf tourist. Similarly, Rahman *et al.* (2024) also employed the S-O-R framework in understanding the attitudinal and behavioural loyalty of football fans. Hyun *et al.* (2018) also adopted the S-O-R model in investigating the satisfaction and revisiting behaviour of the visitors of the museum. Moreover, Ling *et al.* (2024) also employed the S-O-R model in examining the food waste separation intention of university students. These empirical findings proved that the S-O-R framework is adequate in explaining human satisfaction; in turn, it will enhance their loyalty and intention toward the behaviour. With that, the S-O-R has been used as the study's theoretical framework in evaluating the influence of four perceptions on the visitor's loyalty and revisit intention in a local public health event.

Perceived information quality on experiential satisfaction

Abstractly, PIQ is an individual's belief that the available information is correct, reliable, understandable, pragmatic, and helpful (Tseng *et al.*, 2024). Besides, the information's completeness, personalisation, relevance, and security are also defined as the information quality (DeLone & McLean, 2003). In this study, visitors aim to acquire practical and understandable information from the public health event. However, visitors might have different perceptions of the information that they received from the event and this perception will affect their ES. A positive visitor's perception of information could postulate a significant influence of the PIQ on satisfaction. The significant effect of perceived information quality on satisfaction is revealed in the literature. For instance, Zheng *et al.* (2013) further remarked on the significant effect of the perceived information quality on user satisfaction in virtual communities. Similar findings are documented in the literature, especially in information technology or system adoption (Franque *et al.*, 2021; Kim *et al.*, 2021). This signified that the individual will usually be highly satisfied if they have a favourable perception towards the information obtained in the event. Therefore, the hypothesis below is proposed:

H1: Perceived Information Quality is positively significant with experiential satisfaction.

Perceived value on experiential satisfaction

Theoretically, PV refers to the individual's overall evaluation of the utility of behaviour based on their perception of what they received (Zeithaml, 1988). Besides, PV is also defined as an individual's perception regarding the benefits they receive from what they have sacrificed (Sanchez *et al.*, 2006). In this context, the PV could be referred to as the perception of the benefit that visitor gain when they attend the public event by sacrificing their time and money. Visitors may have different perceptions of the PV that they may receive from the event, and this perception will significantly affect their ES. Visitors tend to have greater satisfaction if visitors have positive perceptions towards the PV that they could receive. Therefore, PV is hypothesized to have a significant relationship with satisfaction. PV influences the individual's ES significantly, in different contexts (Jeong & Kim, 2020; Sharma & Nayak, 2019). Akhoondnejad (2016) and Pai *et al.* (2021) concluded that visitors are more satisfied if they have high assessment outcomes on their PV obtained from the festival. With that, this also postulates that visitors are likely to be satisfied if they have a favourable perception of the benefits that they obtained from the events. With that, this study further recommended the following hypothesis.

H2: Perceived Value is positively significant with experiential satisfaction.

Perceived enjoyment on experiential satisfaction

Initially, PE is referred to as the degree to which an individual perceives the behaviour as enjoyable (Ko *et al.*, 2009). This signified that PE is related to an individual's psychological perception regarding the enjoyment of a behaviour. This study defined PE as the level at which the visitor feels that visiting a public health event is enjoyable and further forms a positive perception toward the PE of the events.

After attending the event, visitors may have certain perceptions about the event, including their enjoyment level. With that, the visitors are likely to have a favourable perception if they are enjoying the event. Therefore, the study proposed that PE significantly affects the visitor's satisfaction if they have a positive perception regarding the enjoyment of the events. This postulation is particularly true when the visitors enjoy and are entertained by the events. Therefore, there is a significant relationship between PE and ES, and this significant effect is widely proven in the literature (Alam *et al.*, 2022; Ifinedo, 2017). For example, Liu *et al.* (2023) found that PE significantly affected users' satisfaction with travel applications. Hence, the following hypotheses are suggested.

H3: Perceived Enjoyment is positively significant with experiential satisfaction.

