



The Role of Place Experience and Satisfaction in Revisit Intention at Trabzon's Avni Aker Millet Bahçesi

Doruk Görkem Özkan *
Regaip Yılmaz **

Abstract

Urban open spaces create experience spaces for users with the physical and social features they offer. "Millet Bahçesi" is one of the places designed and implemented in recent years within the scope of open spaces. This research aims to investigate the effects of the environmental features of the Millet Bahçesi on place experience and place satisfaction, as well as revisit intention within the scope of open spaces. In this context, the environmental characteristics of "Trabzon Avni Aker Millet Bahçesi" were evaluated by post-use evaluation method with 211 users. Scales were applied to measure the effects of environmental features on place satisfaction and revisit intention. The research conducted correlation and regression analyses between socio-demographic characteristics, space use characteristics, environmental characteristics, place satisfaction and revisit intention. As a result of the study, when we examined the factors affecting the revisit intention, it was seen that only the factors "place satisfaction, sociability, uses and activities, revisit intention" were included in the model. In this research, aims to focus only on the environmental characteristics of open spaces. In this regard, the newly implemented Millet Bahçesi, where the users have no previous experience, was chosen as the study area. Evaluations can also be made in open spaces where users have past experiences. It is very important to determine the factors that affect the sense of satisfaction as a result of the place experience in urban open spaces that play an important role in the city center, such as Trabzon Avni Aker National Garden. The importance of spatial designs and socialization opportunities that offer diversity in terms of uses and activity in particular on the sense of satisfaction is explained. Additionally, comparisons can be made by examining more than one Millet Bahçesi. These are among the limitations of the research. The results of this study, which focuses on urban open space environmental characteristics, are significant for city managers, designers and users. In particular, the factors affecting the revisit intention will contribute to the design process of newly designed open spaces.

Keywords: Place experience, Place satisfaction, Public gardens, Revisit intention.

*Department of Landscape Architecture, Karadeniz Technical University (KTU), Trabzon, Türkiye (Corresponding author)

E-mail: dorukgorkemozkan@ktu.edu.tr

**Graduate School of Natural and Applied Sciences, Karadeniz Technical University (KTU), Trabzon, Türkiye

E-mail: regaipyilmaz@gmail.com

To cite this article: Özkan, D. G., & Yılmaz, R. (2025). The Role of Place Experience and Satisfaction in Revisit Intention at Trabzon's Avni Aker Millet Bahçesi. *ICONARP International Journal of Architecture and Planning*, 13 (1), 167-187. DOI: 10.15320 /ICONARP.2025.320



INTRODUCTION

Studies addressing human-environment relations within the scope of urban open spaces have become even more critical today. Especially in the last 20 years, cities' physical and social transformations have accelerated. In addition, the differentiation of human needs and requirements clarifies the necessity of evaluating human-environment relations in urban open spaces. The environment limited to meet people's needs and requirements and creating experiences is called urban spaces within the city. According to Canter (1983), a place's experience consists of physical and social elements. In order to meet people's needs, urban open spaces come to the fore in line with the physical and social features offered by the environment. Urban open spaces are essential places where users living in that area can make their free time more quality and productive with recreational activities, relieve the users from the stress and fatigue of the city and living in the city, and have many social gains that relax them physically and mentally (Birol & Aydın, 2019).

As a result of the rapid increase in industrialization and urbanization since the Industrial Revolution, the importance of green areas and recreation needs in cities is increasing. In particular, the decrease in urban open spaces in the 21st century has caused the opportunities offered by these areas to users to become more prominent. Gür (1996) states that the space, also known as the volumes where users carry out their activities in line with their different wishes and needs, are typical living and usage areas with different qualities in the city (Özkan, 2011). According to Madanipour (1999), brings various parts of the city closer together, integrates people, creates experience and develops a sense of community (Mumcu, 2009).

Space and place are different concepts. While Tuan (1977) defines space as a region with defined borders, he also defines particular areas within this region where needs and requirements are met as places (Özkan, 2017). When a meaning is attributed to the place, the place turns into a place. It is crucial to experience the place in order to establish feelings, meaning and belonging to the place. People evaluate and attribute meaning to the physical environments they experience. A clear phenomenological understanding of places is accessible to users through bodily experiences (Eldardiry & Konbr, 2022 ; Tolegen et al.2023). If they have a good experience with the places' physical and social features, they tend to revisit them. In this regard, it is necessary to answer the following questions:

- How do the physical and social features offered by the place relate to the place experience?
- What is the impact of place experience on revisit propensity?

In order to find answers to these questions, first the human-environment relationship and the process of transforming space into place must be understood. Then, the impact of the relationship between user needs and requirements the physical and social characteristics of the place on the place experience, and the consequences of these interactions

on revisit intention should be examined. People orientate themselves and use and experience urban open spaces that align with the physical and social features they offer. As a result of these experiences, they form their future behavioral intentions. For this reason, this study will investigate the effects of the physical and social features offered by the Trabzon Avni Aker Nation Garden on the revisit intention by focusing on the relationship between the place experience and the physical and social features offered by the Trabzon Avni Aker Millet Bahçesi within the scope of urban open space. In this direction, the theoretical framework of the study was created.

