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Perceived Uniqueness and Perceived Value in Shaping Revisit Intention toward Instagrammable Cultural Tourism Destinations

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Abstract: This study examines the effects of perceived uniqueness and perceived value on revisit intention toward Instagrammable cultural tourism destinations in Jakarta. A quantitative approach with a causal research design was employed using a survey of 237 tourists who had previously visited the destinations through random sampling. The data were analyzed using PLS. The findings indicate that both perceived uniqueness and perceived value positively and significantly influence revisit intention, with perceived value exerting a stronger effect. These findings highlight that destination uniqueness and tourists' perceived value are critical drivers of repeat visitation. This study contributes to the tourism literature by extending the understanding of tourist behavior in the context of urban Instagrammable tourism and offers practical implications for destination managers in designing authentic, valuable, and sustainable tourism experiences.

Keywords: Perceived Uniqueness, Perceived Value, Revisit Intention, Instagrammable Tourism.

INTRODUCTION

The rapid growth of social media, particularly Instagram, has reshaped tourists' destination preferences toward visually appealing places that offer memorable experiences suitable for social media sharing. This phenomenon has accelerated the development of Instagrammable tourism, particularly in Jakarta, which features a wide range of destinations, including Kota Tua, Taman Mini Indonesia Indah, Museum MACAN, Hutan Kota GBK, Pos Bloc Jakarta, and Pantjoran PIK (Rachmawati, 2026; Rahayu & Hanggara, 2026; Rahmandika, 2026; Scuto.co.id, 2026). These destinations have been actively promoted by both tourism stakeholders and government agencies as part of broader efforts to enhance the competitiveness of urban tourism (Iswahyudi & Hamdan, 2025). This trend suggests that visual attractiveness and distinctive tourism experiences have become critical determinants of destination appeal. Nevertheless, a high volume of first-time visitors does not necessarily translate into a stronger revisit intention.

Revisit intention is widely recognized as a key indicator of destination sustainability because it reflects tourists' long-term loyalty. However, previous studies have predominantly explained revisit intention through tourist satisfaction, service quality, and destination image, while the roles of perceived uniqueness and perceived value remain relatively underexplored, particularly in the context of Instagrammable cultural tourism (Widayati et al., 2020). Meanwhile, contemporary tourists increasingly evaluate destinations based not only on distinctive experiences but also on the value they obtain throughout their visits (Hamdan et al., 2022). Consequently, further research is needed to explain how tourists' perceptions of destination uniqueness and perceived value jointly influence their intention to revisit Instagrammable cultural destinations in Jakarta.

Based on these empirical phenomena and research gaps, this study aims to examine the effects of perceived uniqueness and perceived value on revisit intention in the context of Instagrammable cultural tourism destinations in Jakarta. The novelty of this study lies in the development of an integrated conceptual model that simultaneously incorporates these two constructs within the context of urban Instagrammable tourism, an area that has received limited attention in the tourism literature. The proposed model is expected to extend the current understanding of tourist behavior in the digital era while providing practical insights for destination managers to design tourism experiences that are distinctive, valuable, and capable of fostering tourists' loyalty through repeat visitation.

Drawing upon the Stimulus–Organism–Response (SOR) theory, destination characteristics function as external stimuli that shape tourists' internal evaluations before generating behavioral responses. One important stimulus is perceived uniqueness, which refers to tourists' perceptions of a destination's distinctiveness, authenticity, and ability to provide novel experiences compared with competing destinations. Sharma et al. (2024) demonstrated that tourists' need for uniqueness and destination personality significantly enhance memorable tourism experiences, thereby increasing their intentions to recommend and revisit a destination. These findings are supported by (Dey et al., 2020), who argued that tourists with a stronger need for uniqueness tend to prefer destinations offering authentic and distinctive experiences, as well as by (Nguyen et al., 2021), who found that destination uniqueness positively influences tourists' behavioral intentions and willingness to pay premium prices. Based on these theoretical and empirical arguments, this study proposes the following hypothesis:

H1: Perceived uniqueness positively influences revisit intention.

