THE INFLUENCE OF DESTINATION IMAGE AND PERCEIVED VALUE ON SATISFACTION OF LITERACY PARK

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ABSTRACT
The public's low interest in reading has caused Indonesia to become one of the countries with the lowest literacy rate in the world. Literacy is an activity that includes skills in reading and writing, skills in interpreting information used for the development of education, development and quality human resources.This research has the purpose to determine the influence of destination image and perceived value on satisfaction. The research method used was a survey with data collection through a questionnaire distributed to 251 respondents by using purposive sampling. The measurement scale in this study used a 5-point Likert scale.The analysis of the variance-based SEM method, PLS-SEM, shows that destination image significantly affects satisfaction and perceived value significantly. This research aims to positively contribute to advancing the tourism industry, especially in a literacy park destination, bolster sustainable government policies, and shape visitors loyalty towards literacy park. The study results provide the implication that destination image and perceived value have an important role in shaping visitors satisfaction. Besides that, this research uses variables rarely used in the tourism industry to measure satisfaction. This research proves that destination image and perceived value have a positive and significant relationship to satisfaction. This research's empirical basis and findings can serve as a reference for future studies. This research was conducted to strengthen research regarding destination image variables, perceived value, satisfaction and destination loyalty in a tourist destination, especially the Martha Christina Tiahahu Literacy Park. It is also hoped that this research can contribute to increasing literacy activities in Indonesia. It is hoped that the results of this research can be used as material for innovation and evaluation by marketers in managing destinations. Apart from that, it is hoped that the results of this research can also provide input for similar tourist destinations in increasing visitor loyalty.

Keywords: *Destination Image, Perceived Value, Satisfaction, Literacy Park*

1. INTRODUCTION

Indonesian people's reading interest is still at a low point when compared to other countries. Information from Kumparan (2023) shows several reasons behind the phenomenon. These reasons include attachment to gadgets, an important activity that has been neglected since childhood, and inability to read or illiteracy. Lack of access to quality reading is another reason for the low interest in reading, especially in some schools that still need attention (tirto.id, 2023). Reading activities are often linked to literacy activities. The public's low interest in reading has caused Indonesia to become one of the countries with the lowest literacy rate in the world.

According to UNESCO (2023), literacy is an activity that includes skills in reading and writing, skills in interpreting information used for the development of education, and the development of quality human resources. Literacy is divided into several types, one of which is digital literacy (CNN Indonesia, 2023). Entertainment content on digital media that is frequently consumed by the public causes the level of digital literacy to be very low.

Digital literacy is a person's skill in interacting with digital media to understand information, conduct evaluations, and use information as additional insight (Kozanoglu & Abedin, 2021). This literacy activity is essential to form an empowered society and young generation. For Indonesia, activities as simple as literacy can produce competent human resources and can be used as a supporting indicator in competing with other countries.

The Indonesian government has made efforts to create many public literacy spaces. One of the tangible results that can be felt is the presence of the literacy park as a destination. A fairly well-known literacy park in Jakarta has always been busy with visitors lately. The name of the literacy park is Martha Christina Tiahahu. This park is taken from the name of one of Indonesia's national heroes, Martha Christina Tiahahu, who fought for independence very young. This park is the result of restructuring and revitalizing an ordinary park that was left behind into a park with the concept of empowering community literacy. The Martha Christina Tiahahu Literacy Park is designed with supporting facilities such as library, study and discussion rooms, coffee shop, café, children's plaza, and other interesting facilities (KumparanNews, 2022). This literacy park was inaugurated on September 18, 2022 by the Governor of DKI Jakarta at that time, Mr. Anies Baswedan. Providing quality books and reading material is necessary as a place of literacy. In supporting literacy activities at the Martha Christina Tiahahu Literacy Park, Gramedia donated a collection of 2.000 books. The Jakarta Library has provided more than 300 books that visitors can access digitally (Kompas.com, 2022).