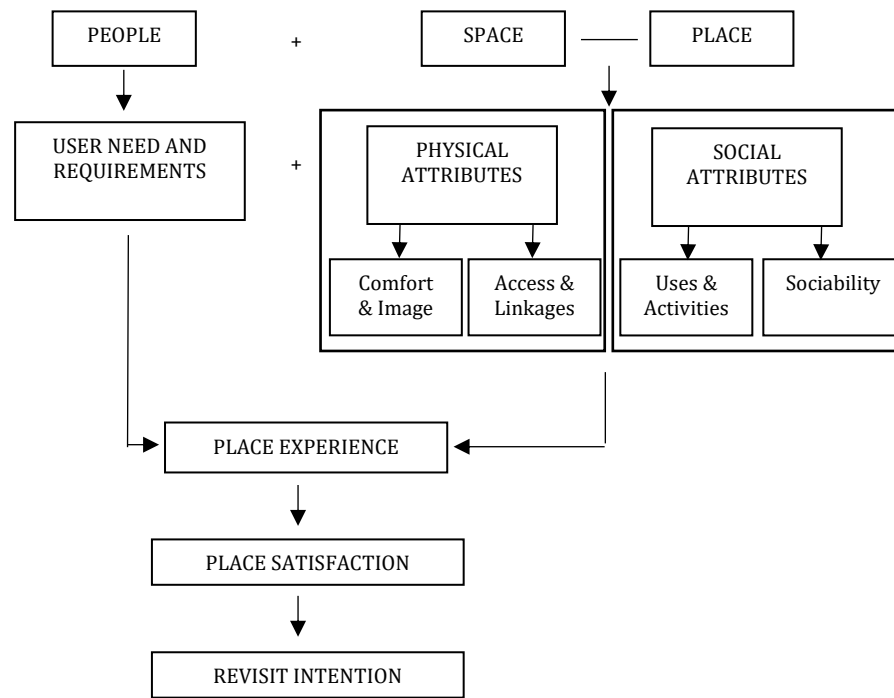


Figure 1. Theoretical framework of the research

LITERATURE REVIEW

Space is a concept that we encounter in many branches of art and science. Throughout history, answers to questions about "what" and "where" the concept of space is have been sought in different disciplines. Many disciplines such as philosophers, sociologists, architects, historians, psychologists and designers have influenced each other with the different definitions of space they put forward, and different ideas and definitions have been obtained by questioning the concept of space according to their own disciplines. However, until the 1960s, research on the interaction between humans and the environment and how people perceive the environment was conducted with an emphasis on humans, the natural world, and how humans learn about, encode, and interact with their environment (Göregenli, 2010; Solak, 2017).

Gür (1996) defined the concept of space as "a space where people, human relations and the equipment required by these relations are located, and whose boundaries are determined according to the structural character of the organization it covers." People and the

environment constantly interact, and as a result of this interaction, spaces are formed that limit and separate people from the environment to a certain extent. Although many factors that make up the environment, the main subject of the place is people. The spaces created due to people's needs and requirements are designed to be viewed from the outside and lived in and experienced. In other words, what shapes space is people's spatial experience over time. That is why urban spaces are of great importance for users today. People's relationships with space are primarily affected by the physical and social characteristics of the place. To the extent that the design of urban spaces responds to the user's needs and requirements, they become successful urban spaces if the user experiences the created space and is satisfied.

The most important fact distinguishing the concept of place from the concept of space is that it is based on subjectivity and experience (Relph, 1976). Relph (1976) associated the concept of place with our knowledge based on practice and action. Each user gains a unique experience in the environment he lives in. In other words, places turn into places from various layers of life and experience in that place (Özkan, 2017).

Depending on this experience, they shape their behaviour and life centres (Asiliskender, 2004). Canter (1977) argues that when looking at a place as an environmental or architectural object, it should be viewed not only as an abstract concept or a separate context, but also as use and experience (Özkan, 2017). Canter states that the experience of a place is a combination of two components: social and physical (Canter, 1983). As a result, activities within the space are shaped and transformed into a place as a result of how individuals define and evaluate an environment (Canter, 1977).

While needs mediate the psychological foundations of experience, the need itself is a result of the desire to have the experience (Ryan and Deci, 2000). Things people acquire throughout their daily lives are kept in memory and then applied, known as experiences. Events from daily life, good or bad, serve as a guide for future decisions. Place is a space component with meaning and value that people use and experience (Özkan&Yılmaz 2019; Alpak et al. 2018). The most important thing that connects people to a place is their experiences because each person gains unique experiences where he lives or where he is and shapes his behavior as a result.

The physical and social features that the space offers to the user are important factors in the user's experience of the space and the formation of his/her feelings about the space. Due to the space's abstract and concrete characteristics, users can meet the needs and requirements, enabling them; to establish a relationship with the place, create place satisfaction, and create a revisit intention. Satisfying the users with the physical organizations offered by the space has an important role in transforming the space into a place.

Gehl (2020) expressed the concept of urban open space, which he described as "life among buildings", as very different activities that

people engage in while using the shared urban space. Examples include walking from one place to another for a purpose, excursions, short stops, long stays, looking at store windows, conversations and meetings, exercise, dancing, recreation, street trading, children's games, resting, and street performances. To summarize, urban open spaces integrate users and, when well designed, serve as the stage for our public lives (PPS, 2008). In evaluating thousands of public spaces around the world, the Project for Public Spaces (PPS) stated that in order to be successful, these spaces generally share the following four characteristics: They must be accessible for people to engage in activities, the place must be comfortable and have a good image, and finally, it must be a social space where people meet each other. It is a place.

In studies on the success levels of urban open spaces, the first thing to consider is evaluating the space by its users (human-space interaction). In people-place interaction, the degree to which the physical and social features offered by the place meet the user needs and requirements determines the success level of the place as a result of the space experience (Kyle, 2004a, 2004b; Stedman, 2002; 2003; Özkan & Yilmaz 2019; Özkan & Akyol, 2021). Research in the literature has stated that a feeling of satisfaction occurs in urban open spaces where user needs and requirements are met and users increase their Intention to reuse this space (Tema, 2012; Quadri & Fiore, 2013; Ramkissoon, 2014; Hwang & Lyu, 2015; Lee et al. 2020). Revisiting intention is crucial, especially in tourism-oriented studies (Bintarti & Kurniawan, 2017). However, evaluations within the scope of urban design projects are limited. This research aimed to investigate the effects of the physical and social features offered by public gardens within the scope of urban open spaces on the revisit intention. In this context, focusing on revisiting intention and its indicators is necessary.

Revisit Intention in Millet Bahçesi as an Urban Open Space

The concept of Millet Bahçesi is designed and implemented under the umbrella of the Ministry of Environment, Urbanization and Climate Change of the Republic of Turkey. According to Article 4 of the Planned Areas Zoning Regulation, "Millet Bahçesi in general terms; It is defined as "large green areas that bring people together with nature, meet their recreational needs, and can be used as city gathering areas in case of disaster." Public gardens offer activities to city residents, enable them to be in touch with nature, and can be used as gathering areas in emergencies situations when necessary. Public gardens are areas that preserve natural elements from the past and reflect cultural heritage, reflect the social and cultural structure of the country and its history, develop the country's vision for its future and make significant contributions (Sağlık et al., 2019).