In addition to destination uniqueness, tourists also evaluate the overall benefits obtained from their travel experiences through perceived value, which reflects the trade-off between perceived benefits and the monetary, temporal, and psychological resources invested during the visit. A higher level of perceived value is expected to strengthen tourists' intention to revisit a destination. Madi et al. (2024) argued that emphasizing the benefits perceived by tourists enhances value perceptions and encourages continued usage intentions. Similarly, (Choudhary & Mukherjee, 2026) identified overall perceived value as a key predictor of destination adoption, while (Rasoolimanesh et al., 2023) demonstrated that emotional, social, and functional values significantly influence tourists' satisfaction and revisit intention. Furthermore, (Karimi & Asgharzadeh, 2025) confirmed that authenticity and service quality positively enhance perceived value, which subsequently strengthens tourists' satisfaction and revisit intention. Comparable evidence was also reported by (Noviyani & Viwattanakulvanid, 2025). Accordingly, this study proposes the following hypothesis:

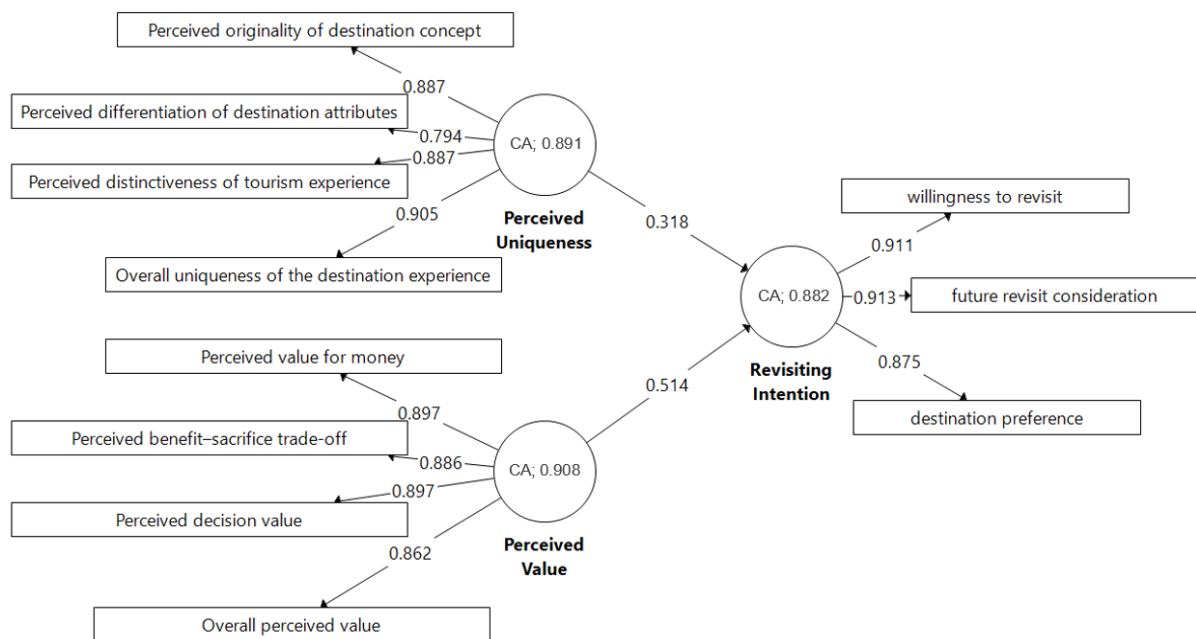
H2: Perceived value positively influences revisit intention.

