Research Paper

Night Market Appeal: How the Quality of Facilities, Food, and Program Content Shapes Visitor Satisfaction and Continuous Visiting Behavior

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Abstract

Night markets have become prominent urban attractions across major Asian cities, serving not only as tourism hotspots but also as community spaces that support local entrepreneurship. Despite their role in enabling entrepreneurial activity and fostering vibrant visitor experiences, their long-term ability to continuously attract visitors remains unknown. Therefore, this study aims to identify key factors that affect visitors' satisfaction and their continuous visiting behavior. More specifically, this study investigates the effect of the quality of facilities, food, and program content at the night market and their effects on visitor satisfaction and continuous visiting behavior. To achieve this aim, this study uses a quantitative approach, utilizing survey data from 184 visitors of a night market in Surabaya, Indonesia. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data, the findings reveal that high-quality facilities, diverse and appealing food, and well-organized program content have significant effects on visitor satisfaction and continuous visiting behavior. In doing so, this study extends the Expectation Confirmation Model by incorporating these specific attributes, highlighting the interplay of physical, sensory, and experiential factors to explain the behavior of night markets' visitors. This research offers theoretical and empirical insights into consumer behavior in non-traditional tourism settings, addressing a gap in the literature on night markets as local attractions that contribute to the local economy. The practical implications provide actionable guidance for market organizers and entrepreneurs to enhance facilities, innovate food offerings, and design engaging programs that encourage visitors to return.

Keywords *Facility; Food; Night Market; Program Content; Visitor Satisfaction; Continuous Visiting Behavior*

INTRODUCTION

Night market is popular tourist attraction in major Asian cities, such as Malaysia, Bangkok, Taiwan, and Indonesia (Lee & Pearce, 2020). The market can contribute to the sustainability of the urban environment by providing a place for the local community to gather (Iqbal et al., 2017). Night markets attract visitors to enjoy a variety of foods, fashions, crafts, and other goods offered by local vendors (Short et al., 2024). These local entrepreneurs utilize night markets to promote and boost the sales of their products. For example, in a prior study in Malaysia, the findings show that young entrepreneurs use the night market as a platform to help them start new businesses (Chin & Harun, 2015). Meanwhile, in Taiwan, Liang et al. (2021) demonstrate the role of night markets for entrepreneurs in increasing the sales performance of their small businesses.

In Indonesia, especially in the city of Surabaya, night markets can be found in many areas of the city. One of the most popular ones is the night market held at Pakuwon City Mall, which typically operates from 4 to 11 PM. The market is held periodically with different themes that suit school holidays, Christmas, New Year, Chinese New Year, or Ramadhan celebrations. In addition to offering various food and beverage products, the night market provides various entertainment for visitors, such as fireworks party, dance parades, live music performances, and other art performances, to attract visitors.

The successful night market events at Pakuwon City Mall have contributed positively to the local economy by attracting visitors from outside Surabaya to shop and dine at the market. However, with the wide availability of other shopping and entertainment destinations in the city, the long-term survival of the night market and its ability to continuously attract visitors remain

unknown. Therefore, it becomes important to understand the prominent factors that contribute to visitors' willingness to continue visiting the night market. This is to help night market organizers develop supporting facilities and attractions that can enhance visitors' experience, as well as help night market tenants better understand the types of offerings that suit the needs of night market visitors.

In addition to the above-mentioned empirical gap, extant studies that specifically focus on the behavior of night market visitors are scarce. Prior research has been dominated by studies of typical tourist destinations, such as theme parks and historical sites, which limit our understanding of visitors' behavior in this particular shopping and entertainment spot. Therefore, a specific study of night markets can offer a unique opportunity to explore visitor behavior in a dynamic environment that blends entrepreneurship, culture, and social interaction, often absent in traditional tourist attractions such as natural parks, architectural wonders, and historical sites. Considering that the research models that specifically explain the continuous visiting behavior of night market visitors are limited, in this study, we build a theoretical model based on a framework that explain continuous visiting behavior of tourists in a popular destination in the Philippines and the loyalty a of a music festival's attendees in Malaysia (Cahigas et al., 2023; Ho et al., 2022). We combined the two studies, because even though Cahigas et al. (2023) has developed a comprehensive framework for explaining tourists' continuous visiting behaviour, their study was conducted on a typical tourist destination and therefore does not account for other important factors that affect the behaviour of night market visitors, such as program content, which Ho et al. (2022) found to play a crucial role in attracting visitors in a festival.

In Cahigas et al. (2023), tourists' continuous visiting behavior is determined by their satisfaction. Meanwhile, in a study by Ho et al. (2022), the continuous visiting behavior of festival attendees is shaped by a number of factors reflecting the quality of the event, such as facilities, food, and program content. The quality of the facilities may include several aspects, such as comfortable parking spaces, the availability of places to rest, and clean toilets (Yoon et al., 2010). Meanwhile, the variability of food is an important factor for visitors as it can affect their visiting experience and their overall level of satisfaction with the visit (Cahigas et al., 2023). Lastly, program content, which refers to the overall scheduled attractions and performances presented to visitors, also plays an important role in visitors' satisfaction (Ho et al., 2022).

