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Beyond Fun: How Multicultural Experiences Bond Individuals and Communities

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Abstract

Purpose: This study aims to develop a dual-path satisfaction model that conceptually distinguishes between individual satisfaction and community-level satisfaction in the context of multicultural festivals. To this end, it empirically examines how multiple dimensions of festival experience operate as antecedent factors shaping these two forms of satisfaction. **Research design, data, and methodology:** This study analyzed survey data from 233 attendees of the Jeju Mok-Gwana festival in South Korea to examine the relationships between their experience, benefits, and behavioral intention using the PLS-SEM method. **Results:** The festival experience is measured by education, escapist, esthetic, entertainment, cultural, and relational experiences in the context of the multicultural festivals interacting with each other. Results demonstrated that esthetic, entertainment, educational, and relational experiences are analyzed as having a positive relation to individual satisfaction, while cultural, relational, and educational experiences are related to community satisfaction. Both educational and relational experience has a positive effect on individual and community satisfaction. Although both experiences have positive relations with satisfaction, they have a more powerful relationship to community satisfaction. However, escapist experience has no impact on satisfaction. **Conclusions:** Well-designed festival experiences can contribute to generating long-term benefits of both individual and community satisfaction and fostering repeated attendance.

Keywords: Festival experience, Community bonding, Individual satisfaction, Community satisfaction, Behavioral intention

JEL Classification Code: I10, I30, I31, L83, M31

1. Introduction¹

Over recent years, the number of individuals traveling across countries for work, study, or migration purposes has steadily increased, creating increasing multicultural societies worldwide. With multicultural societies, the need to understand and build a culturally integrated society has

risen (Lee et al., 2012a). Culture serves as a distinct marker of meaning and information systems for specific groups by being transmitted across generations (Matsumoto, 2007). In contrast, multiculturalism refers to a societal configuration in which diverse religious, ethnic, and cultural backgrounds coexist and interact, emphasizing diversity rather than uniformity, and adopting well-designed policies to respect

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the sense of attachment to minority cultures (Boucher et al., 2023). Societies that prioritize equality and facilitate communication among community members actively promote cultural heterogeneity. Accordingly, Cultural diversity is tolerated and strategically leveraged to enhance social innovation and resilience (Vertovec, 2014).

Multicultural festivals represent a vital mechanism to preserve diversity within communities by fostering intercultural dialogue, reinforcing social cohesion, and celebrating coexisting cultures. By offering structured opportunities for engagement, these festivals support the development of social capital and collaborative networks among participants (Putnam, 2000). Festivals are understood as social events or celebrations characterized by a range of organized activities in which community members participate either directly or indirectly (Cumplings, 1989). Their importance has grown as they function as instruments to sustain distinct cultural groups and to promote social harmony in multicultural societies (Lee et al., 2012b). Moreover, recent studies suggest that such events contribute to the formation of trust and collective identity, thereby playing a critical role in community-building processes (Delamere et al., 2001). This not only helps to preserve individual cultural identities but also facilitates an appreciation of the historical and cultural values of other groups, ultimately enhancing tolerance and reinforcing communal bonds. During these events, the native community can engage closely with temporarily settled international groups while foreign participants experience dignified affirmation of their cultural identities, leading to a sense of acceptance within the community (Nemetz & Christensen, 1996). Such cross-cultural interactions have been empirically linked to increased intercultural empathy and long-term cooperative relationships (Delamere et al., 2001).

This study posits that a multicultural festival constitutes a unique setting that enables participants from diverse national backgrounds to engage in emotional interactions and to experience cultural diversity through various forms, such as performance observation, active participation, and culinary experiences. To capture the essence of the festival experience, this research initially adopts well-established dimensions from the experience economy framework—namely, educational, esthetic, escapist, and entertainment experiences (Pine & Gilmore, 2001). To adapt this framework to a multicultural context, we have extended it by incorporating additional dimensions of cultural experience (Kim et al., 2012) and relational experience (McMillan & Hwang, 2002; Zhang et al., 2019), thereby providing a more comprehensive assessment of cross-cultural engagement.

Given that positive and memorable experiences are known to influence tourist satisfaction (Kim, 2018), a

constructive festival experience can serve as a key antecedent to both individual and community satisfaction. Accordingly, this study adopts a dual-path model that distinguishes satisfaction at the individual level—where residents gauge their contentment with their environment and sense of community (Oliver, 1993)—from satisfaction at the community level, which reflects collective trust and loyalty within the society (Grillo et al., 2010). Previous research underscores that dual-path models enable a more nuanced analysis of how festival experiences differentially affect behavioral outcomes, such as revisit intentions and word-of-mouth promotion (Boo et al., 2009; Kim, 2019). Moreover, satisfaction has been shown to exert a substantial influence on behavioral intentions, with positive experiences leading to increased future engagement through indirect pathways (Kim, 2018). In this framework, elevated satisfaction levels correlate with higher revisit intentions, stronger word-of-mouth recommendations, and enhanced community engagement.

This study aims to develop a dual-path satisfaction model that conceptually distinguishes between individual satisfaction and community-level satisfaction in the context of multicultural festivals. To this end, it empirically examines how multiple dimensions of festival experience operate as antecedent factors shaping these two forms of satisfaction. Moreover, the study examines the causal pathways through which individual and community satisfaction affect visitors' behavioral intentions, thereby providing a comprehensive understanding of the consequential mechanisms underlying multicultural festival experiences. The expected outcome of this study is to provide novel insights into how multicultural festival experiences contribute to both personal well-being and community cohesion in Jeju, thereby informing the design and management of such events for greater social integration.