One of the most important success parameters of urban open spaces is the Intention of users to revisit where their movements and behavior occur. The revisit intention is the user's desire to come back to that area again as a result of experiencing the place and being satisfied. In order for

a place to remain active and alive, it is important to ensure circulation and keep users coming back. Since urban open spaces have different features and activities and each user has their own needs and requirements, it is very difficult to ensure users' desire to revisit (İlban et al., 2016).

Planning a particular behavior is done with a purpose known as behavioral Intention. As a result, a user's strong feelings to perform a certain behavior will cause him/her to take action to perform it (Pratminingsih et al., 2014; Kahraman, 2019). One idea that can be explained by behavioral Intention is users' revisit Intention. Revisit Intention is defined as "the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior" (Warshaw & Davis, 1985,) Quality places that users can perceive satisfy the users and leave positive experiences in their memories. affects the trend.

Various studies show that the relationship between "experiential quality, place image and experiential satisfaction" positively affects revisit intention (Aziz et al., 2012; Jin et al., 2013; Li and Wu, 2013; Wu and Li, 2014). Experiences that will remain in the minds of users are of critical importance to make the place experience permanent and to gain new users (Yelkur, 2000; Rattanaprichavej, 2019).

Visitor satisfaction is also very important in the revisit intention. The positive and negative relationship between the experiential quality offered by the place and experiential satisfaction has a positive or negative effect on the revisit intention. The concept of satisfaction can be defined as a result of personal evaluations regarding whether the selected product or place meets or exceeds expectation. When visitor satisfaction is desired to be measured, their experiences are generally considered (Koç, 2017).

Experiential quality and experiential satisfaction are important variables that interact with each other and are one of the factors affecting the revisit intention. The revisit intention is directly affected by satisfaction (LaBarbera & Mazursky, 1983), and satisfaction is more influential than experiential quality in forming a person's revisit intention (Cronin & Taylor, 1994). Experiential satisfaction indicates how satisfied the visitor is with their experience.

In the context of outdoor venues, revisit intention indicators are factors used to determine how often an outdoor venue is visited and its revisit intention. These indicators can be based on various factors, such as the design of open spaces, their features, accessibility, intended use and socio-demographic characteristics of visitors. Aziz et al. (2012) suggested "experiential quality and experiential satisfaction" as variables affecting visitors' revisit intention. However, experiential quality affects the revisit intention through experiential satisfaction (Jin et al., 2013; Li & Wu, 2013; Wu & Li, 2014; Bintarti & Kurniawan, 2017). The conceptualization of experiential quality includes emotional responses and environmental conditions, such as meeting the psychological benefits, physical, and social characteristics that visitors want from an

experience. Moreover, experiential quality is subjective and depends on the experience and emotions visitors perceive (Chan & Baum, 2007). Experiential quality is related to the quality of the place, and the factors that affect this are factors such as the location of the place, its design, and its intended use.

In general, the quality perceived by visitors is more related to their experience during the visit process than to the service provided by the place (Bintarti & Kurniawan, 2017). This plays an active role in the revisit intention of a place. Elements such as "location of the place, design, purpose of use, environmental conditions, social and cultural factors, physical and social features" are included as symbolic indicators of the revisit intention (Bintarti & Kurniawan, 2017; Erap et al., 2021).

As can be understood from the literature, for the intention to revisit, the physical and social features offered by the place must meet the user's needs and create a feeling of satisfaction in the user. Therefore, this research will evaluate the physical and social features the Millet Bahçesi offers. Thus, the effects of these features on place experience, place satisfaction and revisit Intention will be investigated.

MATERIALS AND METHODS

Study Area

The study area is the Trabzon Avni Aker Nation Garden, located in the city center of Trabzon province in the Eastern Black Sea Region of Turkey and opened in September 2021. The Millet Bahçesi, which has an area of 63764 m², has a tribune with a capacity of 1021 spectators, a green area of 29719 m², and a 2440-meter walking path. In the public garden, which has a 7741 m² indoor parking lot, a 340 m² Coffeehouse/Library, 30,324 shrubs and 960 trees were used herbically. It also has an exercise area, cycling and jogging path, a swimming pool, a restaurant and children's playgrounds. The area where the public garden is located also has special meanings for the city and its citizens. Trabzon Avni Aker Nation Garden is an urban green area that has been brought to the city by transforming the Avni Aker Stadium, which is the temple of the Trabzonspor club, and its immediate surroundings, which are identified with various concepts such as spirit, love, excitement, childhood, happiness, sadness, enthusiasm, victory, legends and myths for the citizens. A Millet Bahçesi also has the title of Turkey's first sports-themed Millet Bahçesi (Figure 2).

Survey and Participants

This research only aims to investigate the effects of the physical and social characteristics of the place on the revisit intention. For this reason, "Avni Aker Nation Garden", where the users have no previous experience and whose design and implementation process was completed in September 2021, was chosen as the study area. In the research,

- Evaluating the physical and social features of the public garden open spaces with the post-occupancy evaluation method
- Evaluating the place experience and place satisfaction of the users
- Determining the revisit tendencies of the users

- Evaluating all the data together and determining their effects on the revisit intention



Figure 2. Trabzon Avni Aker Millet Bahçesi: Study Area Overview.

For these purposes, the survey questions were structured under 3 headings. Each item was measured on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree).

The survey participants were selected randomly from those using the Millet Bahçesi. The surveys were conducted with 211 people on weekdays and weekends. Data were entered, cleaned, and analyzed using the Statistical Package for Social Sciences Version 24.0, which SPSS developed.

Survey instruments for open spaces physical and social attributies

This part of the survey, aimed to determine how users perceived the physical and social features of Trabzon Avni Aker Nation Garden. For this reason, research focusing on user needs in urban open spaces and the features that successful open spaces should provide were used. In this

research, the physical and social features offered by the place were determined because of literature research (Maslow, 1954; Whyte,1980; Francis, 1987; 2003, PPS,2000 and Özkan&Yılmaz, 2019). The physical and social features offered by urban open spaces designed by taking into account user needs are an important factor affecting the users' relationships with the environment. These features of urban open spaces are important in terms of creating an experience by allowing people to integrate with the space. In line with these acceptances, in this study; the physical and social features offered by the place will be evaluated by combining them with the classification made by user needs in urban open spaces (Maslow, 1954; Whyte,1980; Francis, 1987; 2003) and PPS (2000). As a result of this evaluation, the effects of open space success levels on satisfaction and revisit intention will be investigated (Fig.3). As a result of these evaluations, they were categorized as physical and social in order to survey users in the study area.