Perceived usefulness on experiential satisfaction

PU is defined as an individual's perception regarding the usefulness of feeling (Nie *et al.*, 2023). In this context, PU refers to the perception of users' evaluation towards a specific event regarding the usefulness of behaviour. The visitors may have an uncertain perception regarding the usefulness of the information that they obtained from the event, and if this perception is aligned with their actual feeling of usefulness, the individual will have a positive perception regarding the usefulness of events. Thus, the PU may have a crucial impact on their satisfaction as visitors will be more satisfied if their perception is met, and the literature supports this in other contexts. For instance, Park's (2020) perceived usefulness significantly affects satisfaction. Similarly, Al-Sharafi *et al.* (2022) also remarked that users are highly satisfied if the technology improves their performance. Therefore, the hypothesis below is formulated.

H4: Perceived Usefulness is positively significant with experiential satisfaction.

Experiential satisfaction on participant loyalty and intention to revisit

Satisfaction is the comparison between the initial expectations and the post-event experience to determine whether the level of demand is met and aligned (Nie *et al.*, 2023). Mili and Ferro-Soto (2024) mention that individuals are more satisfied if they obtain what they expect but dissatisfied if their expectation is not met. Numerous studies have stated the significant role of ES on individual loyalty (Akhoondnejad, 2016; Kim *et al.*, 2021; Nazarian *et al.*, 2024). For instance, Jeong and Kim (2020) disclosed the positively significant effect of tourist satisfaction on destination loyalty in a sports event. In addition, a highly satisfied individual is more likely to perform such behaviour and recommend it to others (Mili & Ferro-Soto, 2024). Similarly, Pai *et al.* (2021) also remarked that the tourist's revisit intention is influenced by their satisfaction. Therefore, ES is also hypothesised to significantly affect the revisit intention, as aligned with the literature (Nazarian *et al.*, 2024; Sharma & Nayak, 2019). Therefore, the hypotheses below are proposed.

H5: Experiential Satisfaction is positively significant with participant loyalty.

H6: Experiential Satisfaction is positively significant with the intention to revisit.

Participant loyalty on intention to revisit

Loyalty is measured as behavioural loyalty and attitudinal loyalty (Azis *et al.*, 2020). Behavioural loyalty is defined as the consumer's behaviours towards an object and involves the repurchase intention (Zeithmal *et al.*, 1996). In contrast, attitudinal loyalty refers to the consumers' psychological and emotional feelings and intention to purchase and recommend to others (Azis *et al.*, 2020). With that, PL and IRT are slightly different. In this study, PL is defined as attitudinal loyalty, while IRT belongs to behavioural loyalty. Practically, visitors' behavioural loyalty is fostered when visitors establish their attitudinal loyalty. This supposition is aligned with Akhoondnejad (2016), whereas loyal customers tend to have a favourable behavioural intention towards the event. With that, PL is anticipated to be a determinant factor in encouraging the visitor to revisit. This postulation is aligned with Nazarian *et al.* (2024), who found that loyalty is significant with the revisit intention in the hotel industry. Similarly, Lacap (2020) also revealed the significant effect of loyalty and intention to recommend. Therefore, the following hypothesis has been suggested.

H7: Participant loyalty is positively significant with the intention to revisit.

Based on the discussion above, the proposed research framework of the study is presented in Figure 1 below.