2. Theoretical Background

2.1. Festival Experience

Experience is the main concern of the tourism industry, where everything an individual does is considered experience (Stamboulis & Skayannis, 2003). Therefore, experience plays an important role in the tourism industry. The multicultural festival is a process of celebrating and showcasing the ethnic cultures of different communities living in one specific place and resettled due to migration (McClinchey, 2022). Multicultural events are a significant part of a diverse society, where cultural understanding through performances accelerates the socialization of various groups within the given community (Lee et al.,

2012b) and allows individuals to widen their knowledge about people with different cultural backgrounds living within the shared community. Thus, it is important to understand and research the benefits of multicultural festival experiences (Wood & Thomas, 2006). Experiences are commonly classified into different types (Cheng & Kim, 2021). This study adopted Pine and Gilmore's perspective (2001) to measure the experience: educational, escapist, aesthetic, and entertainment. It widely applies to the general context. However, we expanded the measurement scale to cultural (Kim et al., 2012) and relational (McMillan & Hwang, 2002; Zhang et al., 2019) experience to precisely measure the multicultural festival experience, which proactively interacts with participants.

In the realms of experience, education is critical, and consumers' demand for genuine learning experiences is growing as well (Ritchie, 2003). Educational experiences are those solicited by festival attendees when they feel that their knowledge and skills could be improved through festival participation (Pine & Gilmore, 2001). Throughout the events, a tourist absorbs the knowledge while physically and mentally engaging in activities. Therefore, the educational dimension of experience represents an experience that involves a deliberate and explicit learning experience (Pitman et al., 2010) but also requires intensive participation (McGladdery & Lubbe, 2017). Previous studies have also shown that immersive educational experiences at festivals can lead to a deeper cultural understanding and even influence post-event behaviors (Lee et al., 2012a; Chi, 2018).

Tourists leave their daily environment and engage in new activities for some time and consider it a great rest, before going back to the routine. Tourists participating in escapist experiences travel to a specific place, away from home, and participate in activities worthy of their time (Pine & Gilmore, 2001). Therefore, an escape experience means that tourists can leave behind the constraints and immerse themselves in and engage with the destination (Pearce, 2005). A cultural festival with a variety of activities offers tourists a unique opportunity for escapism and immersion in unique activities and a different atmosphere. Escapism is a significant factor in the festival experience, and escapist experiences at multicultural festivals have been linked to increased satisfaction and enhanced emotional well-being, as participants report a temporary relief from everyday stress (Gursoy et al., 2009).

The esthetic experience involves immersion in an exciting and sensual environment (Quadri-Felitti & Fiore, 2013). In such experiences, tourists enjoy the authenticity, and they mostly have no or very little desire to change the nature and ambiance around them. Sightseeing activities can be related to aesthetic experience. As a UNESCO Global Geopark, Jeju attracts many tourists who want to enjoy the

unique nature of the island. The importance of the aesthetic experience is well reflected in the concepts of servicescape or festivalscape (Bitner, 1992). Festivalscape illustrates the overall atmosphere experienced by festival attendees. Mahdzar (2022) also highlighted that esthetic experience has a positive influence on visitors' satisfaction. Hence, the esthetic axis is an important determinant of the festival experience. Recent research emphasizes that the visual and sensory stimuli present during festivals not only enhances the immediate experience but also contribute to longer-term place attachment and destination loyalty (Erhan & Bangun, 2024).

Entertainment is the oldest form of experience, and it is one of the most developed and pervasive in today's business environment. Entertainment refers to aspects such as amusement, enjoyment, and visual pleasure (Wang et al., 2024). The entertainment experience occurs when tourists passively observe activities and performances that take place around them at a given destination (Pine & Gilmore, 2001). A good example of an entertainment experience during a multicultural festival is the observation of traditional dances and listening to songs, or even trying dishes represented by other cultures. Entertainment quality is the most important attribute and has an impact on visitors' satisfaction and future revisit intentions (Cole & Chancellor, 2009).

Some people travel to different places to have a different cultural experience. In a cultural festival, people will have some perceptions and acquired knowledge about the experience they want to have (Rivetti et al., 2024). In this situation, the multicultural festival is a great opportunity to have a cultural experience, interact with people who have that cultural background one might be interested in, and experience attributes of that specific culture. Sukanthasirikul and Trongpanich (2016) demonstrated that cultural experience in festivals is likely to predict the satisfaction of the tourists best.

Through active interactions and dialogues, extraordinary relational experiences are created (Campos et al., 2018). In a heterogeneous society, relational experiences occur through social co-creation. During the festival, the more tourists feel comfortable interacting with other participants, the higher the chance that they will have a positive experience and will be satisfied. The importance of the shared nature of experience and interaction with others is a key source of satisfaction (Morgan, 2008). Previous study results have shown that participants' co-creation was a strong predictor of festival satisfaction (Zhang et al., 2019). Furthermore, emerging research suggests that these relational experiences can lead to enhanced social cohesion and community resilience as they encourage participants to form enduring networks beyond the festival context (Gursoy et al., 2009).