METHODS

This study employed a quantitative causal research design to examine the relationships among perceived uniqueness, perceived value, and revisit intention using Partial Least Squares (PLS), which is appropriate for predictive models with reflective constructs (Hair et al., 2022). Data was collected using a structured questionnaire administered via Google Forms and distributed via an online survey to 237 tourists in Jakarta who had Instagrammable tourism experiences. To ensure reliable instruments, adaptations were made from established studies. Perceived uniqueness was measured using four reflective items adapted from (Dey et al., 2020), perceived value was measured using four reflective items, and revisit intention was measured using three reflective items adapted from (Madi et al., 2024). All constructs were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

RESULTS AND DISCUSSION

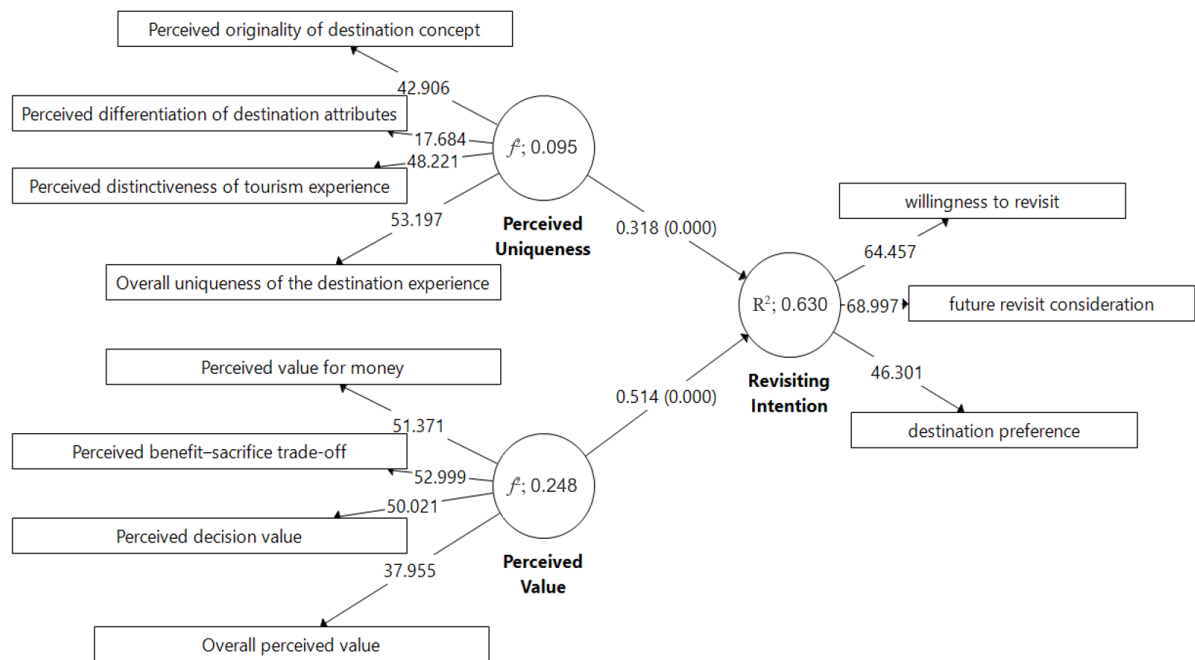
A total of 237 comprehensive responses were analyzed using PLS. The outer model was first evaluated by assessing convergent validity and construct reliability. After the measurement model met the recommended validity and reliability criteria, the inner model was assessed using the coefficient of determination (R^2), effect size (f^2), and path coefficients according to the guidelines proposed by (Hair et al., 2022). The results of the measurement model evaluation are presented in Figure 1.



Source: Output SmartPLS

Figure 1. Outer Model Results

The results of the outer model evaluation, presented in Figure 1, indicate that all indicators achieved satisfactory convergent validity, with outer loading values exceeding the recommended threshold of 0.708, thereby confirming the validity of the measurement items. Furthermore, the reliability assessment demonstrated that the Cronbach's alpha values for all constructs were above the recommended cutoff of 0.70, indicating satisfactory internal consistency in accordance with the guidelines of (Hair et al., 2022). These findings confirm that the measurement model possesses adequate validity and reliability, demonstrating that the research instruments are both valid and internally consistent. Consequently, the analysis proceeded to the evaluation of the inner model, the results of which are presented in Figure 2.