The strategic location of this park, namely in the Blok M area, is one of the factors driving the number of visitors. This is because the location of the literacy park is very close to public transportation areas such as the Blok M MRT station, making visitor mobility easier. Recently, the Indonesian Minister of Tourism and Creative Economy, Mr. Sandiaga Uno, along with 13 representatives of state ambassadors, carried out a walking tour to the Blok M area where this literacy park was used as one of the destinations (Detiktravel, 2023).

The presence of the Martha Christina Tiahahu literacy park as a realization of the government's goal of empowering the community to increase awareness of the importance of literacy can attract attention, especially to the younger generation. This is because the destination image of this literacy park is not just a place for literacy, but also a comfortable entertainment place for hanging out and unwinding. Destination image is an indicator that can be used to find out what the image of the literacy park is in the minds of visitors (Abbasi *et al*., 2021). Visitors carry out various activities at this literacy park. This can be seen from visitors who use the facilities, such as the library room and Abubu Rooftop Park as a rooftop facility for studying and discussing, tenants or cafes for eating and drinking and filling time, a children's plaza for inviting children to play and interesting photo spots for taking selfies. By paying attention to this, the perceived value obtained from visitors varies. If the perceived value matches visitors' expectations, satisfaction will be formed. Restructuring or revitalizing a neglected park into a literacy park is a step by the Indonesian government to make people aware of how important literacy is. It is hoped that the existence of this park will attract people of all ages through its concept. Therefore, it is hoped that through this satisfaction, visitors will be able to make repeat visits in the future and provide positive recommendations about this literacy park to the people closest to them.

Research by Jeong & Kim (2020), Hasan *et al.*, (2020) and Abbasi *et al.*, 2021) research proved a positive relationship between destination image on satisfaction. On the other hand, research by Hoang (2019), Nyadzayo *et al.*, (2023) showed a significant relationship between perceived value on satisfaction. In contrast, studies by Tedjakusuma *et al.*, (2023) show empirical findings that destination image has negative relationship to satisfaction. Wardi (2022) research shows that the destination image of a place has a negative relationship with tourist satisfaction. This research will fill the gaps in research contradiction between destination image and satisfaction variables. This study investigates the impact of destination image and perceived value on satisfaction. The research contributes valuable insights for academics and other tourism industries. This research was conducted to strengthen research regarding destination image variables, perceived value, satisfaction and destination loyalty in a tourist destination, especially the Martha Christina Tiahahu Literacy Park. It is also hoped that this research can contribute to increasing literacy activities in Indonesia. It is hoped that the results of this research can be used as material for innovation and evaluation by marketers in managing destinations. Apart from that, it is hoped that the results of this research can also be used as material for consideration in future decision making for the progress of the Martha Christina Tiahahu Literacy Park. It is hoped that the results of this research can be used as a reference source in demonstrating good destination quality. Things that can be done to show the quality of a destination include image, value/benefits distributed to visitors, and internal development to provide visitor satisfaction. Apart from that, it is hoped that the results of this research can also provide input for similar tourist destinations in increasing visitor loyalty.

This research is based on the Expectation Disconfirmation Theory which has been used as a reference to explain the influence relationship between destination image and perceived value to satisfaction. If the value or benefits consumers perceive align with expectations, then satisfaction will be higher. Previous empirical research in the field of marketing and tourism has suggested that there is a relationship between expectation and satisfaction. This theory states that in forming satisfaction, there are influencing variables. This research uses destination image and perceived value as measuring variables.

According to Zhang & Lo (2023), destination image is defined as an image depicting an individual's mind regarding a destination, which acts as a factor influencing tourists' plans for the future. Apart from that, research conducted by Carballo *et al.*, (2022) states that destination image is a description of a destination that aims to increase competitiveness, show the quality of the destination and encourage tourists' motivation to visit. According to research by Keni & Winata (2023), destination image is the positive or negative perception tourists have regarding a destination's uniqueness and attractiveness. It can be concluded that destination image is a image of a particular place in the minds of visitors and is used as a determinant of the reputation of a place.