3. Hypothesis and Research Model

3.1. Experience on Satisfaction

Mehmetoglu and Engen (2011) emphasize that attendees of multicultural festivals are primarily driven by a desire for learning and self-improvement, making educational experience a key factor. These experiences contribute significantly to both individual and community satisfaction. Lee and Huang (2015) investigated how multicultural festivals shape attendees' perceptions and found that such events promote long-term appreciation of diverse cultural values. Their study indicates that educational experience gained through these festivals leads to increased individual satisfaction by fostering cultural awareness and understanding. Furthermore, Hassanli et al. (2021) demonstrated that multicultural festivals contribute to social sustainability by strengthening a shared sense of belonging among participants, thereby reinforcing their psychological connection to the community. Given these findings, this study proposes the following hypotheses.

H1a: Educational experience has a positive impact on individual satisfaction.

H1b: Educational experience has a positive impact on community satisfaction.

Escapist experience is characterized by deep involvement in novel activities that offer a departure from routine life, fostering immersion and enjoyment (Quadri-Felitti & Fiore, 2012). At multicultural festivals, attendees shift from passive observation to active participation through performances, interactive workshops, and culinary experiences. These elements enable participants to temporarily escape from their everyday lives, creating memorable and emotionally engaging experiences (Pine & Gilmore, 2001). Prior research has emphasized that engagement in immersive experiences is a strong motivator for festival attendance (Rachão et al., 2021). For instance, wine festival attendees report high levels of satisfaction when they actively participate in tastings and interactive events, as these activities offer a break from their daily routines and encourage sensory engagement (Sparks, 2007). Furthermore, studies suggest that such experiences contribute to a heightened sense of pleasure and engagement, ultimately influencing both individual and community satisfaction (Oh et al., 2007). Additionally, immersive experiences in festival settings strengthen the social fabric by fostering shared excitement and emotional bonds among participants, reinforcing their sense of community (Hosany & Witham, 2010). Given these findings, this study proposes the following hypotheses.

H2a: Escapist experience has a positive influence on individual satisfaction.

H2b: Escapist experience has a positive influence on community satisfaction.

Esthetic experience refers to a multisensory engagement that shapes individuals' perceptions of an event environment, thereby contributing to their overall satisfaction (Quadri-Felitti & Fiore, 2012). Within the context of festivals, esthetic elements such as artistic decorations, stage designs, and visual displays play a crucial role in influencing visitor perceptions. Previous research has indicated that well-curated esthetic components create immersive environments, which in turn elicit positive emotional responses and enhance satisfaction levels (Ali et al., 2016). Specifically, Horng and Hsu (2021) found that Esthetic stimulation has a positive effect on pleasantness. Additionally, Schmitt (2009) argues that shared esthetic experience contributes to a sense of collective appreciation among attendees, thereby fostering a stronger community connection. These findings suggest that esthetic experiences not only enhance personal enjoyment but also reinforce communal ties through shared cultural appreciation. Given these findings, this study proposes the following hypotheses.

H3a: Esthetic experience has a positive influence on individual satisfaction.

H3b: Esthetic experience has a positive influence on community satisfaction.

Entertainment experience plays a crucial role in enhancing festival attendees' emotional engagement and enjoyment, significantly impacting both individual satisfaction and community satisfaction. Pine and Gilmore (2001) defined entertainment experience in the experience economy theory as activities that are passively consumed by the audience, arguing that such experience fosters emotional immersion and contributes to higher levels of satisfaction. Additionally, Oklevik et al. (2022) empirically demonstrated that visitors' exposure to entertainment elements at festivals enhances their satisfaction, which in turn can lead to positive behavioral intentions. Moreover, entertainment experience helps participants immerse themselves in the festival atmosphere, and this emotional engagement plays a key role in reinforcing a positive evaluation of the overall festival experience (Yen, 2022). Given these findings, this study proposes the following hypotheses.

H4a: Entertainment experience has a positive influence on individual satisfaction.

H4b: Entertainment experience has a positive influence on community satisfaction.

Multicultural festivals serve as significant platforms within the realm of cultural tourism, providing attendees with opportunities to immerse themselves in diverse cultural expressions, artistic performances, and heritage-based activities. These festivals frequently incorporate elements of history, literature, and artistic heritage, thereby fostering an environment conducive to rich and immersive cultural experiences (Koenig-Lewis et al., 2022). Prior studies indicate that engagement in cultural activities enhances personal enrichment and fosters a deeper understanding of cultural diversity (Eden et al., 2024). Moreover, cultural experiences have been recognized as key contributors to individual satisfaction as they provide attendees with opportunities to engage in unique and memorable interactions with diverse traditions (Kastenholz & Gronau, 2022). These experiences extend beyond personal fulfillment to positively impact the broader community by reinforcing a collective cultural identity and fostering a sense of belonging. Given these findings, this study proposes the following hypotheses.

- H5a:** Cultural experience has a positive influence on individual satisfaction.
- H5b:** Cultural experience has a positive influence on community satisfaction

Interactivity can be understood as a dynamic exchange of actions and responses between individuals, fostering engagement and mutual understanding (Rachmad, 2024). In the context of multicultural festivals, social interactions occur naturally as participants engage in shared activities, discussions, and cultural exchanges, leading to stronger interpersonal connections (McClinchey, 2022). These interactions play a crucial role in shaping attendees' overall experience as they provide opportunities for meaningful engagement and emotional connection with both individuals and the broader community (Gallou, 2022). Previous research suggests that participation in festivals enhances relational experiences by facilitating new social ties and reinforcing existing relationships (Ahn, 2021). Such relational experiences contribute to personal fulfillment and well-being, as individuals gain a sense of belonging and social support through festival engagement. Additionally, on a community level, these interactions promote collective identity and social cohesion, which in turn enhances overall community satisfaction (Forsyth, 2021). Given these findings, this study proposes the following hypotheses.