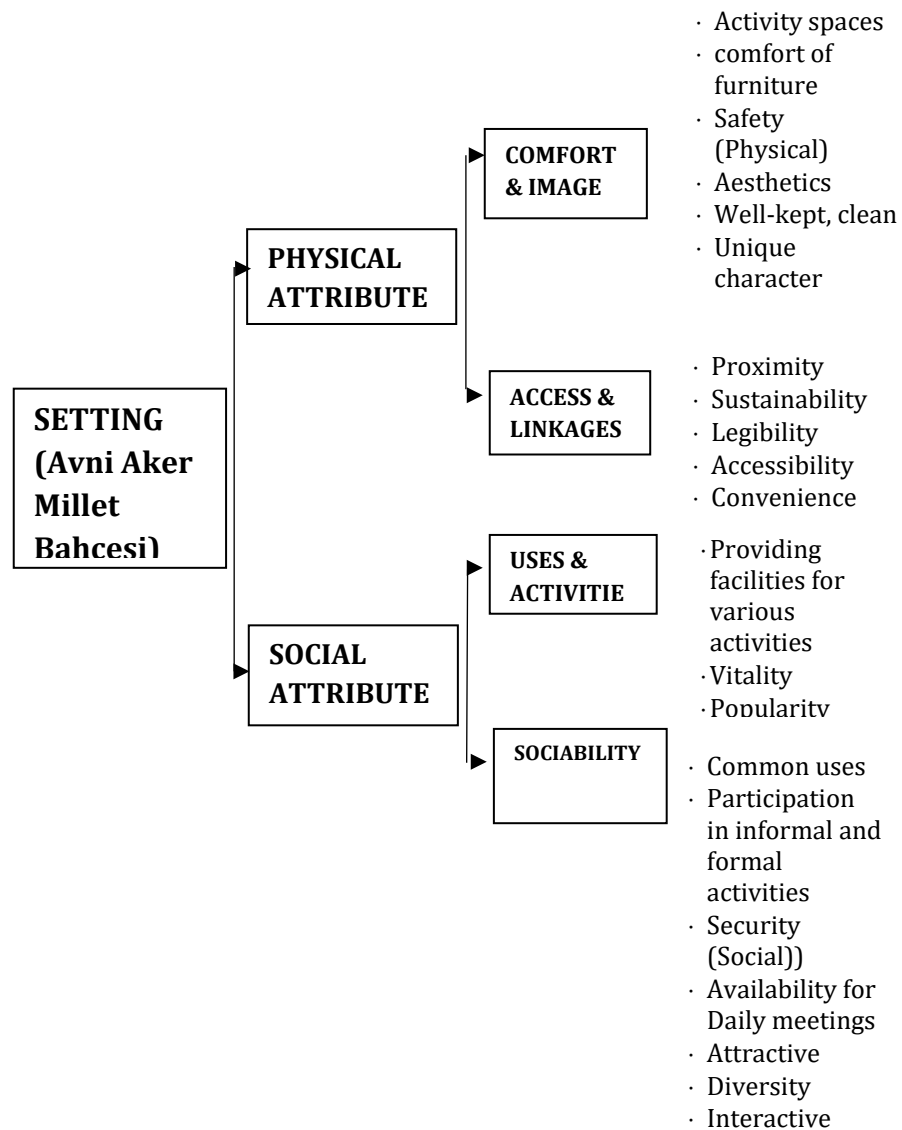


Figure 3. Statements in the survey attitude scale (developed based on Maslow, 1954; Whyte,1980; Francis, 1987; 2003, PPS,2000 and Özkan & Yılmaz, 2019;).

Survey instruments for open spaces physical and social attributies

The second phase of the survey was designed to measure user satisfaction as a result of whether the physical and social features of the public garden are compatible or incompatible with visitors' needs. While creating the scale for satisfaction measurement, different studies in the literature (Mesch & Manor, 1998; Stedman, 2002; Williams et al., 1992) were used to explain the relationships between satisfaction and loyalty (Table 1).

Table 1. Place Satisfaction items

Satisfaction Item and Constructs Name	
Satisfaction 1	I am satisfied with the comfort facilities this place offers.
Satisfaction 2	I am satisfied with the accessibility facilities this place offers.
Satisfaction 3	I am satisfied with the activity facilities this place offers.
Satisfaction 4	I am satisfied with the social facilities this place offers.
Satisfaction 5	Overall I am satisfied with my visit to this place

Survey instruments for open spaces physical and social attributies

The third and final stage of the survey aims to determine visitors' revisit Intention to the area after measuring user satisfaction. When creating a scale to measure revisit intention, reference was made to Kim, H.J., Park, J., Kim, M.J., and Ryu, K. (2013), which explains the relationship between satisfaction and revisit Intention in the literature. (Table 2).

Table 2. Revisit intention items

Revisit Intention Item and Constructs Name	
Revisit intention 1	I will recommend Avni Aker Millet Bahçesi to my friends as a recreation area
Revisit intention 2	I will visit Avni Aker Millet Bahçesi again for my next free time.
Revisit intention 3	I want to visit this place more often.

RESULTS

Sociodemographic and Visitation Characteristics

Trabzon Avni Aker Nation Garden, the working area, appeals to users of all ages and walks of life. Therefore, the demographic characteristics of the participants in the survey, including information such as gender, age, marital status, educational status, profession and life expectancy in Trabzon, were first revealed (Table 3). A survey was conducted with a total of 211 people in the study area, and the results of the socio-demographic characteristics of the participants who visited the area are as follows:

Of the 211 participants who visited the study area and were surveyed, it was determined that 114 people were women and 97 people were men. As a result of the survey, it was determined that the participants who visited the area were concentrated between the ages of 26-40. It was determined that while 110 people were single, 101 were married. As a result of the survey, it is seen that the participants who visited the area were mostly university (undergraduate) graduates. As a result of the

survey, when the life expectancy of the visitors who visited the area in Trabzon was considered, it was determined that the majority had lived in the city for more than 15 years.

Environmental Attributes

As a result of the literature research, an environmental characteristics evaluation scale (41 items) was given to users visiting the region to evaluate the physical and social features provided by the public gardens (Table 4). Before the scores were obtained from this scale, the scale was subjected to factor analysis and evaluations based on the analyses were created.

