

Performing Arts and Audience Satisfaction: Role of Artistic and Socio-Cultural Value to Achieve Re-watch Intention

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Abstract

Performing art is a vital medium for promoting art and culture within a country. It is essential to explore the factors that contribute to audience satisfaction in the context of performing arts. This study was designed to examine the effects of artistic director, artistic value, and socio-cultural value on re-watch intention and intention to recommend, with audience satisfaction serving as a mediating variable. A cross-sectional research design was adopted, and data were gathered from attendees of performing arts events in the Kingdom of Saudi Arabia using a Likert-scale-based questionnaire. The study employed convenience sampling, resulting in a usable response rate of 66.11%. Data analysis was conducted using the SEM technique via the Smart-PLS software. The findings revealed that artistic director, artistic value, and socio-cultural value have significant positive effects on audience satisfaction. In addition, audience satisfaction positively influences both re-watch intention and intention to recommend. Mediation analysis further confirmed that audience satisfaction significantly mediates these relationships. This research contributes to the limited literature on performing arts in Eastern cultural contexts and offers valuable insights for policymakers in Saudi Arabia aiming to enhance audience satisfaction and long-term engagement with performing arts.

Keywords: Performing arts, Artistic director, Artistic Value, Audience satisfaction, KSA

INTRODUCTION

Performing art is one of the kinds of creative activities that plays a key role in enhancing social cohesion, developing emotional expression, and shaping cultural identity¹. Through theatre, music, and other forms, different societies are able to communicate powerful messages, challenging norms, and preserve their tradition by overcoming language barriers. Performing arts not only enrich the well-being and creativity of the individual but also contribute to community development, tourism, and education, making them an essential element of contemporary life and cultural heritage. Performing art provides a platform for social critique, reflection, and dialogue, inspiring audiences to listen to diverse perspectives. Additionally, performing arts improve economic growth by generating employment and supporting industries in different sectors². Most of the studies conducted in the past regarding performing art are in the West, including research on art performance and marketing using social media³.

Artistic value is an important attribute to art that is based on cultural relevance, emotional impact, and creativity. It covers different forms including literature, music, and visual arts, reflecting audience connection and intention of artists⁴. Artistic value is based on different important properties that artists commonly try to incorporate in their work. They are some of the important properties that create weight when developing artwork⁵. Understanding artistic value is very important to critically engage with and appreciate art. As a result, it becomes one of the important topics in the context of research. In order to learn regarding art and design, understanding the concept of artistic value can improve the ability to understand the artwork and make timely decisions regarding art creation⁶.

Today's world is interconnected, where technological advancements and globalization have increased the capacity of people to get engaged with different cultures. The relationship between socio-cultural identity and creativity has become vital for practical applications and scientific exploration⁷. This creativity is vital in performing arts, socio-cultural diplomacy, and tourism. The performing art in the field of theatre and music shows profound expressions and technical skills of the performers' identity and cultural heritage¹.

An artistic director is an important figure in the area of entertainment and art, assigned to shape the direction and creative vision of any art. An artistic director is considered an important guiding force behind cultural institutions, music ensembles, theatre dramas, and other similar art performances⁸. The role of an artistic director entails looking after or taking responsibility for the intellectual and aesthetic aspects of any performing art⁹. An artistic director is an important force in the context of performing art, playing a comprehensive role in defining and shaping the direction and vision of theatre and other art organizations. The position of an artistic director needs a combination of strategic thinking, leadership skills, and artistic insight as he is responsible for selecting and curating, conceptualizing themes and repertoire in order to ensure quality of production¹⁰.

Entertainment experience is becoming highly important in the area of festivals and theatrical events¹¹. Whereas, most of the studies conducted in the past are mainly linked with visitor motivation and economic impact of any event. Memorable and unique entertainment experiences are highly important for the audience. Creative events and experiences generate substantial revenue and civic pride for communities that host international, national, regional, and local events¹². One of the key objectives of theatrical experience is to increase profit and boost the local art industry. The audience who is not satisfied with the theatre performance will not watch the next show, impacting the overall perception¹³. Therefore, re-watch intention of the audience is crucial as it indicates the potential of performance engagement and lasting impact. A high level of re-watch intention shows performance viewed by the audience deeply, pushing the audience to revisit it for emotional experience and new insights. Thus, it contributes significantly to the influence and success of performers¹⁴.

Intention to recommend is one of the important factors of loyalty that is as vital as a re-watch intention. Recommendation is one of the behaviors that show the effect of certain elements. The basic purpose of recommending an event of performing art is based on the desire to get engaged in experience and share a positive experience with others¹⁵. It is one of the ways to encourage friends, family members, and others that they can participate in the arts so they can broaden their perspective. Recommendation can be derived from different factors like perceived value and audience satisfaction¹⁶.