- H6a:** Relational experience has a positive influence on individual satisfaction.
- H6b:** Relational experience has a positive influence on community satisfaction.

3.2. Satisfaction and Behavioral Intention

Extensive research in tourism and event studies suggests that satisfaction serves as a fundamental determinant of behavioral intention and purchase intention (Kim, 2021; Lyu, 2023), shaping individuals' decisions to revisit, recommend (Tan et al., 2022), or positively endorse an experience (Tan et al., 2022). Prior studies highlight that event attendees who derive a high level of satisfaction from their experiences exhibit stronger intentions to re-engage in similar activities in the future (Busser et al., 2022). In the context of tourism and festivals, emotionally engaging experiences strengthen visitors' psychological attachment, increasing the likelihood of return visits and word-of-mouth promotion (Gautam, 2025). At the community level, a collectively satisfying festival experience fosters a heightened sense of communal pride and cultural identity, thereby encouraging continuous engagement and support for future events (Gómez-Ullate & Saraiva, 2024). Given these findings, this study proposes the following hypotheses.

- H7:** Individual satisfaction has a positive influence on behavioral intention.
- H8:** Community satisfaction has a positive influence on behavioral intention.

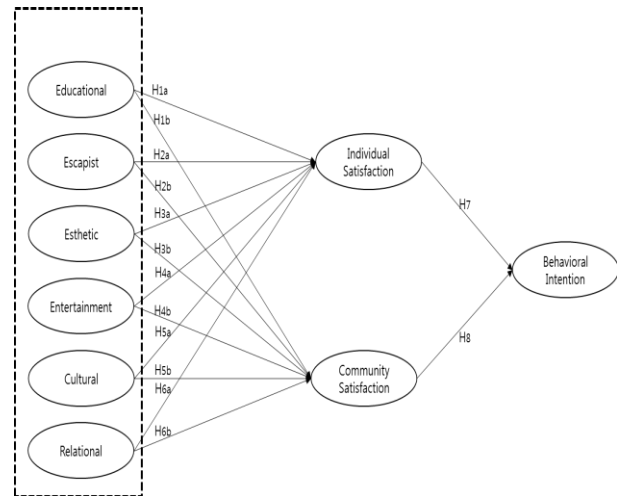


Figure 1: Research Model

4. Empirical Analysis

4.1. Data Collection

Intercultural Festival 'We Together! With Us' was held in Jeju Island, South Korea, the largest island, which contains a natural World Heritage Site, the Jeju Volcanic Island and Lava Tubes. This festival was held by the Jeju Cultural

Center and the International Student Experience Center. It provided an opportunity to experience and taste the diversity of various global cultures at the 'Jejumok-Gwana' Government Office in Jeju City. The 'Jejumok Gwana' is an ancient governmental office located on Jeju Island, South Korea. Historically, 'Jejumok Gwana' functioned as the administrative center of Jeju from the 'Tamra' province's period through the Joseon Dynasty (1392~1910), playing a pivotal role in governance and regional affairs. In this traditional setting, the festival not only offered a traditional Korean cultural experience but also featured international cultural events for visitors.

The festival was held on Saturday, September 28, 2019. For the first time in Jeju Island, the event was designed to provide a festival for foreign students at Jeju National University, residents, and tourists to understand each other. The festival, themed 'Festival of Unity Between Koreans and Foreigners', was meticulously curated to foster cross-cultural understanding through interactive experiences. The event featured a diverse range of activities, including traditional performances by both Korean and international artists, international cuisine stalls, traditional Korean games, and opportunities to wear traditional Korean attire. Additionally, interactive recreational activities were designed to promote social integration between local and international attendees. During this festival, international students and visitors were able to acquaint themselves with Jeju's historic culture and diverse foreign cultures.

The survey of this research was conducted on-site at the festival. To assess participant responses, two graduate students, including one of the authors, and three undergraduate students majoring in Tourism Management executed a structured survey targeting festival attendees. The survey included demographic items as well as measures of festival experience and satisfaction. Surveyors positioned themselves near the exit points of the festival to ensure that participants had significant engagement with the event and

asked them if they had fully experienced the festival before responding. Accordingly, data collection was meticulously executed by targeting respondents who were fully engaged with the festival activities. A total of 250 survey responses were collected; however, 17 were deemed unusable due to incomplete or inconsistent data, resulting in a final sample size of 233 valid responses.



Figure 2: 'We Together! With Us' Festival

4.2. Measurement Scale

In this study, the operational definitions were established through a systematic review of relevant prior research. Therefore, the measurement of the research model was applied from the previous studies to confirm the initial validity and modified to fit in the festival context. As a next step, the listed items and constructs were sent to tourism researchers to check the validity of the contents. The researchers evaluated whether the items fit the construct by items on 5-point multiple Likert scales. Table 1 below shows the operational definitions and items used for this research.