Table 3. Sociodemographic and visitation characteristics

Socio-demographic findings	Trabzon Hüseyin Avni Aker Millet Bahçesi N=211		Socio-demographic findings	Trabzon Hüseyin Avni Aker Millet Bahçesi N=211	
Gender	Frequency	%	Education	Frequency	%
Female	114	54,0	primary education	10	4,7
Male	97	46,0	High school	48	22,7
Total	211	100,0	Pre-graduate	33	15,6
Age Group	Frequency	%	Undergraduate	101	47,9
0-18	21	10,0	Graduate	19	9,0
19-25	53	25,1	Total	211	100,0
26-40	89	42,2	Profession	Frequency	%
41-60	43	20,4	Officer	40	19,0
Over 60 years	5	2,4	Housewife	23	10,9
Toplam	211	100,0	Student	51	24,2
Marital Status	Frequency	%	Unemployed	22	10,4
Single	110	52,1	Selfemployed	65	30,8
Married	101	47,9	Retired	10	4,7
Total	211	100,0	Total	211	100,0
Length of Life	Frequency	%			
Less than 5 years	10	4,7			
5-10 Year	15	7,1			
10-15 Year	29	13,7			
More than 15 years	157	74,4			
Total	211	100,0			

The environmental characteristics and physical and social components of the Trabzon Avni Aker Millet Bahçesi were evaluated using 41 expressions, and the environmental characteristics of the nation's garden were evaluated. Factor analyzes were applied to see and explain the sub-dimensions of the environmental characteristics of open spaces, and after many analyzes, scales were created along with various reliability tests showing suitability for factor analysis. Principal component analysis with varimax rotation was used. The results were repeated seven times to hide factor loadings below 0.40. Finally, the 41-item environmental variables scale was reduced to 21 items, and these variables were determined to consist of four factors. These factors represent 74.983% of the total variance. In order to name the 4-factor structure, those with factor loadings greater than 0.3 were selected.

As a result of the analysis: The first factor is named usage and activity and consists of 7 items. The second factor was socialization and consisted of 6 items. The third factor was access and connection and consisted of 4 items. The fourth factor was comfort and identity consisting of 4 items (Table 5).

Table 4. Environmental attributes scale items and descriptive statistics

Environmental attributes	Mean	SD
1.The activity spaces are sufficient in this area.	3.24	1.08
2. The furniture elements are sufficient in this area.	3.11	1.10
3. The furniture elements are comfortable and practical in this	3.29	1.14
4.The pavement elements are comfortable and practical to walk.	3.64	0.99
5. Security services are sufficient in this area	3.00	0.94
6. I like the form, texture and color of the furniture elements in	3.61	1.08
7.I like the pavement.	3.61	1.08
8. I like the appearance of green fields in this area.	3.98	0.95
9.The pavements in this area are clean and well-maintained.	3.12	1.05
10. The furniture elements in this area are clean and well	3.19	1.04
11. The green fields in this area are clean and well maintained.	3.65	1.05
12. The activity spaces, furniture and green fields in this area are	3.48	1.15
13. People take pictures of the area.	3.82	1.12
14. The locations of the area activity spaces are well-connected.	3.38	1.09
15. The location of the area is quite close to other spaces.	4.29	1.10
16. I can easily walk in this area.	3.97	1.05
17. I can see the area activities from a distance.	3.60	1.05
18.The area is well-connected to the immediate vicinity.	4.27	1.19
19.I can access the are using different means of transportation	4.33	1.24
20.The area activity spaces serve their purpose.	3.61	1.12
21.The area pathways take me to my destination.	3.41	0.94
22.The area makes it possible to conduct several activities.	4.03	1.00
23. People intensively use the area.	3.90	1.10
24. The area can be used actively.	3.93	1.14
25.People form groups in the area.	3.94	1.04
26.Certain parts of the area are used intensively, while others are	3.96	0.98
27.The space is known and used by all.	3.99	1.01
28.There are options available in the area that enable me to do.	3.98	0.93
29.When using the space, I feel that there are people in charge of	3.27	1.00
30.People converse in groups in the area.	3.75	0.93
31.The activities conducted in the area involve more than one	3.69	1.04
32.I use the area regularly or to conduct a particular activity.	3.10	1.04
33.I use the space, albeit not for a particular activity.	3.45	1.08
34.I can safely use the area at night.	3.23	1.10
35.The number of female users of the area are more than that of	3.16	1.14
36.The area makes it possible for me to meet my acquaintances.	3.66	0.99
37.I want to introduce the area to a friend of mine.	3.41	0.94
38.I always want to participate in the activities when I visit this	3.36	1.08
39. There is user diversity in the space.	3.62	1.08
40.The space enables me to meet different people.	3.05	0.95
41.I can establish eye contact with others in this space.	3.34	1.05

Table 5. Principle components analysis of environmental attribute items

Dimension	Factor	Variance %	Mean	α
1. FACTOR: USES AND ACTIVITIES (7 ITEMS)		35.596	3.96	.93
22. The area makes it possible to conduct several activities.	0.964		4.03	
28. There are options available in the area that enable me to do what I want.	0.963		3.98	
27. The space is known and used by all.	0.938		3.99	
24. The area can be used actively.	0.937		3.93	
25. People form groups in the area.	0.924		3.94	
26. Certain parts of the area are used intensively, while others are not.	0.916		3.96	
23. People intensively use the area.	0.888		3.90	
2. FACTOR: SOCIABILITY (6 ITEMS)		15.607	3.33	.91
40. The space enables me to meet different people.	0.776		3.05	
38. I always want to participate in the activities when I visit this space.	0.767		3.36	
41. I can establish eye contact with others in this space.	0.677		3.34	
37. I want to introduce the area to a friend of mine.	0.651		3.41	
39. There is user diversity in the space.	0.638		3.62	
34. I can safely use the area at night.	0.607		3.23	
3. FACTOR: ACCESS AND LINKAGES (4 ITEMS)		11.967	4.21	.94
19. I can access the area using different means of transportation	0.970		4.33	
15. The location of the area is quite close to other spaces.	0.969		4.29	
18. The area is well-connected to the immediate vicinity.	0.954		4.27	
16. I can easily walk in this area.	0.341		3.97	
4. FACTOR: COMFORT AND IMAGE (4 ITEMS)		7.183	3.49	.87
2. The furniture elements are sufficient in this area	0.757		3.11	
3. The furniture elements are comfortable and practical in this area.	0.708		3.29	
7. I like the pavement elements' form, texture and	0.673		3.61	
8. I like the appearance of green fields in this area.	0.618		3.98	
Total variance		74.983		

Note. Items are coded on a 5-point scale ranging from strongly disagree (1) to strongly agree (5).