Given a limited understanding of the continuous visiting behavior of night market visitors, this study was conducted to explain the effects of facility, food quality, and program content on visitors' satisfaction and their continued visiting behavior. Accordingly, the study addresses the main research questions: "Do the quality of facility, food, and program content of a night market affect visitors' satisfaction and their continuous visiting behavior." By integrating insights from previous studies on tourist destinations and festival events, this study develops a framework tailored to the unique characteristics of night markets. The findings of this study provide empirical evidence on the critical role of the quality of facilities, food, and program content in shaping visitors' satisfaction and their likelihood to continue their visits, thereby addressing the existing gap in understanding continuous visiting behavior in night market settings.

LITERATURE REVIEW

Understanding the factors that affect continuous visiting behavior is essential for ensuring the long-term success of tourism destinations, particularly in dynamic environments such as night markets. Prior research suggests that visitors' decision to revisit a tourist spot is largely driven by their satisfaction with previous experiences, which is shaped by multiple elements, including the quality of facilities, food, and program content. As shown in Figure 1, this study integrates these factors within the framework of the Expectation Confirmation Model. This widely applied theory in

consumer behavior research explains how individuals' expectations, when confirmed through positive experiences, will positively affect satisfaction and post-consumption behavior. Using this theoretical lens, this study develops hypotheses examining the direct effects of facility, food, and program content quality on visitor satisfaction and continued visiting behavior.
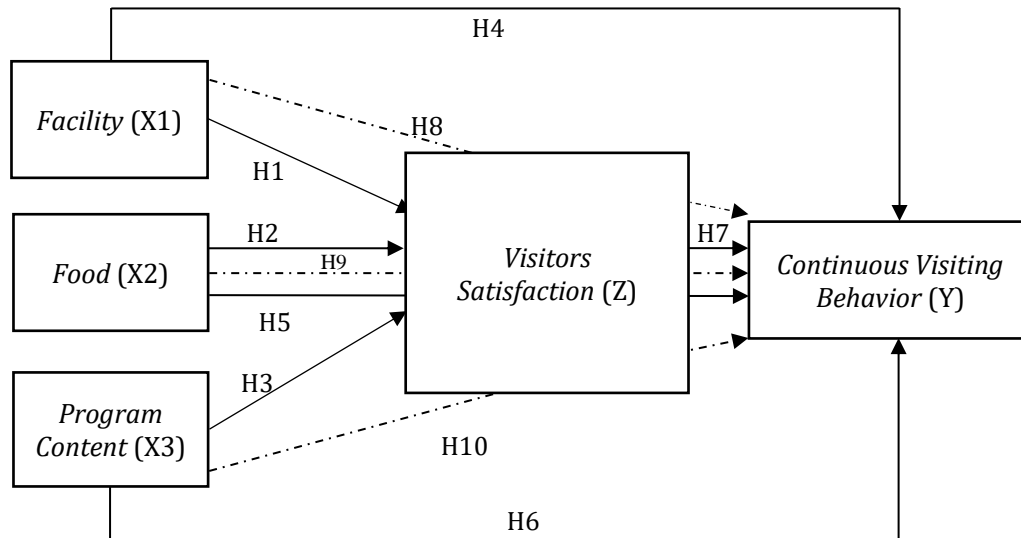

Figure 1. Research Framework
Source: Cahigas et al. (2023), Ho et al. (2022), Yoon et al. (2010).

Continuous visiting behavior refers to tourists' or visitors' intention to revisit a place, their prioritization of visits to a certain place over other similar places, and their willingness to make efforts to revisit the place (Cahigas et al., 2023). The behavior is shaped by many factors, with being satisfied with their prior visits playing an important role in shaping the behavior (Cahigas et al., 2023). Visitors' satisfaction reflects positive experiences and emotions during their visit. At the end of the visit, visitors reflect on whether they are satisfied or dissatisfied with their overall experience during the visit (Cahigas et al., 2023).

One factor that drives visitors' satisfaction with an event is the quality of the facilities provided by the organizer (Ho et al., 2022). Organizers need to maintain facilities to high standards to ensure visitor safety and comfort, such as the quality of the seating, the cleanliness of the toilets, and the availability and safety of the parking lot (Ho et al., 2022). Another important factor is the quality of food. In tourist spots, high-quality food refers to large variations, great taste, and the appropriateness of the price (Yoon et al., 2010). Lastly, program content is a supporting element that refers to the quality of attractions and performances at the event. This includes the performance of the host or MCs, lineups of performers, musical variety, sound quality, and the timing of the show (Ho et al., 2022). These overall elements may create a hedonic experience for visitors, affecting their satisfaction and their intention to revisit an event (Yoon et al., 2010).

Relationship between variables: The effect of facilities on visitor satisfaction. Facilities are an important factor that affects visitor satisfaction (Selmi et al., 2021), given that the quality of facilities provided at a tourist spot can significantly affect visitors' emotions and satisfaction (Lee et al., 2008). For example, when a visitor feels that the facilities at a tourist attraction are good, the visitor will experience a positive emotion that eventually affects their overall satisfaction with he visit (Ho et al., 2022). A previous research by Yoon et al. (2010) shows that facilities play a significant role in affecting visitors' satisfaction with a music festival. Similar findings were found in a study by Ho et al. (2022), which showed that facilities, comprising the condition of the site's

layout, cleanliness, comfort, space, atmosphere, security, and waste/garbage management, are all important elements in affecting visitors' satisfaction. Based on these prior findings, the first hypothesis in this study is:

H_1: The quality of facilities will affect night market visitors' satisfaction.