Table 1: Definition and Items

Constructs		Items	Source
Festival Experience	Educational (EDU)	Educational experience is a process of obtaining a process through active or passive participation in activities. 1. I learned something new by participating in this festival. 2. This festival experience motivates creative thinking. 3. This festival experience stimulated my intellectual curiosity.	Loureiro, 2014
	Escapist (ESC)	Escapist experience is a sense of immersion in a completely new and unfamiliar environment through activities that are not available every day and everywhere. 1. This festival experience made me forget my daily routine. 2. This festival experience was refreshing. 3. This festival experience felt like an escape from my daily life.	Manthiou et al., 2014 Mehmetoglu & Engen, 2011
	Esthetics (ESTH)	Esthetic experience is taking pleasure in a unique ambience that surrounds a person when visiting a specific place or engaging in unusual activities. 1. The overall atmosphere of this festival was beautiful. 2. The festival felt attractive. 3. The festival was full of beautiful experiences.	Oh et al., 2007 Pine and Gilmore, 2001
	Entertainment (ENTR)	Entertainment experience is a state of observing or listening or watching entertaining activities. 1. This festival experience was fun. 2. This festival experience was entertaining. 3. This festival experience was amusing.	Quadri-Felitti & Fiore, 2013
	Cultural (CUL)	Cultural experience is a state of involvement in diverse cultural activities provided at the site within a specific event framework. 1. I had a rich cultural experience through this festival. 2. I was able to experience a variety of cultures at this festival. 3. I could feel the uniqueness of many cultures at this festival.	Kim et al., 2012
	Relational (RLTN)	Relational experience is an emotional connection with people due to sympathy or similar experiences and interests. 1. I met people who match me well. 2. At the festival, I met people with the same interests 3. I was able to share my feelings with the people at this festival.	McMillan & Hwang 2002 Zhang et al., 2019
Satisfaction	Community Satisfaction (CSAT)	Community satisfaction is a state of being happy with the current situation within the community, state peace and tolerance and mutual understanding among the community members. 1. This festival helps to improve the quality of life for this community. 2. This festival helps to understand the diversity of community culture. 3. These kinds of festivals help the community develop. 4. This festival improves the image of the Jeju community.	Kim, 2019
	Individual Satisfaction (ISAT)	Individual satisfaction is an outcome of consumption experience influenced by an individual's subjective judgments 1. I am satisfied with the festival participation overall. 2. This festival was more satisfying than I expected. 3. I am satisfied with the decision to participate in this festival.	Oliver 1993
Behavioral Intention (BI)		Behavioral intention is the apparent expectation that person will perform some specific to that situation or condition behavior 1. I want to participate in these kinds of festivals later. 2. I'd like to participate if the same festival is held later. 3. I'd recommend this festival to acquaintances. 4. I will speak positively about this festival. 5. I will invite those around me to participate in the festival.	Zeithaml et al., 1996

4.3. Sample Characteristics

As shown in Table 2 below, a total of 233 valid data were collected successfully. Of the respondents, males are 42.9%, and females are 57.1%. Koreans are 48.9% and foreigners

are 51.1%. Most respondents were post-graduate (51.1%). The most significant proportion of the monthly income range is under 2 million won (39.9%).

Table 2: Demographic description of samples

Variable	Description	Number	Proportion(%)
Gender	Male	100	42.9
	Female	133	57.1
Nationality	Korean	114	48.9
	Foreigner	119	51.1
Role and responsibility	Festival visitor	160	68.7
	Festival provider	73	31.3
Age	10's	8	3.4
	20's	121	51.9
	30's	46	19.7
	40's	29	12.4
	Over 50's	29	12.4
Educational background	High school graduate	27	11.6
	University student	87	37.3
	Postgraduate	119	51.1
Monthly income	Under 2 million won	93	39.9
	~ 3 million won	59	25.3
	~ 4 million won	32	13.7
	~ 5 million won	24	10.3
	over 5.01 million won	25	10.7
Occupation	Student	124	53.2
	Salary person	32	13.7
	Specialist/Freelancer	21	9.0
	Housewife	22	9.4
	Self-employed person	8	3.4
	Public officer	8	3.4
	Others	18	7.7

* Note: 1 dollar = 1,478 won (19th Dec, 2025)

4.4. Reliability

It is essential to test the reliability and validity of the measurement to perform the PLS-SEM test. The criteria to measure the internal consistency is by means of Cronbach's alpha, rho_A, and composite reliability. Cronbach's alpha and composite reliability should be above 0.7 (Chin, 2010).

Dijkstra and Henseler's rho_A should also be above 0.7 (Dijkstra & Henseler, 2015). In the analysis, all internal consistency scores are all above the minimum. For convergent validity, AVE should be above 0.5 (Fornell & Larcker, 1981). All scores are significant at level $p < 0.05$ with 5000 sample bootstrapping procedures.

Table 3: Reliability and Validity Analysis

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Behavioral Intention (BI)	0.932	0.933	0.948	0.786
Community Satisfaction (CSAT)	0.875	0.876	0.914	0.728
Cultural (CUL)	0.860	0.861	0.915	0.782
Educational (EDU)	0.802	0.805	0.884	0.717
Entertainment (ENTR)	0.894	0.895	0.934	0.825
Escapist (ESC)	0.796	0.806	0.880	0.709
Esthetic (ESTH)	0.847	0.849	0.908	0.766
Individual Satisfaction (ISAT)	0.869	0.874	0.920	0.793
Relational (RLTN)	0.871	0.874	0.920	0.794

Table 4: Discriminant Validity: Cross-loading

	BI	CSAT	CUL	EDU	ENTR	ESC	ESTH	ISAT	RLTN	S.D	T	VIF
BI1	0.886	0.539	0.471	0.453	0.550	0.475	0.494	0.730	0.481	0.016	55.0***	3.33
BI2	0.851	0.563	0.487	0.472	0.505	0.426	0.475	0.640	0.475	0.021	40.1***	2.82
BI3	0.908	0.589	0.452	0.469	0.510	0.452	0.471	0.708	0.463	0.013	70.2***	3.75