Source: Output SmartPLS

Figure 2. Inner Model Results

The results of the inner model evaluation, presented in Figure 2, indicate that the independent variables, perceived uniqueness and perceived value, explain a moderate proportion of the variance in revisit intention, with an R^2 value of 0.630. Hypothesis testing was conducted using a significance level of 5% ($\alpha = 0.05$). The results reveal that the relationship between perceived uniqueness and revisit intention is positive and statistically significant ($\beta = 0.318$, $p < 0.001$), thereby supporting H1. Similarly, perceived value exhibits a positive and significant effect on revisit intention ($\beta = 0.514$, $p < 0.001$), providing support for H2.

The magnitude of these relationships was further evaluated using effect size (f^2). The findings indicate that perceived uniqueness exerts a small effect on revisit intention ($f^2 = 0.095$), suggesting that although its influence is statistically significant, its practical contribution is relatively limited. In contrast, perceived value demonstrates a medium effect size ($f^2 = 0.248$), indicating a more substantial contribution to explaining tourists' revisit intention. These results suggest that while both constructs significantly influence revisit intention, perceived value plays a more prominent role than perceived uniqueness in predicting tourists' intentions to revisit Instagrammable cultural tourism destinations.

Discussion

The results of the first hypothesis (H1) demonstrate that perceived uniqueness has a positive and significant effect on revisit intention. This finding indicates that the stronger tourists perceive the uniqueness of an Instagrammable cultural destination, the greater their intention to revisit the destination in the future. Within the context of Instagrammable tourism, uniqueness extends beyond visually appealing attractions that encourage social media sharing. Instead, it encompasses authentic cultural experiences, distinctive destination characteristics, and memorable interactions that differentiate the destination from competing attractions. These unique attributes foster emotional attachment and memorable experiences, thereby strengthening tourists' willingness to revisit the destination and re-experience its cultural and visual appeal.

This finding is consistent with previous studies by (Dey et al., 2020; Sharma et al., 2024), which identified perceived uniqueness as a critical determinant of tourists' post-visit behavioral

intentions. Drawing upon the Stimulus–Organism–Response (SOR) theory, (Sharma et al., 2024) argued that destination personality and tourists’ need for uniqueness function as external stimuli that generate memorable tourism experiences, ultimately enhancing tourists’ approach behaviors, including recommendation and revisit intentions. From this perspective, the distinctive characteristics of a destination stimulate tourists’ cognitive and emotional responses, creating favorable evaluations that encourage repeated visitation. Therefore, perceived uniqueness represents not only a functional attribute of the destination but also an experiential resource that strengthens long-term tourist–destination relationships.

Conceptually, this relationship can be explained through the four dimensions of perceived uniqueness, namely distinctiveness, novelty experience, originality, and experiential uniqueness. A destination that possesses distinctive characteristics, offers novel experiences, presents authentic concepts, and provides experiences that are difficult to replicate elsewhere enhances tourists’ perceptions of exclusivity and memorability. In the context of Instagrammable cultural tourism, the integration of visually attractive environments, authentic cultural identity, and shareable experiences creates symbolic and experiential value that reinforces tourists’ memories of the destination. These memorable experiences subsequently increase revisit intention, reflected in stronger interest in returning, concrete plans for future visits, and a greater likelihood of selecting the destination as a primary travel choice.

The results of the second hypothesis (H2) reveal that perceived value positively and significantly influences revisit intention. This finding suggests that tourists who perceive greater value from their travel experiences are more likely to revisit Instagrammable cultural destinations. Perceived value emerges from tourists’ overall evaluation of the benefits received relative to the monetary, temporal, and psychological resources invested during their visit. When tourists perceive that the overall benefits exceed the sacrifices incurred, they develop favorable post-consumption evaluations that reinforce their intention to revisit the destination. This result is consistent with previous findings reported by (Choudhary & Mukherjee, 2026; Noviyani & Viwattanakulvanid, 2025; Riva et al., 2022), all of whom concluded that perceived value is a fundamental predictor of tourists’ revisit behavior across various tourism settings.