The effect of food on visitor satisfaction

There are four dimensions of food quality. These are food freshness, food presentation, food maturity, and food variety (Qin et al., 2010). According to Yoon et al. (2010), the effect of food on the value of an event is worth noting. If food products fail to meet certain quality standards, visitors will be dissatisfied, and the providers/vendors will no longer be invited to join the upcoming event (Yoon et al., 2010). The selection of foods, the taste, and the appropriateness of the selling price all affect visitors' satisfaction with an event (Yoon et al., 2010). Based on these findings, our second hypothesis is:

H_2: The quality of food will affect the night market visitors' satisfaction.

The effect of program Content on Tourist Satisfaction

Visitors will get a positive experience from a well-organized program that is tailored to their needs (Yoon et al., 2010). In a study conducted by Mason and Paggiaro (2012) on culinary tourism, they found a positive relationship between program content and visitor satisfaction. This finding is also in accordance with a previous study by Choo and Park (2017) on festival quality at a food festival, which found that program content had a strong effect on visitors' satisfaction. Program content that is entertaining, varied, inspiring, adapts local culture, and is well managed is all important in shaping visitors' satisfaction (Yoon et al., 2010). Based on these prior findings, our third hypothesis is:

H_3: The quality of program content will affect the night market visitors' satisfaction.

The Effect of Facilities on Continuous Visiting Behavior

Facilities are one of the important criteria that can affect visitors' positive experiences at an event (Ho et al., 2022). A positive atmosphere in a tourist attraction can trigger positive emotions in the visitors (Ho et al., 2022). Visitors who are satisfied with their experience tend to maintain continuous visiting behavior (Cahigas et al., 2023; El-Adly, 2018; Hung et al., 2021). Based on these prior findings, the next hypothesis is:

H_4: The quality of facilities will affect the night market visitors' continuous visiting behaviour.

The Effect of Food on Continuous Visiting Behavior

Food and beverages are part of visitors' needs that cannot be replaced by other needs (Cahigas et al., 2023). Visitors need to eat and drink at some point in time to replenish the energy they consumed. Foods that are delicious, fresh, and well-presented are considered to have a high quality (Ha & Jang, 2012) and can satisfy the needs and desires of the visitors. It can also enhance their dining experience. For example, serving fresh food to visitors using hot plates can add attraction (Hidayat et al., 2020). A study by Sparks (2007) found that food quality can predict visitors' intention to revisit a tourist attraction. Thus, based on these prior findings, the next hypothesis is:

H_5: The quality of food will affect the night market visitors' continuous visiting behaviour.

The Effect of Program Content on Continuous Visiting Behavior

Visitors will have a hedonic experience from a well-organized program tailored to their needs (Yoon et al., 2010). Therefore, event planners should create unique programs that are interesting

and enriching to enhance visitors' positive experiences and maintain their attendance in future events (Ho et al., 2022). Furthermore, Sedera et al. (2017) argue and found that continued visiting behavior depends on the positive experiences that visitors get during their visiting period. If visitors are satisfied with the actual service and experience, they can be expected to return to the same destination (Cahigas et al., 2023). Based on these arguments, our next hypothesis is:

H_6: The quality of program content will affect the continuous visiting behavior of night market visitors.

The Effect of Tourist Satisfaction on Continuous Visiting Behavior

Visitors' satisfaction is the positive feeling that appears or is felt at the moment when they are involved in recreational activities (Chen & Tsai, 2007). Visitors' satisfaction is important for tourism management because it can affect destination choice (Yoon et al., 2010). Moreover, satisfied visitors tend to say positive things about the destination to others (Baker & Crompton, 2000). In a study conducted by Cahigas et al (2023), the results show that visitors' satisfaction can lead to their intention to revisit (Cahigas et al., 2023). Therefore, our next hypothesis is:

H_7: Visitor satisfaction will affect their continuous visiting behaviour.

The mediating role of tourist satisfaction in the relationship between the quality of facilities, food and program content towards Continuous Visiting Behavior

Facilities are one of the important criteria that drive visitor satisfaction of an event (Ho et al., 2022). Facilities can significantly affect visitors' emotions and satisfaction (Lee et al., 2008). The availability of high-quality facilities at the night market, such as cleanliness and a comfortable layout, will play an important role in creating a positive experience for night market visitors. A positive atmosphere in a tourist attraction can trigger positive emotions, thereby affecting visitors' overall satisfaction (Ho et al., 2022). Previous studies have shown that facilities/ physical environment in a tourist destination contribute significantly to visitors' satisfaction (Cahigas et al., 2023). Satisfied visitors, in turn, can significantly affect continued visit behavior (El-Adly 2018; Hung et al. 2021).

