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Analysis Of The Effect Of Cultural Festivals And Destination Image On Tourist Satisfaction During The Chinese New Year Festival In The Glodok Chinatown Area

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Abstract

This study analyzes the influence of cultural festivals and destination image on tourist satisfaction at the Chinese New Year Festival in Glodok Chinatown, Jakarta, which represents urban cultural heritage tourism with a blend of cultural traditions and modern tourism experiences. The study used an associative quantitative approach with a survey design, where data were collected through a Likert-scale questionnaire from 215 respondents selected using a purposive sampling technique with an unknown population. Instrument testing was carried out through validity and reliability tests, while data analysis used descriptive statistics, classical assumption tests, and multiple linear regression. The results showed that cultural festivals and destination image had a positive and significant effect on tourist satisfaction both partially and simultaneously, where the festival atmosphere, cultural experiences, and destination image significantly influenced satisfaction despite the challenge of visitor density. In conclusion, cultural festivals and destination image were proven to increase tourist satisfaction and strengthen return intention and positive recommendations for the Chinese New Year Festival in Glodok.

Keywords: Cultural Festival, Destination Image, Event Tourism, Tourist Satisfaction, Urban Heritage Tourism

INTRODUCTION

The phenomenon of urban tourism in Jakarta demonstrates that the city's development is not only supported by economic aspects, but also by vibrant cultural activities, such as the Chinese New Year Festival in Glodok's Chinatown. This area has become a center of cultural tourism, combining historical values, Chinese traditions, and modern tourism activities. High tourist arrivals to Jakarta in early 2026 indicate that

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Jakarta has strong appeal as a culture-based tourism destination (Central Bureau of Statistics, 2026; Özkan & Yıldız, 2024).

Furthermore, cultural festivals play a crucial role in shaping the destination's image and the tourist experience through the attractions, social interactions, and unique atmosphere they offer. Cultural festivals are an example of cultural preservation that can be packaged as a tourist attraction to attract visitors through their uniqueness, beauty, and cultural significance (Berutu & Dhanka, 2024). Research shows that festivals can strengthen a destination's image and increase tourist satisfaction through unique emotional and cultural experiences (Setiawan et al., 2023; Ivanka & Eviana, 2024). In this context, the Chinese New Year Festival in Glodok is one event that strengthens Jakarta's position as an urban cultural tourism destination.

However, the high number of tourists visiting the Chinese New Year Festival in Glodok is still accompanied by various problems such as overcrowding, traffic congestion, and limited public space. This situation indicates a gap between the festival's appeal and the quality of the tourism experience experienced by tourists. Organizing events or festivals has been proven to increase public awareness and shape the image of a tourist destination in an area, particularly through the presentation of attractions and entertainment that can attract tourists (Kallista & Ritonga, 2023).Several studies confirm that actual experiences at a destination play a significant role in shaping tourist satisfaction even after a positive destination image has been established (Milannia & Annisa, 2022; Setiawan et al., 2023).

On the other hand, research specifically examining the relationship between cultural festivals, destination image, and tourist satisfaction in urban heritage areas is still limited. Most studies focus on general destinations or natural attractions, thus underexploring the dynamics of cultural festivals in urban areas like Glodok Chinatown (Özkan & Yıldız, 2024; Maulidiyah & As, 2024; Sofiani & Eugenia, 2023). This indicates a research gap that requires further study.

Based on this, this study aims to analyze the influence of cultural festivals and destination image on tourist satisfaction during the Chinese New Year Festival in Glodok's Chinatown area. The urgency of this research lies in the importance of optimizing cultural festivals as instruments for strengthening destination image and increasing tourist satisfaction. The novelty of this research lies in its focus, which integrates the variables of cultural festivals, destination image, and tourist satisfaction within the specific context of the Chinese New Year festival in Jakarta's urban heritage area.

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METHOD

This study uses a quantitative approach with an associative design to analyze the influence of cultural festivals and destination image on tourist satisfaction during the Chinese New Year Festival in Glodok's Chinatown area. The quantitative approach was chosen because it aims to statistically test hypotheses and relationships between variables based on numerical data obtained from respondents (Sugiyono, 2023; Creswell & Creswell, 2022). This study is descriptive and explanatory in nature, describing tourist perceptions while explaining the causal relationships between the research variables.