Perceived value is the value or benefit consumers feel to form consumer loyalty (Tjokrosaputro & Cokki, 2020). Based on research by Natarajan & Raghavan (2023), it is stated that perceived value is the benefit received by consumers after making sacrifices such as incurring costs in obtaining a product/service. In other words, perceived value is a balance between the effort that has been expended and the results that have been obtained. Apart from that, perceived value can be interpreted as the overall value including functional and emotional value obtained by consumers from using a product or service (Dobre et al., . So, based on the explanation above, it can be concluded that perceived

value is an emotional and functional value that someone can feel after making sacrifices in time, costs and certain other intentions.

According to Tjokrosaputro (2022), satisfaction is a natural feeling that occurs due to the achievement of consumer expectations regarding the perceived quality of the product or service. In forming satisfaction, companies need to pay attention to facilities, services, convenience, and comfort. Research by Al-Kumaim *et al*., (2023) states that satisfaction is a positive feeling that arises in consumers after using a product. Apart from that, according to Mehdi *et al*. (2023), satisfaction is a positive perception of a product or service where this perception will encourage the formation of loyalty. So, based on the explanation above, it can be concluded that satisfaction is a feeling of high happiness where a person's expectations and perceived reality meet at one point.

Research conducted by Jeong & Kim (2020) on visitors to sporting events in one of the most famous cities in Korea, namely Gyeongju, succeeded in collecting 330 valid data through distributing questionnaires. The data were analyzed using SPSS for frequency, correlation and reliability analysis and AMOS for confirmatory factor analysis and SEM. In this research, it is stated that destination image is the closest variable in forming visitor satisfaction. The research results show that there is an influence between destination image and satisfaction.

Research conducted by Hasan *et al*., (2020) involved 601 respondents who were the total number of visitors to 3 famous beaches in Bangladesh. Data is collected through surveys. The data analysis technique used is the PLS-SEM technique. Based on this research, it is stated that a destination image well depicted in visitors' minds will increase pleasure and satisfaction. The results of this research show an influence of destination image and satisfaction*.*

Research conducted by Abbasi *et al*., (2021) on visitors to the Penang Hill tourist attraction used 330 valid data collected through distributing questionnaires. The data analysis technique used is PLS-SEM. This research shows that destination image influences visitors' intentions to make decisions when visiting a place, and success is measured by satisfaction. Therefore, the results of this research show an influence of destination image and satisfaction.
H₁*: Destination image has a positive and significant effect on satisfaction*

Research conducted by Nyadzayo *et al*., (2023), was conducted on 430 respondents from Australia who were users of the Uber application to test one of the effects of the variable, namely perceived value on satisfaction. Data is collected through surveys. Then, the data was analyzed using SEM techniques. This research suggests that perceived value is related to consumers' effort to obtain satisfaction. Therefore, the results of this research show that there is an influence of perceived value and satisfaction.

Research conducted by Jeong & Kim (2020) on visitors to sporting events in one of the most famous cities in Korea, namely Gyeongju, succeeded in collecting 330 valid data by distributing questionnaires. The data were analyzed using SPSS for frequency, correlation, and reliability analysis and AMOS for confirmatory factor analysis and SEM. From the analysis results, this research shows that the perceived value obtained from impressive events such as certain events, consumer involvement, giveaways, concerts, or musical

performances will influence satisfaction. Therefore, there is an influence between perceived value and satisfaction.

Research conducted by Hoang (2019) succeeded in collecting 389 Vietnamese respondents as bank customers. The respondents answered the statements stated in the questionnaire. The data analysis technique for this research uses the SEM technique. This research suggests that it is natural for a company to prioritize customer satisfaction through the quality of service provided. The results of this research show an influence of perceived value and satisfaction.

H$_2$: Perceived value has a positive and significant effect on satisfaction

2. RESEARCH METHOD

This study tested the relationship among destination image, perceived value and satisfaction. Below is the research model described for further analysis:
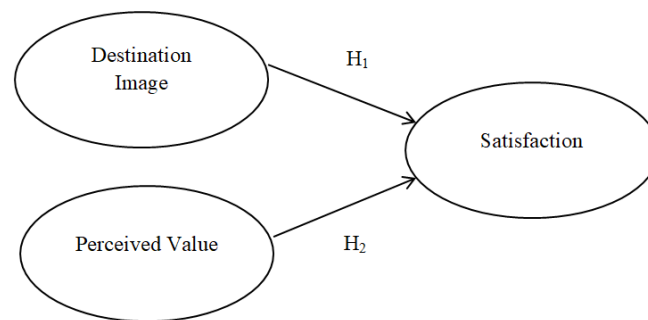

Figure 1. Research Model

The hypothesis prepared based on the research model includes:
H$_1$: Destination image has a positive and significant effect on satisfaction.
H$_2$: Perceived value has a positive and significant effect on satisfaction.