In addition to facilities, the quality of the food available at the night market is an important factor in determining the tourism experience. Foods that are delicious, varied, and affordable can satisfy visitors, which may affect their decision to revisit the night market. Similarly, program contents such as art performances and interactive entertainment may also affect visitors' decision to revisit. Interesting programs can create deep impressions, increasing visitors' satisfaction with their visiting experience, which in turn may affect their intention to revisit. In sum, we argue that tourist satisfaction may serve as a mediator linking the quality of facilities, food, and program content with night market visitors' continued visiting behaviour. This argument is in accordance with the Expectation Confirmation Model, a theory that is widely used in consumer behavior literature to study how individuals' confirmed expectations will impact their satisfaction, and in turn, affect their post-purchase behavior (Yusuf et al., 2023). Therefore, our next hypotheses are:

H_8: Visitor satisfaction mediates the relationship between the quality of facilities and the continuous visiting behaviour of night market visitors.

H_9: Visitor satisfaction mediates the relationship between food quality and continuous visiting behaviour among night market visitors.

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H_{10}: Visitor satisfaction mediates the relationship between the quality of program content and the continuous visiting behaviour of night market visitors.

RESEARCH METHOD

This study employs a quantitative approach to test several hypotheses. More specifically, this study adopts a cross-sectional research design as it is appropriate for understanding the current factors affecting night market visitors' behavior without requiring longitudinal tracking. We used a purposive, non-probability sampling technique as it allows us to target only relevant individuals; that is, those with firsthand experience of the night market's facilities, food offerings, and entertainment programs. The questionnaires were distributed online through WhatsApp contacts and other social media platforms to reach a broad, relevant audience efficiently. The questionnaire comprises 24 questions based on the indicators listed in Table 1.

Respondents' answers were measured using a 5-point Likert scale to indicate their agreement with the statements. A total of 283 individuals completed the questionnaire. However, 24 responses did not meet the eligibility criteria, which required participants to: (1) be at least 17 years old and (2) have visited the Night Market at Pakuwon City Mall Surabaya at least once in the past year. As a result, 259 valid responses were included in the data analysis. Further, to analyze the proposed research model, we employ Partial Least Squares Structural Equation Modeling (PLS-SEM). The method is suitable for this study as it enables the examination of complex relationships between latent variables while effectively handling our relatively small sample. To ensure the robustness of the statistical estimates, we apply bootstrapping using the typical 10,000 bootstrap resamples to ensure a more accurate assessment of the relationships between variables.

Table 1. Measurements

Questionnaire items	Source
Continuous Visiting Behavior	Cahigas et al. (2023)
1. Visitors intend to revisit the night market.	
2. Visitors intend to prioritize visits to the Pakuwon night market compared to visits to other night markets.	
3. Visitors are willing to make efforts to visit the night market.	
4. Visitors intend to become loyal visitors to the night market.	
Visitors' Satisfaction	Cahigas et al. (2023)
1. Visitors feel satisfied with the overall experience during their visit to the night market.	
2. Visitors feel a positive experience during their visit to the night Market	
3. Visitors feel that the experience they get is worth the cost and time spent during their visit to the night market .	
4. Visitors feel satisfied with the prices of products offered at the Night Market.	
Facilities	Ho et al. (2022)
1. The quality of site layout	
2. The cleanliness of the site	
3. The convenience of the site.	
4. The space/ size of the site	
5. The atmosphere of the site	
6. The security of the site	
7. The availability of trash can on the site	
Food	Yoon et al. (2010)
1. The variety of food offered.	
2. The taste of the food.	
3. The appropriateness of food price	
Program content	Yoon et al. (2010)
1. The performances at the night market are entertaining.	
2. The performances at the stage are varied	

Questionnaire items	Source
3. The performances at the stage give amazing experience	
4. The performances at the stage provide lessons about local and other cultures.	
5. The program events are well managed.	
6. The events are well organized.	

FINDINGS AND DISCUSSION

We present the profile of our respondents in the following table. As Table 2 shows, our respondents display their firsthand experience with the night market. Most of them (45,6%) had visited the night market 3-5 times in a year. The rest (33%) even had more frequent visits, indicating continuous visiting patterns over the past year. In terms of demographic profiles, the majority (71%)% of our respondents were females, (66%) had a university degree, (54%) worked in paid or self-employment, and (88%) lived in East Java, particularly in Surabaya. Overall, our data portray the characteristics of individuals living in a big city in Indonesia who tend to have better education and employment status and who regularly visit a local night market as an after-work activity.

Table 2. Respondents' Profiles

Profiles	Number	Percentage (%)
Number of visits		
1-2 times	55	21,2
3-5 times	118	45,6
6-10 times	62	23,9
>10 times	24	9.3
Sex		
Male	75	28,9
Female	184	71,1
Education		
High school Diploma	87	33,6
University degree	172	66,4
Occupation		
Stay at home parent	24	9,3
Workers & entrepreneurs	140	54.1
Students	95	36,7
Place of Origin		
Jakarta	2	0,80
West Java	6	2,30
Central Java	11	4,20
East Java	228	88.0
South Kalimantan	1	0,40
East Kalimantan	1	0,40
North Maluku	1	0,40
West Nusa Tenggara	2	0,40
East Nusa Tenggara	2	0,40
South Sulawesi	1	0,40
North Sulawesi	1	0,40
Yogyakarta	3	1,20
Total	**259**	**100%**

Further, as seen in Appendix 1, the results from the descriptive statistics show that respondents generally rated all constructs positively, with mean scores ranging from 3.90 to 4.10

on a 5-point Likert scale, indicating favorable perceptions of their night market experience. Among the independent variables, food quality obtained the highest overall mean (M ≈ 4.06), suggesting visitors' experience with culinary offerings was positive. Program content and facility quality also received consistently high evaluations, though with slightly higher variability (SD ≈ 0.80–0.95), reflecting differing visitor expectations. The mean scores for visitor satisfaction (M ≈ 4.01) and continuous visiting behavior (M ≈ 3.95) indicate a generally positive but moderate intention to revisit, providing a basis for testing the hypothesized relationships in this study.