The research instrument used a closed-ended questionnaire based on a Likert scale to measure tourist perceptions of cultural festivals, destination image, and tourist satisfaction (Sugiyono, 2023). Data analysis techniques included descriptive analysis, validity and reliability tests, classical assumption tests, and multiple linear regression to examine the effect of independent variables on the dependent variable, both partially and simultaneously (Ghozali, 2021; Hair et al., 2019).

The population in this study was all tourists who visited the Chinese New Year Festival in the Glodok Chinatown area, which is included in the infinite population category because its number cannot be determined. The sample was determined using a purposive sampling technique with the criteria of tourists who had visited the festival in the 2026 period, were at least 17 years old, and were willing to complete a questionnaire (Sugiyono, 2023; Sudaryono, 2022). The minimum sample size was set at 215 respondents based on the calculation of 43 indicators multiplied by 5 as stipulated by Hair et al. (2019).

The research procedure began with identifying issues related to the Chinese New Year Festival in Glodok Chinatown, a cultural tourism destination with high appeal but facing challenges in the tourism experience. Next, a theoretical review, research instrument development, and questionnaire pretesting were conducted. Data collection was then conducted through questionnaires administered to respondents. The collected data were analyzed using descriptive statistics, classical assumption tests, and multiple linear regression to draw conclusions regarding the influence of cultural festivals and destination image on tourist satisfaction (Emzir, 2021; Creswell & Creswell, 2022).

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RESULTS AND DISCUSSION



Figure 1 Atmosphere of the Glodok Chinatown area during the Chinese New Year period
Source: Research Documentation (2026)

Glodok Chinatown is a cultural and heritage tourism area in Jakarta, renowned for its historical significance and strong Chinese cultural identity. Known as a hub for Chinese community activities, the area still maintains its traditions, boasting historic buildings, Chinese temples, and a distinctive Chinese atmosphere. Besides serving as a center for trade and culinary delights, Glodok is also a popular cultural tourism destination, particularly during Chinese New Year celebrations.

Respondent Characteristics

Based on the results of a study of 215 respondents who visited the Chinese New Year Festival in Glodok's Chinatown area, the majority of respondents had visited the festival two to three times (50.7%), indicating a tendency to revisit due to positive tourism experiences. The most common activities during the festival were watching cultural performances and culinary tours (21.4%), indicating that tourists enjoyed the combination of cultural and culinary attractions.

Demographically, respondents were predominantly female (60.9%) and aged 17–26 (60.9%), making the festival more attractive to younger tourists. Based on domicile, the majority of respondents came from the Greater Jakarta area (83.3%), indicating that location accessibility is a key factor in tourist visits.

In terms of occupation, the majority of respondents were private sector employees (45.1%) and students (39.1%), reflecting the predominance of the productive age group as festival visitors. Meanwhile, the primary source of information about the Chinese New Year Festival in Glodok's Chinatown area came from friends or family (46.0%), followed

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by social media (36.3%), indicating that recommendations from social circles and digital promotions play a significant role in attracting tourists.

Overall, respondent characteristics indicate that the Chinese New Year Festival in Glodok's Chinatown area is more popular among young tourists, females, those from the Greater Jakarta area, those who are private sector employees or students, and those who obtain information through social media and recommendations. The festival also encourages repeat visits through engaging cultural and culinary experiences.

Research Instrument Testing

Based on the results of the research instrument test on 215 respondents, all statement items in the Cultural Festival (X1), Destination Image (X2), and Tourist Satisfaction (Y) variables were declared valid because they had a calculated r value greater than the r table (0.1338). In the Cultural Festival variable, the calculated r value ranged from 0.476–0.651. In the Destination Image variable, the calculated r value was in the range of 0.522–0.672, while in the Tourist Satisfaction variable it ranged from 0.605–0.708. Thus, all statement items were able to measure the variables studied accurately and were suitable for use in research.

The reliability test results show that all research variables have a Cronbach's Alpha value greater than 0.60, thus being declared reliable. The Cultural Festival variable obtained a Cronbach's Alpha value of 0.858, Destination Image of 0.883, and Tourist Satisfaction of 0.881. These three variables are included in the very high reliability category, indicating that the research instrument has a good level of consistency and can be trusted as a data collection tool.

Overall, the results of the validity and reliability tests prove that all research instruments used have met the eligibility criteria, so they can be used to analyze the influence of Cultural Festivals and Destination Image on Tourist Satisfaction at the Chinese New Year Festival in the Glodok Chinatown Area.