The differences were found to be statistically significant for all groups in the independent groups t-test, which was used to evaluate whether there was a significant difference between the arithmetic means of the groups to determine the distinctiveness of the scale sub-dimension and total scores ($p < .001$). The environmental factors determined in this study are usage and activity features, socialization features, access-connection features and comfort-identity features.

Place Satisfaction

Within the scope of the environmental features offered by the public garden, the average values and factor loadings regarding the evaluation of the users' sense of satisfaction depending on their place experiences are shown in Table 6. As a result of the exploratory factor analysis (EFA), it was revealed that 5 items were collected in a single factor with 67.392% of variance (Table 6). It was observed that the overall satisfaction average was 3.47.

Table 6. Principle components analysis of place satisfaction items with varimax rotation

Dimension	Factor	Variance %	Mean	α
1.FACTOR: PLACE SATISFACTION (5 items)		67.392	3.47	.88
1. I am satisfied with the comfort facilities this place offers.	0.829		3.31	
2. I am satisfied with the accessibility facilities this place offers.	0.696		3.91	
3. I am satisfied with the activity facilities this place offers..	0.822		3.23	
4. I am satisfied with the sociable facilities this place offers.	0.882		3.40	
5. Overall I am satisfied with my visit to this place.	0.862		3.53	
Total variance		67.392		

Note. Items are coded on a 5-point scale ranging from strongly disagree (1) to strongly agree (5).

Revisit Intention

At this research stage, findings regarding the Intention of users to revisit the environmental features offered by the Millet Bahçesi were evaluated. Mean values and factor loadings for revisit intention are shown in Table 7. 3 statements regarding revisit intention were collected into a single factor with 80.270% variance. The item numbers in the original scale and descriptive statistics for the factor are shown in Table 7. 211 data were included in the analysis and the reliability coefficients were found to be high. The range between revisit intention factor loadings was determined as (0.964 – 0.938).

Table 7. Principle components analysis of revisit intention items with varimax rotation

Dimension	Factor	Variance %	Mean	α
1.FACTOR: REVISIT INTENTION (3 items)		80.270	3.44	.91
1. I will recommend Avni Aker Millet Bahçesi as a recreational area to my friends	0.964		3.49	
2. I will visit Avni Aker Millet Bahçesi again in my future leisure time	0.963		3.53	
3. I want to visit this place more often	0.938		3.32	
Total variance		80.270		

Findings on the Effect of Socio-demographic Characteristics, Environmental Features and Place Satisfaction on Revisit intention
Correlation analysis determined the relationships between socio-

demographic characteristics, environmental characteristics and place satisfaction with the revisit intention (Table 8). When we examine the results of the correlation analysis, the factors that are positively related to the revisit intention are, respectively, Place satisfaction ($r=0.710$, $p<0.01$), Sociability ($r=0.642$, $p<0.01$), Uses and Activities ($r=0.410$, $p<0.01$) according to the relationship size. Comfort and Image ($r=0.394$, $p<0.01$), Access and Linkages ($r=0.249$, $p<0.01$), Length of use ($r=0.246$, $p<0.01$), Frequency of use ($r=0.209$, $p<0.01$). A low level of correlation was detected between marital status, Profession and revisit intention at $p<0.05$ level. There is no significant relationship between other socio-demographic characteristics and revisit Intention.

Table 8. Socio-demographic factors, Environmental Factors, Place Satisfaction and Revisit Intention: Bivariate correlations

Factors	Revisit Intention
Comfort and Image	0.394**
Access and Linkages	0.249**
Uses and Activities	0.410**
Sociability	0.642**
Place Satisfaction	0.710**
Gender	0.057
Age Group	0.075
Marital Status	0.046*
Education	0.045
Profession	0.035*
Length of Life	0.036
Frequency of Use	0.209**
Length of Use	0.246**

Note. Significance indicated by * $p<0.05$, ** $p<0.01$

Regression analysis was performed to determine the factors that predict the revisit intention (Table 9). As a result of the regression analysis, it was seen that the variables comfort and identity, Access and image, frequency of use, marital status and profession, which are related to the revisit intention, could not be added to the model. In the 4th and last step of the regression analysis result, the R^2 value was calculated as 0.585. The analysis fits the linear model ($F(4-210) = 79.200$; $p=0.000$) with no autocorrelation. In this case, it has been revealed that satisfaction statistically, sociability uses and activities, and length of use have a positive and significant effect on revisit Intention.

Table 9. Regression analysis on demographic characteristics, environmental factors, satisfaction and revisit intention

Model	B	Std. Hata	β (Beta)	t	p	
4	Constant	0.481	0.266		1.805	.000
	Place satisfaction	0.499	0.065	.445	7.648	.000
	Sociability	0.377	0.067	.318	5.624	.000
	Uses and Activities	0.248	0.088	.126	2.813	.005
	Length of use	0.143	0.055	.128	2.613	.010
R=.770; R ² =.593; Adj. R ² =.585; Model F ₍₄₋₂₁₀₎ = 74.889; p<0,01						

CONCLUSION AND SUGGESTIONS

Within the scope of this research, it was aimed to investigate the effects of the environmental features of the Millet Bahçesi on place satisfaction and revisit Intention. In recent years, the design and management of open spaces have gained more importance and have been discussed. At this point, the design and implementation process has been completed and it is extremely important whether the urban spaces where the use has started will create a intention for the user to revisit. Although there are studies in the literature on the revisit intention, especially in tourism studies, the e studies are lacking within the scope of urban design. It is essential to evaluate the public garden, which offers people the opportunity to spend time with nature and relax, especially in city centers, and also allows them to create social interaction, within the scope of the revisit intention.

For this reason, Trabzon Avni Aker Nation Garden, which is an important point for the city, served as Hüseyin Avni Aker Stadium in the past and has users' experiences, memories and memories, but was later converted into a public garden was chosen. In this way, the environmental characteristics of the public garden, which the users had no previous experience with and encountered for the first time, were evaluated. Thus, only the effects of environmental characteristics on satisfaction and revisit Intention were revealed.