In terms of the validity and reliability tests, as shown in Table 3, all indicators in each variable have outer loadings> 0.7, which meet the validity criteria. Next, by looking at the Average Variance Extracted (AVE), each variable has an (AVE) value that is greater than 0.5, indicating its convergent validity (Abdillah & Hartono, 2021).

Table 3. Convergent Validity (First order measurement model evaluation)

Variables	Items	Outer loading	Remarks
Facilities (AVE 0.662)	$X_{1.1}$	0.836	Valid
	$X_{1.2}$	0.796	Valid
	$X_{1.3}$	0.818	Valid
	$X_{1.4}$	0.789	Valid
	$X_{1.5}$	0.810	Valid
	$X_{1.6}$	0.812	Valid
	$X_{1.7}$	0.834	Valid
Food (AVE 0.755)	$X_{2.1}$	0.885	Valid
	$X_{2.2}$	0.869	Valid
	$X_{2.3}$	0.853	Valid
Program content (AVE 0.645)	$X_{3.1}$	0.834	Valid
	$X_{3.2}$	0.816	Valid
	$X_{3.3}$	0.771	Valid
	$X_{3.4}$	0.805	Valid
	$X_{3.5}$	0.770	Valid
	$X_{3.6}$	0.821	Valid
Visitor Satisfaction (AVE 0.633)	$Z.1$	0.840	Valid
	$Z.2$	0.760	Valid
	$Z.3$	0.855	Valid
	$Z.4$	0.798	Valid
Continuous Visiting Behavior (AVE 0.733)	$Y.1$	0.856	Valid
	$Y.2$	0.855	Valid
	$Y.3$	0.860	Valid
	$Y.4$	0.853	Valid

Next, to evaluate discriminant validity, we compared the correlations between indicators and their constructs, as well as between indicators and constructs from other blocks (Table 4). The purpose of the test is to reveal whether the measuring indicators of a construct are highly, lowly, or uncorrelated with other constructs (Abdillah & Hartono, 2021). Further, we conducted a discriminant validity test based on cross-loadings. The cross-loading and latent variable correlations values in a construct should be greater than those in other constructs. We present the results of the discriminant validity test in Table 4 and the reliability test in Table 5. The indicator is considered valid if the cross-loading value of the target latent variable is greater than that of other latent variables. As Table 5 shows, the overall indicators were valid, as the cross-loadings of the indicators from each construct were larger than the loadings on indicators from other constructs. This suggests that indicators can measure their own variables better than they can other variables, since all indicators have the strongest correlation with their respective variables.

Table 4. Correlations between constructs

Variables	CVB	Facilities	Food	Program Content	TS
CVB	**1,000**	0.761	0.745	0.448	0.845
Facilities	0.761	**1,000**	0.791	0.272	0.829
Food	0.745	0.791	**1,000**	0.299	0.793
Program Content	0.448	0.272	0.299	**1,000**	0.383
TS	0.845	0.829	0.793	0.383	**1,000**

Table 5. Cross Loadings Result

	CVB (Y)	Facilities (X₁)	Food (X₂)	Program Content (X₃)	VS (Z)
Y.1	**0.856**	0.644	0.659	0.386	0.744
Y.2	**0.855**	0.648	0.618	0.389	0.685
Y.3	**0.860**	0.622	0.625	0.398	0.742
Y.4	**0.853**	0.692	0.648	0.362	0.722
X 1.1	0.635	**0.836**	0.639	0.221	0.703
X 1.2	0.601	**0.796**	0.610	0.172	0.676
X 1.3	0.626	**0.818**	0.635	0.190	0.681
X 1.4	0.599	**0.789**	0.660	0.214	0.625
X 1.5	0.561	**0.810**	0.601	0.190	0.625
X 1.6	0.653	**0.812**	0.668	0.278	0.703
X 1.7	0.651	**0.834**	0.687	0.274	0.699
X 2.1	0.671	0.675	**0.885**	0.274	0.697
X 2.2	0.620	0.686	**0.869**	0.247	0.692
X 2.3	0.651	0.702	**0.853**	0.257	0.678
X 3.1	0.370	0.219	0.194	**0.834**	0.324
X 3.2	0.400	0.249	0.279	**0.816**	0.338
X 3.3	0.302	0.164	0.200	**0.771**	0.274
X 3.4	0.371	0.230	0.280	**0.805**	0.312
X 3.5	0.326	0.179	0.194	**0.770**	0.252
X 3.6	0.379	0.252	0.279	**0.821**	0.335
Z.1	0.691	0.695	0.641	0.288	**0.840**
Z.2	0.591	0.662	0.628	0.202	**0.760**
Z.3	0.745	0.683	0.728	0.364	**0.855**
Z.4	0.717	0.660	0.581	0.383	**0.798**

Reliability Test

Reliability was assessed by examining the reliability values of each construct (Table 6). A value greater than 0.7 and a Cronbach alpha greater than 0.7 are considered reliable (Hair et al., 2019). In addition, referring to Sekaran and Bougie (2016), reliability below 0.60 is considered weak but acceptable, whereas a value within the range of 0.70 is acceptable, and above 0.80 is considered good. Our results indicate good reliability, with both Cronbach's alpha and composite reliability values above 0.8. Based on these results, we continued our analysis with the outer model test (Figure 2).