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Classical Assumption Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			215
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.46220626
Most Extreme Differences	Absolute		.045
	Positive		.045
	Negative		-.040
Test Statistic			.045
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.359
	99% Confidence Interval	Lower Bound	.347
		Upper Bound	.371

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Figure 9 Normality Test

Source: Data Analysis Results Using SPSS Version 30 (2026)

Based on the results of the Kolmogorov-Smirnov normality test using SPSS 30, the Asymp. Sig. value was 0.200. Because this value is greater than 0.05 (0.200 > 0.05), the research data is declared normally distributed. Thus, the regression model meets the assumption of normality and is suitable for further analysis according to the criteria proposed by Ghozali (2021).

Based on the Normal P-Plot graph, the data points are spread around the diagonal line and follow the direction of the diagonal line. This indicates that the research data is normally distributed and meets the assumption of normality. Therefore, in accordance with the theory proposed by Ghozali (2021), the regression model in this study is suitable for further analysis.

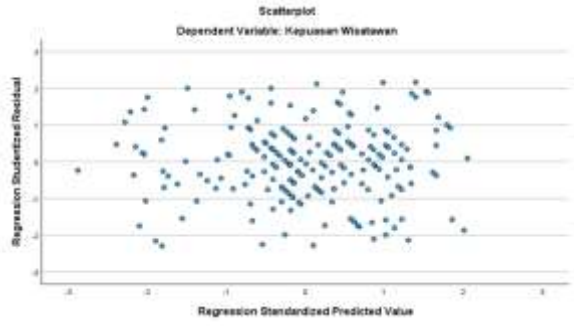


Figure 10 Heteroscedasticity Test

Source: Data Analysis Results Using SPSS Version 30 (2026)

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Based on the scatterplot graph, the points are randomly distributed, do not form a specific pattern, and are spread above and below the number 0 on the Y-axis. This indicates that the regression model does not experience heteroscedasticity. Thus, in accordance with Ghozali's (2021) theory, the regression model has met the heteroscedasticity assumption and is suitable for further analysis.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.635	1.897		.862	.390		
	Festival Budaya	.315	.047	.318	6.678	<.001	.448	2.231
	Citra Destinasi	.515	.039	.624	13.131	<.001	.448	2.231

a. Dependent Variable: Kepuasan Wisatawan

Figure 11 Multicollinearity

Source: Data Analysis Results Using SPSS Version 30 (2026)

Based on the results of the multicollinearity test in the table above, it is known that the Cultural Festival and Destination Image variables have a tolerance value of 0.448 > 0.10 and a VIF value of 2.231 < 10. Thus, in accordance with the theory put forward by (Ghozali, 2021), it can be concluded that the regression model in this study does not experience symptoms of multicollinearity so that the regression model is suitable for use in research.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Wisatawan * Festival Budaya	Between Groups	(Combined)	4091.736	24	170.072	16.507	<.001
		Linearity	3686.860	1	3686.860	357.841	<.001
		Deviation from Linearity	394.876	23	17.169	1.666	.034
	Within Groups		1957.585	190	10.303		
	Total		6039.321	214			

Source: Data Analysis Results Using SPSS Version 30 (2026)

Based on the results of the linearity test, the significance value for linearity is <0.001 <0.05, indicating a linear relationship between the Cultural Festival variable and Tourist Satisfaction. However, the deviation from linearity significance value of 0.034 <0.05 indicates a slight deviation from perfect linearity. Nevertheless, the relationship between the Cultural Festival variable and Tourist Satisfaction can still be categorized as fairly linear.

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ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Wisatawan * Citra Destinasi	Between Groups	(Combined)	4646.145	31	149.876	19.687	<.001
		Linearity	4469.036	1	4469.036	587.028	<.001
		Deviation from Linearity	177.109	30	5.904	.775	.793
	Within Groups		1393.176	183	7.613		
	Total		6039.321	214			

Figure 12 Linearity Test

Source: Data Analysis Results Using SPSS Version 30 (2026)

Based on the results of the linearity test, it is known that the significance value for linearity is <0.001 <0.05 and the significance value for deviation from linearity is 0.793 > 0.05. Therefore, it can be concluded that there is a linear relationship between the variables of Destination Image and Tourist Satisfaction, thus fulfilling the linearity assumption.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.635	1.897		.862	.390		
	Festival Budaya	.315	.047	.318	6.678	<.001	.448	2.231
	Citra Destinasi	.515	.039	.624	13.131	<.001	.448	2.231

a. Dependent Variable: Kepuasan Wisatawan

Figure 13 Multiple Linear Regression Test

Source: Data Analysis Results Using SPSS Version 30 (2026)