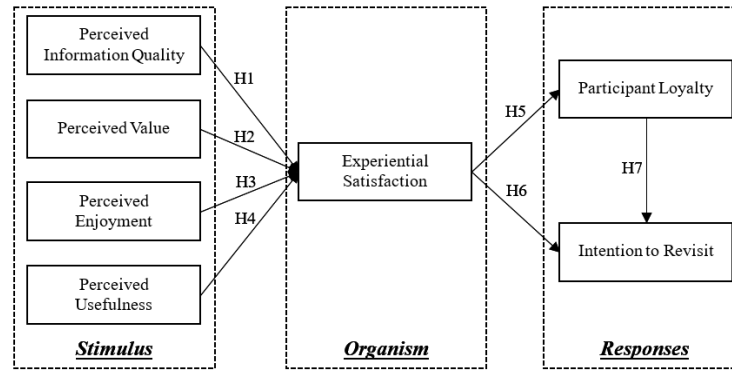


Figure 1: Proposed research framework

RESEARCH METHODOLOGY

Study context

The quantitative data was gathered during the "*Holistic Health: Start with Family*", which is a day public event organised by a private university together with the Divisional Health Office, on 20 May 2023 and estimated to attract more than 1000 visitors. In this event, several health-related booths have participated, together with some health screening booths, and the like. Besides, the organiser also prepared approximately 50 prizes for the lucky draw purposed. The organiser also provided a "Kid Zone" for the kids to ensure their parents are free to visit all booths to get information. This public health event was first organised in the Year 2022 and is expected to be the annual event for the university and also the health department.

Instrument items

A structured questionnaire has been designed by adapting the measurement items from the previous studies (Jeong *et al.*, 2019; Jeong & Kim, 2020; Joo & Yang, 2023; Park *et al.*, 2021; Tseng *et al.*, 2024) to collect the primary responses from the visitors. A total of 31 measurement items, together with six demographic questions, were included in the questionnaire. The questionnaire was first prepared in English languages and then translated into Malay and Chinese languages using a back-to-back approach. In this study, the seven-point Likert scale was used to measure the level of agreement and disagreement, ranging from 1 (strongly disagree) to 7 (strongly agree). The questionnaire was validated by one expert with vast experience in social sciences research to ensure the validity of the measurement items.

Data collection and sample

In the study, a non-probability convenient sampling technique was adopted to gather the responses from the visitors to the events. The convenient visitors are asked to join the survey at the last booths of the events. This is to ensure that the visitors have visited all the participating booths to provide their experiences of the events better. The visitors who agreed to participate are required to complete a self-administered questionnaire. In total, 203 usable responses were collected during the event and further analysed by using the relevant analysis technique. This number of responses (203) is sufficient as it met the minimum sample size of 138 determined by the power analysis with five predictors, an effect size of 0.15, and a power level of 0.95. Similarly, this sample size is also sufficient for further analysis as it fulfils the rule of thumb of more than 20 observations per variable (Hair *et al.*, 2018).

Data analysis

In this study, the collected primary data first assessed the multivariate normality by using Mardia's coefficient procedure. The result of the normality test proved that the collected data is not normally distributed as the kurtosis coefficient (106.0859) is greater than the threshold level of 20 (Byrne, 2013; Kline, 2011). This result indicated that the most suitable technique to analyse this data is the Partial Least Square Structural Equation Modelling (PLS-SEM) technique (Hair *et al.*, 2019). Therefore, the PLS-SEM in the SmartPLS software (version 4.0.9.2) has been used to analyse the data.

RESULT

Descriptive statistics

Table 1 presented the profiles of the respondents and showed that 64 per cent are females and 36 per cent are males. The majority of visitors are aged between 20- to 29-year-old (52%), compared to other age ranges. In terms of race distribution, the Chinese accounted for most, with approximately 55 per cent, followed by the Malay (12%), Iban (11%), and Melanau (9%). The majority of the respondents have an education qualification with a bachelor's degree and above (60%), followed by a Diploma qualification (19%) and secondary school qualification (16%). Almost half of the respondents are students (49%), followed by the professional or managerial professions accounting for 33 per cent.

Table 1: Respondents' profiles

Profiles	Category	Frequency	Percentage
Gender	Male	73	35.96
	Female	130	64.04
Age	19 YO and below	12	5.91
	20 – 29 YO	106	52.22
	30 – 39 YO	42	20.69
	40 – 49 YO	22	10.84
	50 – 59 YO	12	5.91
	60 YO and above	9	4.43
Race	Iban	23	11.33
	Malay	24	11.82
	Chinese	113	55.67
	Melanau	19	9.36
	Bidayuh	9	4.43
	Orang Ulu	8	3.94
	Others	7	3.45
	Education Level	Degree and above	122
Diploma		38	18.72
Certificate		9	4.43
Secondary School		32	15.76
Primary School		2	0.99
Employment	Unemployed	15	7.39
	Student	100	49.26
	Professional/Managerial	66	32.51
	Knowledge/Skilled Worker	14	6.90
	Labour/General Worker	8	3.94