Table 6. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	Remarks
Continuous Visiting Behavior (Y)	0.879	0.916	Reliable
Facilities (X 1)	0.915	0.932	Reliable
Food (X 2)	0.838	0.903	Reliable

Content Program (X $_3$)	0.89 0	0.916	Reliable
Visitor Satisfaction (Z)	0.83 0	0.887	Reliable

The analysis indicates that the study meets all necessary validity and reliability criteria. Convergent validity was well-supported, as all indicators had outer loadings greater than 0.7, and the Average Variance Extracted (AVE) for each variable exceeded 0.5. This confirms that the indicators adequately represent their respective constructs. Furthermore, the results of discriminant validity showed that each indicator displayed the highest correlation with its own construct compared to others. This ensures that the indicators effectively measure their intended variables rather than overlap with other constructs. Additionally, the reliability test showed strong internal consistency, with both Cronbach's alpha and composite reliability values exceeding 0.8. Based on these results, the study's measurement model demonstrates strong validity and reliability, thus making it appropriate for further analysis.
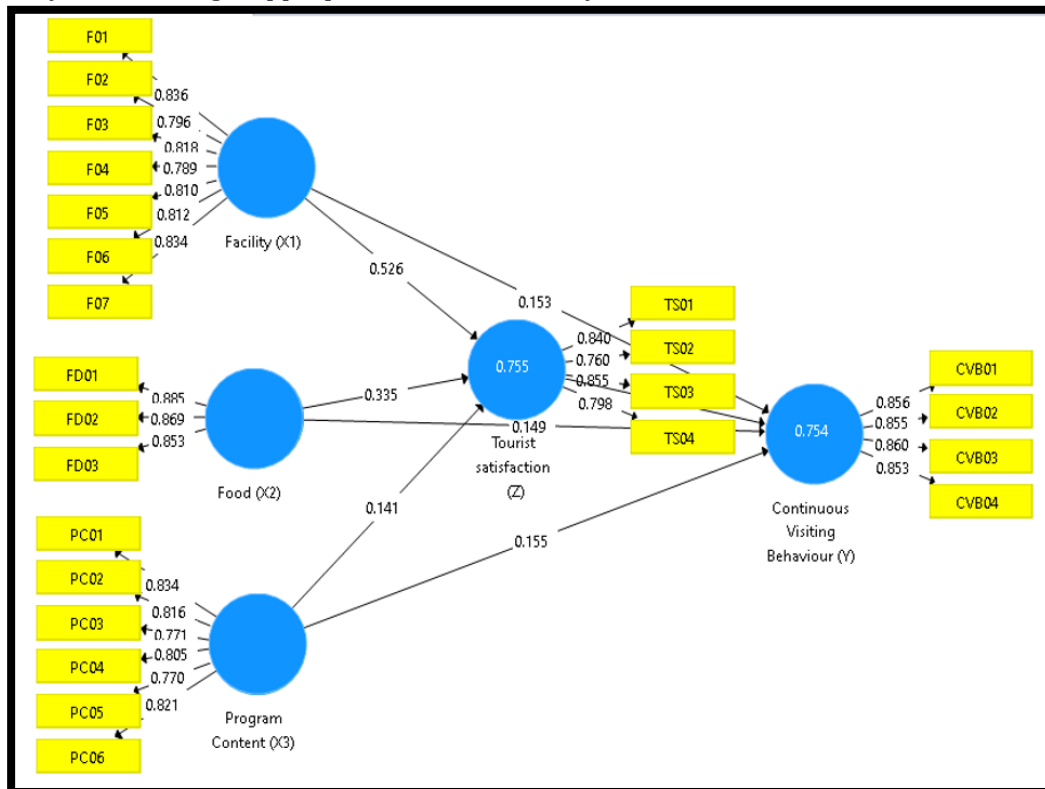

Figure 2. The Outer Model

Further, the results of the R-squared test showed that continuous visiting behavior (Y) can be explained by facility (X₁), food (X₂), program content (X₃), and visitor satisfaction (Z), with an R-squared value of 0,75. This suggests the model's strong ability to explain the continuous visiting behavior of night market visitors. The remaining 24.6% is explained by variables not covered in this study. Next, we examined the predictive relevance of our model (Q2) that was calculated based on the value of the R2 by using the following formula:

$Q^2 = 1 – (1- R^2 Y)(1- R^2 Z)$

$Q^2 = 1 - (1- 0.754)(1- 0.755)$

$Q^2 = 1- (0,246)(0,245)$

$Q^2 = 1- (0.06027)$

$Q^2 = 0.939$

The result showed that the predictive relevance of our data was 0.939, a value greater than

0. This indicates that the model used in the study had predictive relevance, given that a value less than 0 indicates that the model has less predictive relevance (Abdillah & Hartono, 2021). Our results thus suggest that the structural model to explain continuous visiting behavior among night market visitors is predictive.