This research uses a conclusive research design, namely descriptive research. Descriptive research is a type of research that describes a phenomenon that is occurring and explains the relationship between variables as they are through data collection (Hikmawati, 2020). The research method used was a survey with data collection through a questionnaire distributed to respondents using purposive sampling. Information regarding this research sample will be described in Table 1.

Table 1. Respondents' Data

Item	Total	Percentage
Collected data	251	100%
Did not pass the screening question	26	10.36%
Usable data	200	79.68%

The table shows that the total number of respondents who filled out the questionnaire was 251. 26 respondents did not pass when filling out the screening questions. The data that can be used for further analysis is 200 data. Data analysis was carried out using the PLS-SEM technique with the Smart PLS 4.

Table 2. Variable Operationalization and Research Indicators

Variable	Indicators	Code	Reference
Destination image	This place has well-developed facilities.	DI1	(Hasan *et al*., 2020; Jeong & Kim, 2020; Lu *et al.,* 2020)
	This place is a safe place.	DI2	
	This place is exciting to visit.	DI3	
	This place is interesting to visit.	DI4	
	This place is impressive.	DI5	
Perceived value	Feel better	PV1	(Abbasi *et a*l., 2021; Hasan *et al*., 2020; Jeong & Kim, 2020)
	Worth the time.	PV2	
	Worth the effort.	PV3	
	The value exceeded the expectations.	PV4	
	Visiting this place is the right decision.	PV5	
Satisfaction	Enjoyed	S1	(Abbasi *et al*., 2021; Lu *et al*., 2020; Nyadzayo *et al*., 2023)
	Experience	S2	
	A wise choice.	S3	
	Satisfied with the visit	S4	

This research uses a Likert scale (1-5), where each number has the following meaning: strongly disagree (1), disagree (2), neutral (3), agree (4), (5) strongly agree.

3. RESULTS AND DISCUSSIONS

According to PLS-SEM results, this research uses outer and inner model in processing data. Outer model testing includes validity tests and reliability tests. Outer model analysis aims to ensure that indicators can measure variables accurately and ensure consistency in producing the same measurements, even if they are measured repeatedly (Keni & Winata, 2023).This research uses convergent validity tests, discriminant validity tests and reliability tests. The valid data used in this research for data analysis testing was 200. In this research, several indicators were also eliminated to achieve valid and reliable criteria in the validity and reliability testing stages.

In the convergent validity test, an indicator is said to be valid if it passes certain values of the loading factor and Average Variance Extracted. An indicator is said to be valid if the loading factor value is more than 0.7 and AVE is more than 0.5 (Hair *et al*., 2022). The discriminant validity test can be seen from the HTMT value. The indicator's HTMT value should be less than 0.9. After that, the reliability test in this study looked at Cronbach's alpha value which was more than 0.6 and Composite reliability which was more than 0.7. In the loading factor test, the D2 indicator value is below 0.7. Therefore, this indicator is not involved in further testing. In the HTMT test, the PV4, PV5 and S3 indicator values show a value of more than 0.9. Therefore, this indicator is also not involved in further analysis. The table shows the calculation of the outer model after the indicators D2, PV4, PV5 and S3 have been eliminated.