BI4	0.879	0.661	0.485	0.456	0.506	0.435	0.468	0.644	0.461	0.019	45.7***	3.18
BI5	0.907	0.615	0.468	0.459	0.515	0.467	0.485	0.676	0.449	0.017	52.3***	4.12
CSat1	0.541	0.829	0.507	0.502	0.467	0.459	0.503	0.564	0.494	0.022	37.7***	1.95
CSat2	0.537	0.867	0.505	0.527	0.464	0.449	0.454	0.543	0.486	0.023	38.0***	2.38
CSat3	0.578	0.880	0.595	0.495	0.489	0.479	0.504	0.510	0.47	0.016	56.0***	2.52
CSat4	0.630	0.835	0.511	0.467	0.435	0.458	0.423	0.501	0.401	0.025	33.4***	2.06
Cul1	0.472	0.542	0.874	0.601	0.632	0.540	0.599	0.567	0.509	0.017	51.3***	2.09
Cul2	0.451	0.532	0.906	0.498	0.584	0.440	0.585	0.476	0.414	0.015	59.0***	2.68
Cul3	0.487	0.573	0.872	0.539	0.572	0.508	0.600	0.513	0.466	0.017	50.4***	2.10
Edu1	0.382	0.500	0.503	0.828	0.445	0.488	0.438	0.443	0.475	0.033	25.4***	1.70
Edu2	0.479	0.507	0.589	0.878	0.556	0.523	0.563	0.536	0.488	0.019	46.7***	1.95
Edu3	0.458	0.476	0.479	0.833	0.564	0.530	0.519	0.527	0.453	0.024	35.0***	1.64
Entr1	0.528	0.451	0.646	0.568	0.918	0.539	0.716	0.553	0.459	0.014	65.0***	3.26
Entr2	0.545	0.494	0.627	0.530	0.920	0.537	0.689	0.574	0.471	0.017	54.7***	3.21
Entr3	0.517	0.532	0.568	0.585	0.888	0.567	0.654	0.586	0.459	0.016	54.0***	2.20
Esc1	0.439	0.436	0.427	0.464	0.470	0.850	0.434	0.450	0.422	0.023	37.4***	1.80
Esc2	0.493	0.499	0.518	0.616	0.591	0.864	0.544	0.542	0.457	0.016	52.9***	1.70
Esc3	0.340	0.424	0.472	0.435	0.450	0.811	0.402	0.413	0.435	0.029	27.7***	1.61
Esth1	0.461	0.445	0.524	0.486	0.629	0.430	0.864	0.535	0.414	0.021	40.6***	2.10
Esth2	0.456	0.487	0.601	0.537	0.703	0.492	0.900	0.548	0.427	0.016	57.5***	2.45
Esth3	0.498	0.516	0.637	0.551	0.648	0.523	0.861	0.571	0.542	0.020	44.1***	1.85
ISat1	0.677	0.579	0.584	0.582	0.608	0.568	0.613	0.907	0.507	0.014	65.7***	2.43
ISat2	0.668	0.499	0.500	0.536	0.544	0.507	0.554	0.887	0.446	0.018	50.0***	2.26
ISat3	0.706	0.579	0.482	0.461	0.524	0.415	0.512	0.877	0.456	0.018	48.1***	2.20
Relational1	0.507	0.507	0.509	0.477	0.522	0.461	0.534	0.503	0.892	0.015	59.6***	2.21
Relational2	0.417	0.467	0.472	0.483	0.414	0.507	0.429	0.423	0.880	0.023	37.5***	2.27
Relational3	0.474	0.476	0.424	0.530	0.421	0.427	0.446	0.482	0.901	0.014	66.7***	2.48

Note: ***p<0.001

After checking the cross-loading, the Fornell-Larcker test is also performed to confirm the discriminant validity. Fornell and Larcker (1981) suggested that the square root of average variance extracted (AVE) could be utilized to establish discriminant validity when the value is more

substantial than other correlation values among the latent variables. In Table 5, the square roots of AVE are written in bold and are more substantial than other correlation values in the same row and column. Thus, the test results indicate that discriminant validity is established.

Table 5 : Fornell-Larcker Test

	BI	CSAT	CUL	EDU	ENTR	ESC	ESTH	ISAT	RLTN
BI	0.887								
CSAT	0.670	0.853							
CUL	0.533	0.622	0.884						
EDU	0.521	0.583	0.620	0.847					
ENTR	0.583	0.544	0.675	0.618	0.908				
ESC	0.509	0.541	0.563	0.607	0.604	0.842			
ESTH	0.540	0.552	0.673	0.601	0.755	0.552	0.875		

ISAT	0.768	0.620	0.587	0.593	0.629	0.559	0.630	0.890	
RLTN	0.525	0.542	0.526	0.557	0.510	0.521	0.530	0.528	0.891

4.5. Hypothesis Test

A path model to identify the hypotheses is tested by using the PLS-SEM 3.0. Hypotheses tests include path coefficient and t-statistics. An examination of the R2 value shows that the model demonstrates a substantial amount of the variance explained. In the result, the R2 value of ISAT, CSAT, and BI are 0.524, 0.496, and 0.651, respectively. For path model predictive relevance analysis, the cross-

validated redundancy results (Q2) by blindfolding procedure are checked. As a result, the Q2 value of ISAT, CSAT, and BI are 0.382, 0.335, and 0.475, respectively. It shows the model has substantial predictive power to endogenous variables. According to the results, the relations below are accepted at the significance level of 0.05. EDU, ESTH, ENTR, and RLTN have positive and significant effects on ISAT. Also, EDU, CUL, and RLTN have positive and significant effects on CSAT. The causal relationships between ISAT, CSAT, and BI are identified.