Hypothesis testing

The results of hypothesis testing are presented in the table below. As Table 7 shows, the overall hypotheses (H$_1$ to H$_{10}$) were accepted, as the t-statistics were >1.96 and the p-values were all below 0.05. Moreover, the path coefficients were positive, indicating positive relationships among the variables in our theoretical model.

Table 7. Hypothesis Test Results (t-test and *p-value*)

Direct effects	Path coefficient	T statistics	P Values	Remarks
Facility -> VS	0.526	7,877	0,000	H1 accepted
Food -> VS	0.335	4,829	0,000	H2 accepted
Program Content -> VS	0.141	3,773	0,000	H3 accepted
Facility -> CVB	0.153	2,174	0.030	H4 accepted
Food -> CVB	0.149	2,317	0.021	H5 accepted
Program Content -> CVB	0.155	3,344	0.001	H6 accepted
Tourist Satisfaction -> CVB	0.541	6,288	0,000	H7 accepted
Facility -> VS -> CVB	0.284	5,003	0,000	H8 accepted
Food -> VS -> CVB	0.181	3,657	0,000	H9 accepted
Program Content -> VS-> CVB	0.076	3,208	0.001	H10 accepted

Discussion

The finding indicates that facilities (H$_1$) had a positive and significant effect on tourist satisfaction (p 0.000). The finding aligns with previous studies by Yoon et al. (2010) and Ho et al. (2022), which found that facilities play a significant role in tourists' satisfaction. It is also in line with the research by Ahmad et al. (2021), which reveals that well-maintained security facilities are one of the factors that can increase tourist attraction and satisfaction. Overall, our findings demonstrate that the cleanliness, comfort, atmosphere, security, and waste management at the site can affect visitors' satisfaction.

Our findings also reveal that food (H2) had a positive and significant effect on tourist satisfaction (p = 0.000). The results of this study align with those of previous studies by Yoon et al. (2010) and Kalnaovakul et al. (2021), which show that food variety and affordability are important factors that determine visitor satisfaction. Overall, our study shows that food price variability, taste, and appropriateness positively affect visitor satisfaction. Moreover, our results show that program content (H3) had a positive and significant effect on tourist satisfaction (p = 0.000). This finding aligns with a prior study by Yoon et al. (2010), which found that program content is positively related to visitor satisfaction. In a study by Cheon (2016), program content has a positive effect, but this effect is not significant on visitors' satisfaction. The results thus imply that Program content that is entertaining, has the ability to amaze the audience, and is well managed has a positive effect on visitors' satisfaction.

Moreover, our study shows significant direct effects of facility (H4), food (H5), and program content (H6) on visitors' continuous visiting behavior (p=0.030, p=0.021, p=0.001, respectively). The coefficients were all positive, and the p-values were p≤ 0.05. Further, the findings also reveal that H7: visitor satisfaction had a significant effect on Continuous Visiting Behavior (p=0.000). The findings are in accordance with the results of previous research conducted by Cahigas et al. (2023), which reveal that visitor satisfaction often leads to continued visit behavior. Liu et al (2010) also

found something similar; the results of their study show that satisfaction has a significant and positive effect on visitors' willingness to make continued visits.

In addition to the significant direct effects of facility, food, and program content on visitors' continuous visiting behavior, our results also reveal the mediating effects of visitors' satisfaction in the relationships among the three variables on the continuous visiting behavior of night market visitors (H8, H9, and H10). The findings thus indicate the role of visitor satisfaction as a partial mediating variable in the relationships among facility, food, and program content and visitors' intention to continue visiting the night market. It also underscores the important roles of facilities, food, and program content in both visitors' satisfaction and their intention to continue visiting the night market. The results of this study align with those of previous research by Ho et al. (2022), which found an indirect effect of facilities on continuous visiting behavior through tourist satisfaction. It is also consistent with Yoon et al. (2010), who found that food quality can indirectly affect continuous visiting behavior through tourist satisfaction.

In sum, the results of our mediation analysis support the Expectation-Confirmation Model (ECM) by demonstrating that visitor satisfaction mediates the relationships among facilities, food, and program content in continuous visiting behavior. ECM posits that visitors form expectations about these attributes before visiting. When their actual experience confirms these expectations, they become satisfied, which in turn affects their likelihood of continuing their visits. The findings indicate that while facilities, food, and program content have direct effects on continuous visiting behavior, a portion of their effects operates indirectly through visitor satisfaction (H8, H9, H10). This suggests that satisfaction serves as an explanatory mechanism in explaining the continuous visiting behaviors of night market visitors. Therefore, the study reinforces ECM by illustrating how the fulfillment of expectations leads to satisfaction, which subsequently affect visitors' decisions to revisit the night market.

Overall, this study contributes to business and management literature by extending the Expectation Confirmation Model in the context of night markets. This study provides valuable insights into the dynamics of night markets by identifying how facilities, food, and program content interact to shape visitor satisfaction and their post-purchase (visiting) behavior. Our contribution highlights the interplay of physical, sensory, and experiential factors on customer behavior specific to night markets, a relatively underexplored context in the literature. Empirically, this study offers actionable insights for market organizers, tourism stakeholders and entrepreneurs. Our results may help market organizers and policymakers at the local tourism board better promote night markets as local attractions that contribute to the local economy by emphasizing the quality of facilities, food, and performances to attract visitors. The findings also may inform entrepreneurs who take part as night market tenants to continuously develop new product variations, improving the look and taste of their products, and setting affordable pricing strategies, significant elements in shaping the continuous visiting behavior of night market visitors.