When we examined the research results, it was seen that a 4-factor structure of environmental characteristics (Comfort and Image, Access and Linkages, Uses and Activities, Sociability) was formed. This structure coincides with the open space success criteria of the Project for Public Space PPS (2000). It also coincides with the research of Özkan and Yılmaz (2019), which focuses on the environmental characteristics of the place. When we examined these factors within the scope of the values received in Avni Aker Millet Bahçesi, it was seen that Access and Connection had the highest value and Comfort and Image had the lowest value. The fact that Trabzon Avni Aker Millet Bahçesi is located in the city center and the possibility of reaching it by various means of transportation can be explained by the value of the access and connection factors.

When the results regarding place satisfaction were evaluated, it was seen that the statement "I am satisfied with the accessibility opportunities offered by this place" received the highest value. It was observed that the 5-statement scale for place satisfaction was defined in a single factor and received high values. The overlap between the needs and requirements of the users of Trabzon Avni Aker Millet Bahçesi and the physical and social environmental features offered by public gardens is an indicator of the success of those spaces (Whyte, 1980; Kyle et al., 2004; Insch & Florek, 2008 Chen & Dwyer, 2018).

Therefore, place satisfaction is expected to occur in spaces that meet user needs and have successful physical and social features. Research results support these studies. used Their revision intention statements used the Kim et al. (2013) scale. At this stage of the research section, the

main aim is to determine the Intention of users to revisit the Millet Bahçesi. In this context, Kim et al. passed validity and reliability tests to determine the revisit intention value. (2013)'s 3-item scale was used. The scale consisting of these 3 statements is collected in a single factor.

The study examined the relationship between revisit intention and all other variables. When we list them according to relationship levels, the order is Place satisfaction, Sociability, Uses and Activities, Comfort and Image, Access and Linkages, Length of use, Frequency of use. In this context, it was determined that there was a positive and significant relationship between all environmental features and place satisfaction and revisit Intention. This result supports studies demonstrating the positive relationship between revisiting and experiential satisfaction (Aziz et al., 2012; Jin et al., 2013; Li and Wu, 2013; Wu and Li, 2014).

Regression analysis was performed to determine the variables that predict the revisit intention. It was revealed that the variables Place satisfaction, Sociability, Uses and Activities and length of use had a positive and significant effect on revisit intention. This result supports the assumption that "as user satisfaction increases, the intention to revisit them increases". As users' level of satisfaction with the places they visit increases, the revisit intention them increases. As a result, it has been determined that there is a directly proportional relationship between environmental characteristics and satisfaction, and as satisfaction increases, the revisit intention increases.

To summarize, "User satisfaction" had a positive and significant effect on revisit intention and was the variable with the highest impact on the revisit intention model. Social characteristics of the environment, such as "socialization" and "use and activity", are the second and third variables that have the highest positive impact on the revisit intention, and studies have shown that the sense of place attachment develops in places that allow informal social activities (Bonaiuto et al., 1996; 2006; Brown et al., 2004; Kasarda & Janowitz, 1974; Lewicka, 2005; Mesch & Manor, 1998; Moser et al., 2002) are supportive. The use of the Millet Bahçesi for entertainment events, concerts, festivals and celebrations held in the area keeps it active and adds liveliness. These facilities increase the popularity of the place. It has been observed that the fact that the area is already a well-known and place has an impact on the intention to revisit the place. Therefore, the usage and activity factor is an important dimension to revisit.

Among the demographic characteristics, only the "duration of use" variable was shown to be included in the revisit intention model and had a significant positive effect, and it was the 4th variable with the highest effect.

According to the obtained factors and analysis results, Trabzon Avni Aker Millet Bahçesi has a design suitable for different age groups and various user requests. The open green areas of the public garden provide flexibility for different types of use and thus enable various activities to be carried out within the public garden. In addition, the fact that it is a

place that appeals to the interests and socio-demographic characteristics of users from all age groups has increased user satisfaction and the revisit intention of the place.

The main purpose of this research is to find the elements that provide place experience in urban space and public garden designs, better understand place's effect on user satisfaction and contribute to the studies and knowledge in the field of visitors' revisit intention. As a result, the effects of public gardens on visitors were examined and the results obtained were explained, as well as the effect of place experience and place quality on the revisit intention of public gardens. The research discussed the relationships between environmental features and their sub-dimensions, user satisfaction, revisit Intention and sub-dimensions. When the discussions are summarized, the most important results of this thesis are as follows:

- It has been observed that increasing the success of environmental features increases place satisfaction and revisit intention.

- A conceptual relationship model was created by investigating the effects of all environmental factors, gender, age, marital status, occupation, life expectancy, duration of use, frequency of use and satisfaction variables on the revisit intention. According to the correlation analysis results, no significant relationship was detected between gender, age, education levels, life expectancy, and revisit intention. Frequency of use, duration of use, comfort and identity, access and connection, usage and activity and socialization variables were found to have a significant and positive effect on satisfaction.

- When we examined the effects of all variables on the revisit intention, it was determined that satisfaction, socialization, usage and activity, and duration of use were added to the model for their effect on the revisit intention and had a significant effect.

This research aims to ensure that the Millet Bahçesi, which will be designed at the target determined by the Ministry of Environment, Urbanization, and Climate Change, saying "We have a promise of 81 million square meters of Millet Bahçesi in 81 provinces", will serve as a guide for new Millet Bahçesi projects that meet user needs, offer physical and social features. It is aimed to contribute to scientific studies with its original structure in academic studies involving places such as urban open spaces and public gardens. The fact that this research was conducted only in Trabzon Avni Aker Millet Bahçesi can be interpreted as the limitations of the research. In addition, in the future stages of the research, urban open spaces where users have past experiences can be evaluated and the effects of the experience dimension on the revisit intention can be revealed.

REFERENCES

Alpak, E. M., Özkan, D. G., Düzenli, T. (2018). Systems approach in landscape design: a studio work. *International Journal of Technology and Design Education*, 28, 593-611.