Assessment of measurement model

The results of validity and reliability assessments are demonstrated in Tables 2 and 3. As provided in Table 3, the convergent validity of the study has been established, as all items have loading values greater than 0.7080 (Hair *et al.*, 2019), and the average variance extracted (AVE) of all constructs is greater than 0.5000 (Bagozzi *et al.*, 1991). Besides, the composite reliability (CR) values also showed that the internal consistency of the study was also achieved, whereby the CR values of all constructs are higher than the standard value of 0.7000 (Chin *et al.*, 2010). In addition, the result of the discriminant validity through the heterotrait-monotrait (HTMT) ratio is provided in Table 3. As proposed by Gold *et al.* (2001), discriminant validity is considered established when the HTMT value is lower than 0.9000 (HTMT_{0.90}). Although three HTMT values are higher than 0.9000, after using the most liberal criterion through the bootstrapping, it indicates that the confidence interval of these three HTMT values doesn't include the value of 1 and thus also proved the discriminant validity is also achieved (HTMT_{inference}). Moreover, the variance inflation factor (VIF) value in Table 2 further proved that the multicollinearity issues don't occur in this study, as the VIF values are less than the threshold value of 5 (Hair *et al.*, 2017).

Table 2: Reliability and validity using outer loading, AVE and CR

Constructs	Items	Outer Loading	AVE	CR	VIF
Perceived Information Quality	PIQ1	0.8517	0.7735	0.9318	2.1800
	PIQ2	0.8756			
	PIQ3	0.9041			
	PIQ4	0.8857			
Perceived Value	PV1	0.8545	0.7646	0.9285	4.0110
	PV2	0.8861			
	PV3	0.8706			
	PV4	0.8859			
Perceived Enjoyment	PE1	0.9286	0.8494	0.9442	4.0000
	PE2	0.9047			
	PE3	0.9315			
Perceived Usefulness	PU1	0.8515	0.8088	0.9441	3.6960
	PU2	0.9125			
	PU3	0.9175			
	PU4	0.9140			
Experiential Satisfaction	ES1	0.9003	0.8214	0.9324	4.4460
	ES2	0.9162			
	ES3	0.9024			
Participant Loyalty	PL1	0.8368	0.6968	0.9018	3.3630
	PL2	0.8135			
	PL3	0.8655			
	PL4	0.8223			
Intention to Revisit	IRT1	0.9176	0.8280	0.9352	3.2340
	IRT2	0.9179			
	IRT3	0.8941			

Table 3: Discriminant validity through HTMT ratio

Constructs	PIQ	PV	PE	PU	ES	PL	IRT
PIQ							
PV	0.7631 [0.6435; 0.8516]						
PE	0.7062 [0.5767; 0.8012]	0.9035 [0.8468; 0.9484]					
PU	0.7266 [0.6117; 0.8187]	0.8287 [0.7400; 0.9002]	0.8355 [0.7403; 0.9093]				
ES	0.7489 [0.6394; 0.8349]	0.8645 [0.7898; 0.9243]	0.8658 [0.7955; 0.9206]	0.9067 [0.8238; 0.9745]			
PL	0.6695 [0.5321; 0.7760]	0.7850 [0.6864; 0.8620]	0.7783 [0.6661; 0.8601]	0.7487 [0.6379; 0.8417]	0.8336 [0.7506; 0.9024]		
IRT	0.6315 [0.4904; 0.7460]	0.7544 [0.6357; 0.8531]	0.7732 [0.6630; 0.8583]	0.7228 [0.6105; 0.8166]	0.8028 [0.7049; 0.8829]	0.9088 [0.8542; 0.9532]	

Assessment of structural model

The hypotheses testing was carried out through the path coefficient in the PLS-SEM, and the results were provided in Table 4 and Figure 2. Overall, the results showed that all seven hypotheses were successfully validated in this study ($p < 0.05$). Specifically, H_1 ($\beta = 0.1154$), H_2 ($\beta = 0.1847$), H_3 ($\beta = 0.2218$), H_4 ($\beta = 0.4362$) H_5 ($\beta = 0.7326$), H_6 ($\beta = 0.2859$), and H_7 ($\beta = 0.5900$) were all supported.