CONCLUSIONS

Given the limited understanding of continuous visiting behavior among night market visitors, this study aims to address the existing research gap by examining the factors influencing such behavior in a night market setting. Building on insights from prior studies on tourist destinations and festival events, this study proposes a framework tailored to the unique characteristics of night markets. The findings indicate that the quality of facilities, food, and program content has positive and significant effects on visitors' satisfaction and their continuous visiting behavior. Furthermore,

The results show that visitor satisfaction partially mediates the effects of facilities, food, and program content on continuous visiting behavior. The findings provide empirical support for the Expectation–Confirmation Model (ECM), confirming the model's relevance in explaining continuous

visiting intentions within the night market settings. The findings thus highlight the important role of high-quality facilities, such as the cleanliness and the security of the site, the variety, taste, and the price of food offered by the tenants, as well as the quality and variety of performances at the stage, in affecting the satisfaction and continuous visiting behavior of night market visitors.

Based on the study's findings, several recommendations can be made for night market stakeholders. For local entrepreneurs or night market tenants, it is crucial to maintain high standards in food quality, taste, and affordable pricing to ensure visitor satisfaction and encourage repeat visits. Offering diverse food options that cater to different dietary preferences, such as local specialties, halal food, vegetarian dishes, and fusion cuisine, while ensuring strict hygiene standards and visible food safety certification, can help increase customer loyalty and repeat purchases. For night market organizers, maintaining the quality of facilities, particularly the cleanliness, security, and accessibility, is essential. Implementing regular cleaning schedules, ensuring well-lit and secure parking areas, and designing efficient site layouts can enhance visitor comfort and safety, especially during high traffic, such as on weekends and national holidays. Additionally, offering an engaging program lineup, such as live cultural performances, and maintaining thematic festivals can enrich visitors' experience and strengthen the market's cultural appeal. These activities not only provide entertainment but also promote local creative industries and reinforce the city's identity as a vibrant urban tourism destination.

For local government authorities, strategic support for night market development can be strengthened through comprehensive infrastructure improvements, vendor capacity-building programs, and coordinated promotional initiatives. Infrastructure efforts include upgrading streets and pedestrian walkways, improving lighting, expanding parking areas, and enhancing access via public transportation such as buses, shuttle routes, and designated drop-off points. Additional support can involve facilitating cultural collaborations with the Dinas Pariwisata Kota Surabaya and promoting night markets through digital tourism platforms like Visit Surabaya and wider East Java tourism networks. Digital campaigns involving local influencers and universities can also increase visibility among younger demographics. Collectively, these initiatives can position night markets as catalysts for sustainable entrepreneurial ecosystem development, tourism competitiveness and economic growth in Surabaya and the wider East Java region.

LIMITATION & FURTHER RESEARCH

Despite its contributions, this study has several limitations. First, the data is limited to visitors of Pakuwon Night Market in Surabaya, Indonesia, which may restrict the generalizability of the findings to other night markets with different cultural, economic, or geographical characteristics. A broader dataset that covers multiple night markets across different regions would provide a more comprehensive understanding of visitor satisfaction and behavior. Second, the study focuses on specific factors that affect continuous visiting behavior, thus potentially overlooking other important determinants. Other key elements, such as staff service quality, information availability, and cultural attractions, which have been highlighted in prior tourism management literature, may also significantly impact visitor satisfaction and continuous visiting behaviors. Lastly, while this study identifies visitor satisfaction as a partial mediator, it does not examine other potential mediating mechanisms that may affect the relationships among facilities, food, program content, and continuous visiting behavior.

Based on these findings, future research should expand the study's scope by examining other night markets across different cities or countries and increase the sample size to enhance the external validity of the results. Additionally, future studies may explore additional quality dimensions, such as staff service performance, site accessibility, and digital engagement (e.g., mobile applications for night market navigation), to offer a more holistic explanation of visitor

satisfaction and visitors' behavior in the digital era. Moreover, further research should investigate alternative mediating variables, such as emotional experience and perceived value, to better understand the mechanisms that drive continuous visiting behavior.

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Appendix 1. Descriptive statistics

Variable	Item	Mean	Standard Deviation
Facility	X1.01	4.089	0.891
	X1.02	3.977	0.867
	X1.03	4.073	0.939
	X1.04	4.050	0.872
	X1.05	4.093	0.902
	X1.06	3.988	0.958
	X1.07	4.050	0.881
Food	X2.01	4.104	0.872
	X2.02	4.039	0.839
	X2.03	4.046	0.861
Program Content	X3.01	4.027	0.728
	X3.02	3.934	0.802
	X3.03	3.946	0.847
	X3.04	3.958	0.813
	X3.05	3.927	0.801
	X3.06	4.000	0.826
Visitor Satisfaction	Z.01	4.039	0.820
	Z.02	4.015	0.821
	Z.03	3.954	0.905
	Z.04	4.035	0.929
Continuous Visiting Behavior	Y.01	3.981	0.913
	Y.02	3.904	0.941
	Y.03	3.954	0.927
	Y.04	3.958	0.908