Based on the results of multiple linear regression analysis using SPSS 30 (2026), the regression equation obtained is Y = 1.635 + 0.315X_1**+ 0.515X_2**, which shows that the Cultural Festival variable (X_1)and Destination Image (X_2)has a positive effect on Tourist Satisfaction (Y). The constant value of 1.635 indicates that when the Cultural Festival and Destination Image are considered constant, then Tourist Satisfaction is valued at 1.635. The regression coefficient of the Cultural Festival of 0.315 indicates that each increase in the Cultural Festival will increase Tourist Satisfaction by 0.315, while the regression coefficient of the Destination Image of 0.515 indicates that each increase in the Destination Image will increase Tourist Satisfaction by 0.515 assuming other variables remain constant. These results indicate that the better the implementation of the Chinese New Year Festival through cultural attractions, festival activities, the typical Chinese New Year atmosphere, and community participation and the more positive the image of the Glodok Chinatown Area as a unique and attractive cultural tourism destination, the higher the level of tourist satisfaction. In addition, the regression coefficient value of the Destination Image is greater than the Cultural Festival indicates that the Destination Image is the variable that has a more dominant influence on Tourist Satisfaction.

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Hypothesis Testing

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.596	2.447		3.513	<.001
	Festival Budaya	.775	.042	.781	18.271	<.001

a. Dependent Variable: Kepuasan Wisatawan

Source: Data Analysis Results Using SPSS Version 30 (2026)

Based on the results of the partial test (t test), the calculated t value was 18.271 > t table 1.971 with a significance value < 0.05, so that H_0rejected and H_1accepted. This indicates that the Cultural Festival has a positive and significant impact on Tourist Satisfaction. The better the Chinese New Year Festival is organized through cultural attractions, festival activities, and the typical Chinese New Year atmosphere, the higher the level of tourist satisfaction.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.114	1.877		3.789	<.001
	Citra Destinasi	.709	.029	.860	24.621	<.001

a. Dependent Variable: Kepuasan Wisatawan

Figure 14 Partial Test (t)

Source: Data Analysis Results Using SPSS Version 30 (2026)

Based on the results of the partial test (t test), the calculated t value was 24.621 > t table 1.971 with a significance value < 0.05, so that H_0rejected and H_2accepted. This indicates that destination image has a positive and significant effect on tourist satisfaction. The more positive the image of the Glodok Chinatown area as a unique and authentic cultural tourism destination, the higher the level of tourist satisfaction during their visit to the Chinese New Year Festival.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4741.955	2	2370.977	387.437	<.001[b]
	Residual	1297.366	212	6.120		
	Total	6039.321	214			

a. Dependent Variable: Kepuasan Wisatawan
b. Predictors: (Constant), Citra Destinasi, Festival Budaya

Figure 15 Simultaneous Test (F)

Source: Data Analysis Results Using SPSS Version 30 (2026)

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Based on the results of the simultaneous test (F test), the calculated F value was 387.347 > F table 3.04 with a significance value of <0.05, so that H_0rejected and H_3accepted. This indicates that the Cultural Festival and Destination Image simultaneously have a positive and significant effect on Tourist Satisfaction at the Chinese New Year Festival in the Glodok Chinatown area. The better the festival is organized and the more positive the destination image, the higher the level of tourist satisfaction.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886[a]	.785	.783	2.474

a. Predictors: (Constant), Citra Destinasi, Festival Budaya

b. Dependent Variable: Kepuasan Wisatawan

Figure 16 Test of the Coefficient of Determination (R^2)

Source: Data Analysis Results Using SPSS Version 30 (2026)

Based on the results of the coefficient of determination test, the Adjusted R Square value was obtained at 0.783 or 78.3%. This indicates that the Cultural Festival and Destination Image variables are able to explain the influence on Tourist Satisfaction by 78.3%, while the remaining 21.7% is influenced by other factors outside the study. These results indicate that the Cultural Festival and Destination Image have a strong relationship in increasing tourist satisfaction at the Chinese New Year Festival in the Glodok Chinatown area.