The result showed that the four proposed predictors (PIQ, PV, PE and PU) could explain approximately 75.30 variances in ES. Besides, around 53.66 per cent of the variation in PL can be

predicted by ES, and lastly, 67.70 per cent of the variation in IRT could be accounted for by both ES and PL. For the predictive relevancy (Q^2), the values of the Q^2 for all three endogenous constructs (ES = 0.7481, PL = 0.5343 and IRT = 0.6737) are greater than zero, and this indicated that all exogenous constructs significantly predicted the endogenous constructs in this study.

Moreover, based on the guideline provided by Cohen (1988), PIA, PV, and PE have a small effect size on ES ($0.02 < f^2 > 0.15$), while PU has a medium effect size on ES ($0.15 < f^2 > 0.35$). Besides, ES has a substantial effect size on PL ($f^2 > 0.35$), while only has a small effect size on IRT ($0.02 < f^2 > 0.15$). Lastly, a substantial effect size was also reported for PL on IRT ($f^2 > 0.35$).

Table 3: Path coefficient and hypotheses testing through PLS-SEM

Hypo.	Path	Coeff.	T-value	P-value	f ²	Result
H1	PIQ - > ES	0.1154	1.8526	0.0320	0.0256	Supported
H2	PV - > ES	0.1847	1.6772	0.0468	0.0364	Supported
H3	PE - > ES	0.2218	3.2428	0.0006	0.0547	Supported
H4	PU - > ES	0.4362	4.0595	0.0000	0.2640	Supported
H5	ES - > PL	0.7326	15.4128	0.0000	1.1581	Supported
H6	ES - > IRT	0.2859	3.4815	0.0003	0.1172	Supported
H7	PL - > IRT	0.5900	8.5223	0.0000	0.4994	Supported

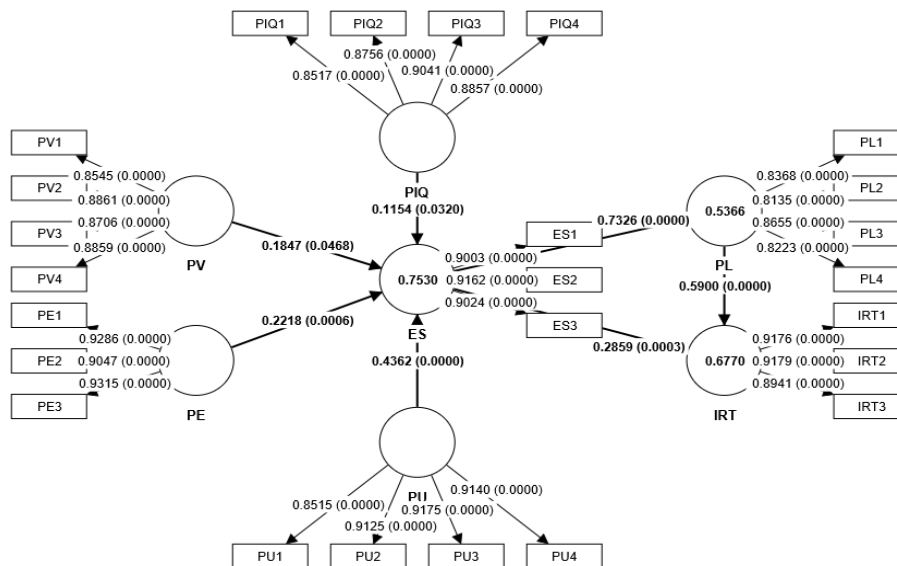


Figure 2: Path coefficient and hypotheses testing through PLS-SEM

DISCUSSIONS

Due to the limited evidence on the influence of perceptions towards satisfaction in a public event, this study aims to disclose this deficiency by examining the different types of perceptions of the visitors at the local public health event. Interestingly, the results showed that the visitors were satisfied with all four proposed perceptions towards the public health event. Besides, visitors tend to increase their participation loyalty and intention to revisit if their perceptions are satisfied.