Tabel 3. Outer Model

Variables	Indicators	Loadings	CA	CR	AVE	HTMT		
						DI	PV	S
Destination Image	DI1	0.739	0.793	0.806	0.616			
	DI3	0.751						
	DI4	0.836						
	DI5	0.810						
Perceived Value	PV1	0.855	0.829	0.834	0.745	0.822		
	PV2	0.887						
	PV3	0.846						
Satisfaction	S1	0.883	0.795	0.804	0.710	0.891	0.881	
	S2	0.845						
	S4	0.797						

Notes: Loading: Standardized loading, CA: Cronbach's Alpha, CR: Composite Reliability, AVE: Average Variance Extracted, HTMT: Heterotrait-Monotrait Ratio of Correlations.

Overall, each indicator has a multicollinearity value of less than 5. The indicators used in this research have met the multicolinearity test standards.

Tabel 4. Collinearity Statistics

Collinearity Statistics	VIF
DI1	1.453
DI3	1.583
DI4	1.890
DI5	1.548
PV1	1.799
PV2	2.073
PV3	1.877
S1	1.938
S2	1.745
S4	1.541

The multicollinearity test was carried out to ensure that each indicator used in this research was not multicollinear. The multicollinearity value can be seen from the VIF value in Smart PLS 4, which must show a VIF <5.

The Inner Model test results are presented in table 4 below:

Tabel 5. Inner Model

	Relationship Variabels	Path	f²	t-statistics	p-value	Explanation
H1	Destination image → satisfaction	0.429	0.264	7.827	0.000	Supported
H2	Perceived value → satisfaction	0.432	0.267	6.926	0.000	Supported

F square (f²), usually called effect measurement, is a test carried out to measure small/moderate/large effects between variables described through values of 0.02, 0.15, and 0.35 (Hair *et al*., 2022). Based on the table above, it can be seen that the destination image

variable has a moderate effect on the R Square value of the satisfaction variable, which is shown by a value of 0.264. The perceived value variable has a moderate effect on the R Square value of the satisfaction variable, which is a value of 0.267.

The significance value can be seen from the p-value in the Smart PLS 4 bootstrapping option. A p-value less than 0.05 indicates a significant relationship between variables and a p-value more than 0.05 indicates that the relationship between variables is insignificant. In this research, path analysis aims to determine whether a hypothesis is accepted or rejected. The p value between the relationship between the two variables is less than 0.05. This indicates a significant relationship between destination image and satisfaction as well as perceived value and satisfaction. T he path value shows a positive value, indicating that there is a positive relationship between the two variables.

In testing for H_1, the results were accepted. The path value of the destination image variable on satisfaction is 0.429. This value is more than 0 or is positive, so the relationship between the two variables is positive. The p-value also shows a value of 0.000, which shows a significant relationship between the two. The results of this research are in line with previous research conducted by Jeong & Kim (2020) regarding the destination image of one of the cities in Korea, namely Gyeongju, in influencing satisfaction, Abbasi *et al.*, (2021) regarding the influence of destination image at tourist attractions in Penang Hill on satisfaction and Hasan *et al.*, (2020) regarding the influence between destination image and visitor satisfaction at three famous beaches in Bangladesh. The results of previous research state that there is a positive and significant influence between destination image and satisfaction.

In testing for H_2, the results were accepted. The path value of the perceived value variable on satisfaction is 0.432. This value is more than 0 or is positive, so the relationship between the two variables is positive. The p value also shows a value of 0.000, which shows a significant relationship between the two. The results of this research are in line with previous research conducted by Jeong & Kim, (2020) regarding the perceived value obtained by visitors to the city of Gyeongju on satisfaction, Hoang (2019) regarding the influence of perceived value on bank customer satisfaction in Vietnam and Nyadzayo *et al.*, (2023) regarding the relationship between perceived value obtained from Uber application users and influencing satisfaction. The results of this research state that there is a positive and significant influence between perceived value and satisfaction.