Table 6: Hypothesis Test

Hypothesis		Path coefficient	S. D	T-value	P-value	Result
H1a	EDU → ISAT	0.154	0.077	1.991	0.047**	<i>accepted</i>
H1b	EDU → CSAT	0.170	0.077	2.194	0.028**	<i>accepted</i>
H2a	ESC → ISAT	0.127	0.074	1.722	0.085	<i>rejected</i>
H2b	ESC → CSAT	0.130	0.083	1.569	0.117	<i>rejected</i>
H3a	ESTH → ISAT	0.202	0.081	2.479	0.013**	<i>accepted</i>
H3b	ESTH → CSAT	0.079	0.087	0.902	0.367	<i>rejected</i>
H4a	ENTR → ISAT	0.170	0.077	2.212	0.027**	<i>accepted</i>
H4b	ENTR → CSAT	0.017	0.084	0.204	0.839	<i>rejected</i>
H5a	CUL → ISAT	0.102	0.084	1.211	0.226	<i>rejected</i>
H5b	CUL → CSAT	0.285	0.092	3.100	0.002**	<i>accepted</i>
H6a	RLTN → ISAT	0.129	0.064	2.020	0.043**	<i>accepted</i>
H6b	RLTN → CSAT	0.180	0.068	2.633	0.008**	<i>accepted</i>
H7	ISAT → BI	0.572	0.057	10.006	0.000***	<i>accepted</i>
H8	CSAT → BI	0.316	0.062	5.107	0.000***	<i>accepted</i>
<i>R</i> ² (adjusted <i>R</i> ²)		ISAT=0.524(0.521), CSAT=0.496(0.483), BI=0.651(0.648)				
Q ²		ISAT=0.382, CSAT=0.335, BI=0.475				

Note: **p<0.05, ***p<0.001

The structural model results provide strong support for the proposed framework. The R2 values for ISAT (0.524), CSAT (0.496), and BI (0.651) indicate substantial explanatory power, while the Q2 results confirm meaningful predictive relevance for all endogenous constructs. These outcomes demonstrate that the model adequately explains variations in satisfaction and behavioral intention. Regarding path relationships, EDU, ESTH, ENTR, and RLTN significantly influence ISAT, whereas EDU, CUL, and RLTN significantly affect CSAT. These results suggest that educational value, cultural experience, relational quality, and experiential factors play critical roles in shaping satisfaction. Furthermore, both ISAT and CSAT significantly predict BI, confirming that satisfaction at different experiential levels leads to stronger behavioral

intention. Overall, the findings validate the robustness of the model and clarify the mechanisms through which satisfaction translates into behavioral outcomes.

5. Discussion and Implication

5.1. Conclusion

This study developed and empirically tested a dual-path satisfaction model in the context of multicultural festivals, distinguishing between individual and community-level satisfaction. The findings revealed that while different dimensions of the festival experience influence these two

types of satisfaction, educational and relational experiences are particularly crucial, as they foster both personal satisfaction and community bonding. Notably, these experiences were found to have a more profound impact on community satisfaction, highlighting the role of multicultural festivals in strengthening social cohesion.

The results also demonstrated that esthetic and entertainment experiences primarily enhance individual satisfaction, whereas cultural experiences are key to community satisfaction. Interestingly, the escapist experience did not significantly impact satisfaction, suggesting that participants in multicultural festivals prioritize learning and social connection over mere detachment from daily life. Furthermore, both individual and community satisfaction were confirmed as significant predictors of behavioral intentions, such as revisit and recommendation. In conclusion, well-designed multicultural festivals serve as a powerful mechanism for social integration, and organizers should prioritize experiences that promote learning and interpersonal interaction to achieve long-term community benefits.

5.2. Theoretical Implication

This study contributes to the existing literature on festival experiences by providing empirical evidence on how different dimensions of festival experiences influence both individual and community satisfaction. First, the research extends the theoretical discourse on festival experiences and their psychological effects by empirically validating the link between festival participation and satisfaction at both personal and community levels. Previous studies have often examined satisfaction from a consumer behavior perspective, focusing on hedonic experiences (Kim et al., 2012). However, this study broadens the discussion by incorporating social and cultural dimensions, demonstrating that festival experiences can foster a collective sense of belonging beyond individual enjoyment.

Second, this study offers novel insights into the role of festivals as catalysts for social integration, emphasizing their potential to foster meaningful intercultural connections and strengthen communal ties. While prior research has predominantly recognized festivals as platforms for cultural exchange, there has been a limited empirical investigation into the specific experiential dimensions that facilitate social cohesion. This study addresses this gap by systematically examining how distinct experiential factors contribute to enhancing community satisfaction and fostering a collective sense of belonging. The findings reinforce the notion that festivals, when strategically designed, can serve as effective platforms for fostering intercultural understanding, reinforcing social cohesion, and ultimately contributing to the creation of more harmonious and inclusive societies.