- Aziz N. A., Ariffin A. A. M., Osmar N. A., Evin C. (2012). Examining the impact of visitors' emotions and perceived quality towards satisfaction and revisit intention to theme parks. *Jurnal Pengurusan*, 35, 97-109.
- Bintarti, S., & Kurniawan, E. N. (2017). A study of revisit intention : experiential quality and image of Muara Beting tourism site in Bekasi district. *European Research Studies Journal*, 20(2A), 521-537.
- Chen, N., & Dwyer, L. (2018). Residents' place satisfaction and place attachment on destination brand-building behaviors: Conceptual and empirical differentiation. *Journal of Travel Research*, 57(8), 1026-1041.
- Eldardiry, D. H., & Konbr, U. (2022). Using Phenomenological Theory for Sustainable Renovation of Historical Open Spaces in Bahrain. *International Journal of Sustainable Development & Planning*, 17(2).
- Francis, M. (1987). Urban Open Spaces. *Advances in Environment, Behavior, and Design*, E. H. Zube and GT Moore.
- Francis, M. (2003). *Urban open space: Designing for user needs*. Island Press.
- Hwang, J., & Lyu, S. O. (2015). The antecedents and consequences of well-being perception: An application of the experience economy to golf tournament tourists. *Journal of Destination Marketing & Management*, 4(4), 248-257.
- Insch, A., & Florek, M. (2008). A great place to live, work and play: Conceptualising place satisfaction in the case of a city's residents. *Journal of Place Management and Development*, 1(2), 138-149.
- Jin, N., Lee, S., & Lee, H. (2015). The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors. *International Journal of Tourism Research*, 17(1), 82-95.
- Kim, H. J., Park, J., Kim, M. J., & Ryu, K. (2013). Does perceived restaurant food healthiness matter? Its influence on value, satisfaction and revisit intentions in restaurant operations in South Korea. *International Journal of Hospitality Management*, 33, 397-405.
- Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004). Effects of place attachment on users' perceptions of social and environmental conditions in a natural setting. *Journal of Environmental Psychology*, 24(2), 213-225.
- Kyle, G. T., Mowen, A. J., & Tarrant, M. (2004). Linking place preferences with place meaning: An examination of the relationship between place motivation and place attachment. *Journal of Environmental Psychology*, 24(4), 439-454.
- Lee, S., Jeong, E., & Qu, K. (2020). Exploring theme park visitors' experience on satisfaction and revisit intention: A utilization of experience economy model. *Journal of Quality Assurance in Hospitality & Tourism*, 21(4), 474-497.
- Li, M. Y., & Wu, H. C. (2013). An empirical study of visitors' behavioral intentions in the theme park: The case of Zhu-Hai. *In International Conference on Tourism Industry and Education*, Taoyuan, Taiwan.
- Maslow, A. H. (1954). *Personality and motivation*. Harlow, England: Longman, 1, 987.
- Mesch, G. S., & Manor, O. (1998). Social ties, environmental perception, and local attachment. *Environment and Behavior*, 30(4), 504-519.
- Özkan, D. G., & Yilmaz, S. (2019). The effects of physical and social attributes of place on place attachment: A case study on Trabzon urban squares. *Archnet-IJAR: International Journal of Architectural Research*, 13(1), 133-150.
- Özkan, D. G., & Akyol, D. (2021). Analysis of the effects of open place performance on users' satisfaction using post-occupancy evaluation . *ICONARP International Journal of Architecture and Planning*, 9(1), 317-337. <https://doi.org/10.15320/ICONARP.2021.161>

- Project for Public Spaces (Ed.). (2000). *How to turn a place around: A handbook for creating successful public spaces*. Project for Public Spaces (PPS).
- Quadri-Felitti, D. L., & Fiore, A. M. (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*, 13(1), 47-62.
- Ramkissoon, H., Smith, L. D. G., & Kneebone, S. (2014). Visitor satisfaction and place attachment in national parks. *Tourism Analysis*, 19(3), 287-300.
- Rattanaprichavej, N. (2019). An Interaction of Architectural Design and Perceived Value toward Revisit intention in Artificially Built Attractions. *Real Estate Management and Valuation*, 27(3), 69-80.
- Stedman, R. C. (2002). Toward a social psychology of place: Predicting behavior from place-based cognitions, attitude, and identity. *Environment and Behavior*, 34(5), 561-581.
- Stedman, R. C. (2003). Is it really just a social construction?: The contribution of the physical environment to sense of place. *Society & Natural Resources*, 16(8), 671-685.
- Tema, S. K. T. (2012). Examining the impact of visitors' emotions and perceived quality towards satisfaction and revisit intention to theme parks. *Jurnal Pengurusan*, 35, 97-109.
- Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of Experimental Social Psychology*, 21(3), 213-228.
- Whyte, W. H. (1980). The social life of small urban spaces.
- Williams, D. R., Patterson, M. E., Roggenbuck, J. W., & Watson, A. E. (1992). Beyond the commodity metaphor: Examining emotional and symbolic attachment to place. *Leisure Sciences*, 14(1), 29-46.
- Wu, H. C., & Li, T. (2017). A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists. *Journal of Hospitality & Tourism Research*, 41(8), 904-944.
- Tolegen, Z., Konbr, U., Karzhaubayeva, S., Sadvokasova, G., Nauryzbayeva, A., & Amandykova, D. (2023). Assessment of safe access to pedestrian infrastructure facilities in the city of Almaty, Kazakhstan. *Civil Engineering and Architecture*, 11(1), 351-371.

Resume

Doruk Görkem ÖZKAN received his BSc in Landscape Architecture from Karadeniz Technical University (KTU) in 2008. Also he received his MA (Post occupancy evaluation in urban open spaces: a case study of Trabzon coast line) and Ph.D. (The effects of campus open space environmental attributes on place attachment: the case study of KTU Kanuni Campus) in Landscape Architecture from Karadeniz Technical University in 2012 and 2017, respectively. Currently, he is a Professor of Landscape Architecture, Landscape Planning and Design the Karadeniz Technical University and his research interests include landscape design, environmental psychology, place attachment, pro-environmental behaviour. He is a member of KTU Environmental Problems Research and Application Center, Natural structures and landscape working group.

Regaip YILMAZ received his BSc in Landscape Architecture from Karadeniz Technical University (KTU) in 2019. Also he received his MA (The effect of place experience and place quality concepts on revisiting intention in public gardens) in



*Landscape Architecture from Karadeniz Technical University in 2023, respectively.
He continues her work on advanced 3D visualization techniques.*