Tabel 6. R Square and Q Square

Variabel	R-square	R-square adjusted	Category	Percentage	Q² predict	Category
Satisfaction	0.620	0.616	Moderate	62%	0.611	Good (able to predict the research)

In this research, the R^2 (R- square) value is used to measure changes in the independent variable to the dependent variable by measuring the level of variation (Tjokrosaputro, 2021). According to Hair *et al.*, (2022), variable relationships can be seen from the R^2 value which consists of 0.75 which represents a strong relationship, 0.50 representing a moderate relationship, and 0.25 representing a weak one. This provides information on how strong or not the independent variable influences the dependent variable. Based on the test results above, it can be seen that the r square value of the satisfaction variable is 0.620

or 62%, which shows a moderate influence. This means that the ability of the independent variables, namely destination image and perceived value, to explain the satisfaction variable is 62% and other variables outside this research explain the remaining 38%. The Q^2 prediction value < 0 indicates that the variables and data cannot predict the research model well. On the other hand, the Q^2 prediction value > 0 was able to predict the research well (Sudiantini & Saputra, 2022).

This research had 251 respondents' answers which were collected through filling out questionnaires. Of the total number of respondents, there were 200 respondents who met the criteria for this research. The criteria for this research were having visited the Martha Christina Tiahahu Literacy Park in Blok M, South Jakarta. Of the total respondents who met the criteria, there were 141 female respondents, accounting for 62.7%, and there were 84 male respondents, accounting for 37.3%. The majority of respondents in this study were respondents aged 21-26 years with a total of 173 people or 76.9%. Apart from that, the largest number of respondents in the last educational classification were at the SMA/SMK education level, 142 people or 63.1%.

In conducting data analysis, valid data that can be used is 200 respondents' answers. The analysis was carried out using the PLS-SEM technique using the Smart PLS 4 software application. There were 2 tests in this research, namely the outer model and inner model tests. Outer model testing consists of validity tests including convergent validity tests, discriminant validity tests, and reliability tests. Based on the indicator validity test, one indicator has a loading factor value below 0.7, namely one indicator of the destination image variable with the code DI2. This indicator discusses visitors' views regarding the Martha Christina Tiahahu Literacy Park from a security perspective. This is most likely caused by visitors feeling unsafe because this park is used for public activities, allowing many people from everywhere to gather. Apart from that, there are two indicators of the perceived value variable and one indicator of satisfaction that must be eliminated to meet the discriminant validity test criteria. The indicator codes are PV4, PV5 and S3. Indicators PV4 and PV5 discuss the value obtained exceeding visitors' expectations, so visiting the Martha Christina Tiahahu Literacy Park is the right decision. This shows that the value provided by the destination meets visitors' expectations but does not provide more value. This is most likely caused by visitors' awareness of facilities and services that provide proper benefits so that they meet expectations but not more than that. Indicator S3 interprets that visiting this park is a wise choice.

The AVE value of each variable used in this research has shown a value of more than 0.5. After eliminating several indicators mentioned above, this research has met the criteria for the discriminant validity test through the HTMT test. Then, the reliable standard in the reliability test can be seen from the Cronbach's alpha value with a benchmark of more than 0.6 and a composite reliability value of more than 0.7. The test results of this research show that the variables have met the reliability test standards. Each indicator in this research has shown a VIF value of less than 5. Then, the R^2 value from the test results in this research shows a value of 0.620 on the satisfaction variable. There is a Q^2 predict value of 0.611 on the satisfaction variable. The R^2 value or coefficient of determination shows that the independent variable moderately influences the dependent variable. Meanwhile, the Q^2 prediction value shown in this research indicates that the variables and data can explain this research model well. In analyzing the relationship between variables,

the results of this research show that destination image has a positive and significant influence on satisfaction.

In testing for H1, the results were accepted. The path value of the destination image variable on satisfaction is 0.429. This value is more than 0 or is positive, so the relationship between the two variables is positive. The p value also shows a value of 0.000, which shows that there is a significant relationship between the two.This shows that destination image can be used as a driving factor in shaping visitor satisfaction. The better the destination image that is formed, the greater the satisfaction. The presence of a literacy park as a place to create literacy activities is of course a government program that aims to cultivate the community. Therefore, literacy parks can pay attention to necessary things such as developing facilities and services, creating a place atmosphere and innovation to create a good image in visitors' eyes.