Third, this study makes a significant methodological contribution by refining and enhancing existing measurement models for evaluating festival experiences. Specifically, it adopts and modifies previously validated constructs from the fields of tourism and event management, thereby ensuring both theoretical rigor and contextual relevance. By systematically integrating these constructs into a comprehensive framework, this study offers a more holistic and reliable method for assessing key festival outcomes, including attendee satisfaction and behavioral intentions. A key strength of this refined measurement model is its applicability across diverse festival settings. Existing literature has often employed context-specific measurement tools, which may limit the generalizability of findings across different cultural and geographical contexts. In contrast, the model developed in this study provides a standardized yet adaptable approach that can be utilized in various festival environments, from large-scale international events to smaller community-based gatherings. This enhances the comparability of findings across studies and facilitates cross-cultural research on festival experiences.

Fourth, contrary to initial expectations, certain experiential factors did not exhibit a statistically significant impact on satisfaction. Specifically, the escapist experience was found to have no meaningful effect on either individual satisfaction or community satisfaction. This finding suggests that the influence of escapist elements may vary depending on the overarching purpose of the festival. In the context of this study, the festival was primarily designed with historical and educational objectives rather than being structured purely for entertainment or immersive escapism. Given this orientation, attendees may have engaged with the event in a more reflective or informational manner rather than seeking a strong sense of escapism. This result highlights the importance of aligning festival experience dimensions with the intended goals of the event. In festivals with an educational or heritage-based focus, attendees may prioritize cognitive and cultural enrichment over immersive detachment from reality. This underscores the need for a nuanced understanding of how different experiential components contribute to satisfaction in varying festival contexts.

Fifth, this study demonstrates that the psychological pathways through which festival experiences lead to satisfaction are dualized, based on the finding that entertainment experience and cultural experience exert distinct influences on individual satisfaction and community satisfaction. According to the analysis, entertainment elements that provide fun and enjoyment contribute immediately to individual satisfaction but do not necessarily extend to strengthening community satisfaction. In contrast, cultural experience plays a more significant role in reinforcing an individual's sense of belonging as a

community member rather than enhancing personal hedonic pleasure through individual satisfaction. These findings suggest that a fun festival does not spontaneously lead to social integration and carry significant academic importance by identifying that the psychological mechanisms for seeking personal pleasure and the social mechanisms for internalizing community values operate independently.

Finally, the study highlights the importance of behavioral intentions resulting from festival participation. Unlike previous studies that primarily examined immediate post-festival satisfaction, this research underscores how memorable experiences influence visitors' future engagement with similar events. This finding has significant implications for longitudinal studies on festival impact, as it suggests that well-designed festival experiences may generate long-term benefits in terms of repeated attendance and community involvement.

5.3. Managerial Implication

From a practical standpoint, the study provides actionable insights for festival organizers, policymakers, and tourism practitioners seeking to enhance festival design, visitor engagement, and social impact. First, the findings suggest that enhancing relational and cultural experiences should be a priority for festival planners. The study shows that meaningful interactions between attendees, as well as opportunities for cultural exchange, significantly boost community satisfaction. Therefore, festival organizers should design activities that promote participation and cross-cultural engagement, such as interactive workshops, cultural performances, and shared dining experiences.

Second, the study emphasizes the role of festivals as strategic tools for community bonding and social integration. Local governments and policymakers can leverage festivals not only as tourism drivers but also as platforms for social cohesion, particularly in multicultural communities. By supporting festivals that encourage inclusive participation, authorities can strengthen community identity and foster a harmonious multicultural society.

Third, the research highlights the importance of aesthetic and entertainment experiences in shaping visitor satisfaction. Festival organizers should ensure that high-quality performances, visually appealing settings, and immersive environments are incorporated into their event planning. The study suggests that well-curated entertainment and aesthetic elements significantly enhance the emotional impact of the festival experience, leading to greater visitor satisfaction and increased likelihood of future participation.

Fourth, the study provides insights into festival marketing strategies. Since satisfaction influences behavioral intentions, festival organizers can use visitor feedback to refine promotional campaigns. For instance,

post-festival engagement through social media storytelling, user-generated content, and loyalty programs can reinforce positive experiences and encourage repeat attendance.

Lastly, the study underscores the need for continuous assessment and improvement of festival experiences. By implementing visitor satisfaction surveys and experience tracking methods, festival managers can systematically evaluate their event's effectiveness and make data-driven decisions to enhance future editions.

5.4. Limitation and Further Research

Despite its valuable contributions, this study has several limitations that should be acknowledged. First, the sample size and demographic characteristics may limit the generalizability of the findings. Future studies should consider employing a larger and more diverse sample to enhance the external validity of the results.

Second, this study primarily relied on self-reported data, which may be subject to response biases such as social desirability or recall bias. Future research could incorporate objective measures or multiple data sources to mitigate these concerns.

Third, some relationships between variables were found to be statistically insignificant, suggesting the possibility that the perceived value of experiences may vary depending on the type and purpose of the festival. To verify this assumption, future research should conduct empirical studies on a broader range of festivals with diverse types, locations, and durations.

Additionally, the study design may constrain the ability to infer causality. While the findings suggest significant relationships among variables, longitudinal or experimental research designs are needed to establish causal links more definitively. Moreover, this study focused on specific contextual factors; future studies should explore additional variables or moderating effects that could further elucidate the underlying mechanisms. By addressing these limitations, future research can build upon the current study's findings, contributing to a more comprehensive understanding of the subject matter.

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