Specifically, the result showed that visitors were satisfied with the information quality that they obtained from the event. This significant effect of PIQ on satisfaction paralleled the findings of Franque *et al.* (2021), Kim *et al.* (2021), and Zheng *et al.* (2013), and further signified that visitors are satisfied with the accuracy, reliability and helpfulness of the information that they received in the event.

Similar findings were also revealed on PV. Like PIQ, the visitors were satisfied with the outcomes obtained from the event as it significant influence on experiential satisfaction, which is in line with the findings of Akhoondnejad (2016), Pai *et al.* (2021), and Sharma and Nayak (2019). This signified that the visitors generally are more satisfied with the benefits and outcomes that they received from the event, as they have favourable perceptions towards the benefits and values that received in the event.

Visitors' PE is also significantly affected the experiential satisfaction, and this is paralleled with the previous studies of Alam *et al.* (2022), Ifinedo (2017), and Liu *et al.* (2023). This finding indicated that the visitors tended to have a favourable perception towards the enjoyment of the events and they were satisfied with it. This finding showed the visitors were satisfied with the event in terms of enjoyment and playfulness as they may enjoyed the lucky draw, quiz, and other programmes that were conducted during the event.

Furthermore, significant relationships between the PU on ES are also revealed in the study. The significant influence of PU on ES is consistent with Al-Sharafi *et al.* (2022), Franque *et al.* (2021), and Park (2020), further verifying that the information gathered from the event is useful and valuable for their future behaviour. As the visitors have a positive perception of the usefulness of the event, the visitors are generally satisfied with the PU of the event.

The significant influence of ES on both PL and IRT is also further verified. Visitors tend to be loyal to the event if they are satisfied with it. The substantial effect of satisfaction on loyalty is aligned with most empirical studies (Kim *et al.*, 2021; Nazarian *et al.*, 2024; Raggiotto *et al.*, 2019) and confirmed that visitors will have high loyalty to the event that they are highly satisfied. Besides, consistent with Chen *et al.* (2021), Rajput and Gahfoor (2020), and Sharma and Nayak (2019), the visitors tend to revisit the event in future if they are satisfied with it.

Lastly, PL is proven to have a significant effect on their revisit intention, and this finding is followed by the studies of Jeong and Kim (2019) and Nazarian *et al.* (2024), who also revealed the significant role of loyalty in the revisit intention in other contexts. This finding suggests that visitors tend to revisit the event if they are perceived to be loyal to the event.

Implications

Theoretical implications

By utilising the framework of S-O-R on the visitors' perceptions and their experiential satisfaction with a public event, this study contributes theoretically to the existing literature on the visitor's satisfaction and loyalty to an event, particularly in a public health event. This study provides new insight into the subject areas that examine the different types of perceptions and visitors' satisfaction in a public health event. Four perceptions have been proposed in the model and have been statistically tested on a local public health event. The study successfully proved that the visitors' perceptions of the PIQ, PV, PE, and PU are necessary to be positive and favourable to satisfy them. As proven in the study, the perceptions of PIQ, PV, PE, and PU significantly affect visitors' satisfaction. This finding offers additional insight into this area as it confirms the suggestion in the literature that the visitors will be satisfied if they have a favourable perception. Besides, the study further showed that the visitors tend to have greater participant loyalty and intention to revisit if they are satisfied with the event. With that, the findings on the four proposed perceptions provide fresh evidence to enhance our understanding of this subject area.