In testing for H_2, the results were accepted. The path value of the perceived value variable on satisfaction is 0.432. This value is more than 0 or is positive, so the relationship between the two variables is positive. The p value also shows a value of 0.000, which shows a significant relationship between the two. In creating satisfaction, value or benefits that visitors can feel are needed. Therefore, several studies divide the value obtained into emotional and functional values. Literacy park destinations can develop strategies to distribute value in line with consumer expectations. The more visitors feel that the value obtained is in line with what was expected or exceeds it, the more satisfied they will feel.
The results of this research refer to the Expectation Disconfirmation Theory. The destination image and perceived value of Martha Christina Tiahahu Literacy Park influence the level of visitor satisfaction. The image of this park in the minds of visitors as a literacy place that offers a different concept from the others helps shape satisfaction. Then, the activities carried out by visitors in this park are related to using facilities and services. The benefits and value obtained from the facilities and services provided in such a way encourage satisfaction. Therefore, the results of this research are presented to strengthen theory and other research related to the destination image, perceived value, and satisfaction.

4. CONCLUSIONS AND SUGGESTIONS

Based on the study's results, the following conclusions are that destination image and perceived value have a positive and significant effect on satisfaction. The research results imply that destination image and perceived value are essential factors in satisfaction. This research provides a theoretical contribution by testing variables previously rarely used in research in the tourism sector, namely destination image and perceived value. This research shows that these two variables have a positive and significant influence on satisfaction. Therefore, this research also provides a practical contribution for other tourist destinations to pay attention to the image and value that can be provided to visitors, such as creating atmosphere, services, environment, facilities and comfort for visitors.

There are still several limitations in conducting research. This research was conducted at one of the literacy park destinations, the Martha Christina Tiahahu Literacy Park, located in South Jakarta. This research also only uses a few variables to measure satisfaction after visiting a destination, namely destination image and perceived value. Therefore, further research in similar fields can add more variables to enrich the information.This research

only involved visitors to the literacy park in question. It is also hoped that future research can expand the sample size used to make the data analysis process easier. Apart from adding samples, it is hoped that future research can add measurement indicators per variable studied to avoid obstacles in the data analysis process.

This research aims to positively impact Martha Christina Tiahahu Literacy Park and other destinations operating in the same field. Based on statistical results from respondents' answers regarding the destination image of the Martha Christina Tiahahu Literacy Park, the statement "This place is a safe place" has the lowest mean compared to other statements. Therefore, researchers suggest that destinations should pay more attention to site security. Since this park is often used as a place for large crowds for concerts and other events, researchers suggest that this literacy park can create a more secure system to maintain order and prevent unwanted things from happening. Steps can be taken are establishing security posts and employing security or similar professions. Then, the statement "This place is interesting to visit" has a higher mean than the other statements. Therefore, researchers recommend that destinations continue to maintain their current attractiveness and continue to carry out internal monitoring and development so that their reputation is maintained.

Based on statistical results from respondents' answers regarding perceived value after visiting the Martha Christina Tiahahu Literacy Park, "The value obtained after visiting this place exceeds my expectations" has the lowest mean compared to other statements. Therefore, researchers suggest that destinations can innovate in the future. Simple innovations that can be carried out, for example, are by adding the concept of collaboration with other parties outside the field of literacy. An example of collaboration that can be carried out is collaborating with local MSMEs in handicrafts, batik, souvenirs, and the like to increase the destination's attractiveness. Then, the statement "Visiting this place is the right decision" has the highest mean than the other statements. Therefore, researchers suggest that destinations can continue providing the value or benefits visitors expect. Based on statistical results from respondents' answers regarding satisfaction after visiting the Martha Christina Tiahahu Literacy Park, the statement "This experience is what I want" has the lowest mean compared to other statements. Researchers suggest that destinations can develop their potential to produce more value in visitors' eyes. Examples of what can be done are expanding reading and discussion rooms, adding reading sources, filling space gaps with more varied tenants' presence and maintaining the quality available facilities. Destinations can also conduct surveys to find out visitors' messages and impressions and hopes for the future to develop this destination into a place everyone wants to visit. Then, "I really enjoyed visiting this place" has a higher mean than the other statements. Therefore, researchers suggest that destinations can maintain and even improve the quality of places to provide comfort for visitors.

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