DISCUSSION OF RESEARCH RESULTS

The discussion of the results of this study is based on data obtained from January to May 2026 through a quantitative survey approach among tourists attending the Chinese New Year Festival in the Glodok Chinatown area. The results show that the Cultural Festival has a positive and significant effect on Tourist Satisfaction. This finding indicates that tourists are not only looking for entertainment, but also an authentic, emotional, and interactive cultural experience through the festival atmosphere. The Chinese New Year Festival acts as a medium for shaping tourist experiences that strengthen tourists' emotional attachment to the destination. These results are in line with (Bernaki and Marso, 2023), (Xu, 2024), and (Özkan and Yıldız, 2024) who stated that

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cultural festivals can enhance emotional experiences, tourist engagement, and strengthen the destination image.

Furthermore, the research findings indicate that the festival atmosphere is the most dominant aspect in shaping the tourist experience, particularly through the decorations, lanterns, and the atmosphere of the Chinatown area. Tourists also actively participate in interactive activities such as culinary experiences, photography, and heritage exploration. Festivals also have an economic impact on local businesses and strengthen social interactions between tourists and the community. These findings align with those of Wibowo et al., 2021, Alfandy and Antonius, 2023, and Situmeang et al., 2024, which emphasize that cultural festivals create interactive, emotional, and economically valuable tourism experiences for local communities.

The research results also show that destination image has a positive and significant effect on tourist satisfaction. This indicates that tourists' perceptions of the Glodok Chinatown area as a heritage destination play a significant role in shaping their satisfaction. A strong destination image is formed from cultural identity, the area's atmosphere, and the tourist experience felt during the festival. This finding aligns with (Kencana and Fachrueza, 2023), (Anggraini and Komaryatin, 2025), and (Mardhova and Siahaan, 2024) who stated that destination image influences the emotional experience and tourist satisfaction.

Glodok's Chinese culture and heritage character are key factors in shaping the destination's positive image. Tourists consider the area unique, easily recognizable, and possessing strong historical value, creating a memorable tourism experience. This supports theory (Kencana and Fachrueza, 2023) and research (Khotimah et al., 2023) and (Audrey and Iskandar, 2024), which emphasize the importance of cultural identity and emotional experiences in shaping destination image and memorable tourism experiences.

The research also shows that Cultural Festivals and Destination Image simultaneously have a positive and significant effect on Tourist Satisfaction. This means that tourist satisfaction is determined not only by festival attractions, but also by the image of the area and the overall emotional experience of tourists. The combination of the two creates an authentic, memorable, and comprehensive tourist experience. This finding aligns with (Xu, 2024) and (Nurbaeti et al., 2022), which state that cultural experiences and destination image together increase tourist satisfaction and emotional attachment.

The significant influence of these two variables indicates that tourists assess satisfaction holistically, encompassing attractions, ambiance, comfort, and emotional

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experiences. Despite obstacles such as overcrowding, tourists remain satisfied because the cultural experience and uniqueness of the area are more prominent. This supports the findings of Situmeang et al. (2024) who stated that heritage destinations can become sustainable attractions if they are able to provide a strong, comfortable, and culturally distinctive tourism experience.

CONCLUSION

Based on the research results, it can be concluded that the Cultural Festival and Destination Image have a positive and significant effect on Tourist Satisfaction at the Chinese New Year Festival in the Glodok Chinatown Area, both partially and simultaneously. Destination Image is proven to be a variable that has a more dominant influence than the Cultural Festival in increasing tourist satisfaction. The analysis results also show that tourists give high ratings to the cultural attractions, festival atmosphere, the uniqueness of the Glodok Chinatown area, and the tourist experience obtained during the festival. In addition, the Adjusted R Square value of 78.3% indicates that the Cultural Festival and Destination Image have a strong ability to explain variations in Tourist Satisfaction. This finding indicates that the successful implementation of a cultural festival supported by a positive destination image can create a memorable tourist experience, increase the intention to revisit, and encourage tourists to provide positive recommendations to others.

This study has limitations because it was only conducted at one cultural festival and one research location using a quantitative approach, so it cannot describe the subjective experiences of tourists in depth. Furthermore, there is still 21.7% of the variation in Tourist Satisfaction influenced by other factors outside the research model, such as service quality, accessibility, supporting facilities, tourism experience, and social factors. Therefore, further research is recommended to add other relevant variables, expand the research location to other cultural festivals or heritage destinations, and use a mixed methods approach to obtain a more comprehensive understanding. Practically, the results of this study can provide input for Chinese New Year Festival managers and tourism stakeholders to continue to improve the quality of cultural attractions, crowd management, tourism facilities, and strengthen the image of the Glodok Chinatown area as a unique, authentic, and highly competitive cultural and heritage tourism destination.

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