From a conceptual perspective, the positive effect of perceived value can be understood through its four underlying dimensions: value for money, benefit–sacrifice evaluation, decision value, and overall value. Tourists are more likely to revisit a destination when they perceive that the experience is worth the money spent, the benefits outweigh the effort invested, the decision to visit was appropriate, and the destination delivers satisfying overall value. Within the context of Instagrammable cultural tourism, perceived value is generated not only through the quality of attractions and services but also through authentic cultural encounters, aesthetically appealing environments, and opportunities to create and share meaningful digital content via social media. These combined benefits strengthen tourists’ positive evaluations of the destination, which subsequently translate into stronger revisit intention, as reflected by their desire to return, intention to revisit in the future, and preference for selecting the destination as their primary travel destination. These findings further support the argument of (Choudhary & Mukherjee, 2026), that overall perceived value serves as a critical mechanism through which tourists develop favorable behavioral intentions toward rural and cultural tourism destinations.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study demonstrates that perceived uniqueness and perceived value are significant antecedents of tourists’ revisit intention toward Instagrammable cultural tourism destinations. Perceived uniqueness contributes to revisit intention by enabling tourists to experience distinctive destination characteristics, authentic cultural concepts, novel experiences, and memorable interactions that differentiate the destination from competing attractions. Likewise, perceived value strengthens revisit intention when tourists perceive that the benefits gained

exceed the monetary, temporal, and psychological resources invested during their visit. These findings extend the tourism behavior literature by confirming that revisit intention is simultaneously shaped by experiential differentiation and value evaluation within the context of Instagrammable cultural tourism. Accordingly, destination managers should not rely solely on visually attractive attractions but also prioritize authentic cultural experiences and superior value creation to foster long-term tourist loyalty and destination competitiveness.

Limitations

Despite its theoretical and practical contributions, this study has several limitations. First, the research focused exclusively on Instagrammable cultural tourism destinations, which may limit the generalizability of the findings to other tourism contexts, such as nature-based, heritage, or urban tourism. Second, the model examined only the direct effects of perceived uniqueness and perceived value on revisit intention, without incorporating potential mediating or moderating mechanisms that may provide a deeper explanation of tourists' behavioral intentions. Third, the cross-sectional research design captures tourists' perceptions at a single point in time, limiting the ability to examine changes in perceptions and revisit intentions following repeated visitation. These limitations provide opportunities for future studies to employ longitudinal designs, broader destination settings, and more comprehensive theoretical models.

Recommendations

Future research is encouraged to extend the proposed framework by incorporating psychological and behavioral constructs, such as memorable tourism experience, destination attachment, tourist satisfaction, destination image, eWOM, and social media engagement, to better explain the underlying mechanisms linking perceived uniqueness and perceived value to revisit intention. Comparative studies across different tourism destinations and cultural settings would also enhance the external validity of the findings and provide broader theoretical insights into tourist behavior. From a managerial perspective, destination managers should continuously strengthen destination uniqueness by preserving authentic cultural identity while creating innovative and visually engaging tourism experiences that align with social media trends. Simultaneously, improving perceived value through high-quality services, accessible facilities, reasonable pricing, and meaningful cultural interactions will reinforce tourists' revisit intentions and contribute to the long-term sustainability and competitiveness of Instagrammable cultural tourism destinations.

Author Contributions

All authors made significant contributions to this study. These contributions included research conceptualization, development of the theoretical framework, data collection, data analysis, interpretation of results, manuscript preparation, scholarly revision, and final approval of the manuscript for publication. All authors confirm that they have read and approved the final version of the article.

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