Practical implications

The study also provides some important practical implications for stakeholders to formulate strategies to attract more visitors for their coming events. Key stakeholders such as the event organiser, Ministry of Health and their agencies, exhibitors, and other related organisations have to prioritise the four proposed perceptions, namely PIQ, PV, PE, and PU, as the study revealed that all four perceptions tend to affect the visitor's experiential satisfaction, eventually on the loyalty and revisit intention. Moreover, the current evidence is derived from a public health event, in which the main objective of the event is to disseminate health-related information to the general public to increase their health awareness. With that, the evidence on the satisfaction of some other events like food and cultural festivals or sports events may not be that appropriate in describing the visitors' satisfaction, loyalty, and behavioural intention.

For event organisers and representatives from the Ministry of Health, enhancing the quality of the information and also the benefits and values during the event is crucial. As proved in the study, visitors are satisfied with these two perceptions. This signified that both two areas are crucial in satisfying visitors. Thus, the organisers have to enhance the information on the event and ensure this information is correct, reliable, easy to understand, and helpful to the visitors for healthy life

behaviour. Some leaflets and flyers that contain healthy information may be distributed to the visitors in addition to the information shared orally as it may not be effective, especially for the older generation. Besides, the contents of the event may have to improve further to provide more benefits and value to the visitors. More medical screening and check-ups have to be included to help the visitors understand their current health condition.

Besides, the organisers may have to increase the interaction with the visitors to increase the playfulness of the event. The visitors are only listeners in this kind of health event, and they may feel a bit bored and less interested when they keep listening to the sharing from the booths. In addition, revising the event's program tentative is also important as the visitors are satisfied with the playfulness of the event. Even though the visitors were satisfied with the enjoyment of the event, especially the event offered more than 50 prizes for lucky draws. However, the lucky draw process took too long, and this caused the visitors to be overtired and bored. Therefore, increasing the interaction activities and revising the program tentative may increase the playfulness and enjoyment of the event.

Furthermore, visitors' experiential satisfaction is crucial to increase the loyalty and revisit intention of the visitors. The number of visitors measures the success of an event. The more the visitors, the more successful is for the event. With that, the event organisers have to establish the loyalty of the visitors toward this public event, as this public health event is expected to be organised every year. Therefore, the organisers have to ensure the visitors have a favourable perception towards the program and activities to satisfy them. The more they are satisfied with the event, the more loyal they will be, and then they will revisit the event in the coming year.

CONCLUSION

This study took the initiative to investigate the relationship between visitors' perception and satisfaction at a local public health event. The S-O-R model was adopted as the foundation of the study, and four perceptions (PIQ, PV, PE, and PU) were proposed. A total of 217 valid responses were collected from a local public health event co-organised by a private university and Divisional Health Office. Remarkably, the visitors tend to be satisfied with all four perceptions (PIQ, PV, PE, and PU). This showed that the visitors necessarily have positive and favourable perceptions to satisfy them. Besides, the study further proved that the visitor's experiential satisfaction significantly impacts visitors' participant loyalty and revisit intention. These findings are expected to contribute to the literature significantly and also to be beneficial to the stakeholders in improving the event quality and attracting more visitors to their coming events.

Limitations and Future Research

Some limitations appeared in this study. Firstly, the findings of the study are only derived from 217 valid responses from a local public health event using the convenience sampling technique. This may limit the generalisability of the findings as the findings may not be generalisable to other event contexts. By using a similar framework in other event contexts, such as food festivals, music festivals or academic events, it may obtain some interesting findings as the different contexts of the study generate diverse findings. Besides, this study only considered the four proposed perceptions. However, the visitors may have some other perceptions of the event. Thus, future studies may consider including some other perceptions to produce more comprehensive findings. In addition, the heterogeneity of the respondents is not taken into account, as all respondents are considered to be homogeneous in this study. With that, future research should recognise this limitation by investigating the possible differences among the respondents based on some characteristics, such as age groups, genders, education levels, and the like. Furthermore, the study only considered the perceptions of the visitors toward their satisfaction and did not consider their initial expectations. Therefore, there may be some discrepancies between the visitor's initial expectations and perceptions towards their satisfaction. This could be an interesting area of study to explore further, as this could contribute to the literature on this subject area.

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