On the other hand, audience satisfaction is a very important concept in the context of performing arts because it has the ability to significantly shape the behavior and intention of the audience¹⁷. In traditional service settings, the audience is encouraged to get engaged in positive actions as a result of a satisfying experience. The positive

actions include supporting cultural institutions, attending future events, and recommending performances to others. Performing art organizations often face mounting pressure of finances as they have limited availability of private funds¹⁸. Therefore, it is very important for these organizations to focus on audience satisfaction by providing enriched experience. Saudi Arabia is one of the evolving cultural landscapes, making it essential to understand audience satisfaction from the perspective of performing art. This factor also directly affects audience willingness to attend future events and recommend to others¹⁹. Therefore, this study aims to examine the effect of artistic value, artistic director, and socio-cultural value on audience satisfaction, intention to recommend, and rewatch intention.

REVIEW OF LITERATURE AND HYPOTHESES DEVELOPMENT

Re-watch Intention, Intention to recommend, and Audience Satisfaction

Scholars have explained re-watch intention as the likelihood to watch any art or entertainment again in the future^{20,21}. In the context of performing arts, intention to re-watch is one of the vital factors that are the outcome of trust and satisfaction. In other words, if an audience feels satisfied with the performance, there is a high probability that they will re-watch the performance again in the future. Moreover, they will recommend others to watch the performance as well²². In performing arts, re-watch intention can be viewed as overall satisfaction of the audience along with the level of trust towards the performance service²³. As a result, the likelihood to re-engage in the future to view the performance again is increased.

Past researches have explained recommendation intention as the practice in which exchange of information regarding any performance or performing art takes place²⁴. Recommendation intention is the behavioral intention of the user to encourage their friends, colleagues, and family members to view the performance²⁵. Recommendation intention shows the behavioral evaluation regarding satisfaction of users. Recommendation intention takes place when the audience organically recommends any experience through recommendations, views, posts, and conversation. Audience most of the time provides recommendations regarding their experience to those who are close to them²⁶.

Researchers define audience satisfaction in performing arts as evaluation judgment that audience develop regarding the level to which theatrical events are able to provide pleasure²⁷. Audience satisfaction in literature is also discussed as spectator satisfaction as pleasurable sense to fulfil the experience of spectators regarding their goals, desires, and needs in response to the theatre services²⁸. Future intention of the audience is significantly affected by satisfaction. Audience may choose to attend any event based on different goals that may develop satisfaction among the audience and generate positive word of mouth regarding experience²⁸.

Relationship between Audience Satisfaction and Re-watch Intention

Audience satisfaction has vital impact on the behavioral intentions. It is empirically proven that when audience is satisfied from a certain experience, they will tend to develop re-watches intention and develops loyalty on the long run basis. In case of positive satisfaction of the audience in the platform of art, the behavioral intention of user is positively affected²⁹.

Scholars mentioned that audience satisfaction is one of the strong predictor of re-watch intention²⁰. It is more likely that viewer will watch a certain show again if he or she is satisfied from a certain experience³⁰. Ouazzani, *et al.*³¹ found that audience of the ballet performance was satisfied, leading to development of positive re-watch intention among them.

H1: Audience Satisfaction significantly affects Re-watch Intention.

Relationship between Audience Satisfaction and Intention to recommend

In the context of performing arts, satisfaction is the consequence of emotional feeling that is developed in the spectator³². Intention of the spectator or audience to recommend the performing art is mainly influenced by audience satisfaction. The level of satisfaction of audience has a significantly strong impact on the level of trust of audience in the organization providing performing arts. The audience satisfaction has strong projection on behavior of the audience including word of mouth¹⁷. Scholars discussed that audience satisfaction has a significant positive effect on intention to recommend a service to others³³. Likewise, the research of Ouazzani, *et al.*³⁴ revealed that audience satisfaction is one of the most powerful tool to generate positive word of mouth.

H2: Audience Satisfaction significantly affects Intention to recommend.

Artistic Value and Audience Satisfaction

Artistic values are those factors that play an important role to evaluate, interpret, and describe any artwork. Artistic values are the elements that are required to understand any performing art in a correct manner³⁵. It is the factor that is not possible to understand and is hard to establish without appealing to some sort of artistic intentionality. The artistic value of the performing art is important from the perspective of the art market as it plays a very important role in the marketing of performing art³¹. The artistic value circulates and spreads artwork in the market, bringing market value to the performing art³⁶.

Artistic value is an important component that has a significant effect on audience satisfaction. As artistic value has a major contribution to the satisfaction of the spectator, especially when the audience appreciates the meaning or performing art, audience satisfaction is mainly influenced by the overall experience of the audience and the cultural background of the spectator³⁷. Satisfaction of audience is an important indicator of the artistic value of artistic work. Therefore, Xiao, *et al.*³⁸ mentioned that artistic value has a positive effect on audience satisfaction.

H3: Artistic Value is a significant predictor of Audience Satisfaction.

Socio cultural Value and Audience Satisfaction

Arts play a very important role in shaping the culture and society. Art reinforces and defines values of the culture, promotes cultural continuity, and fosters community³⁹. Performing art has significant cultural value as it reflects, transmits, and shapes traditions, beliefs, and values of the culture. Performing art serves as an important means of community building, cultural engagement, and social expression¹. Performers can improve their performance through their cultural identity and heritage. Socio-cultural practices or activities are a basic source of enjoyment psychologically and emotionally⁴⁰.

In performing arts, socio-cultural values are important antecedents of audience satisfaction⁴¹. Performance that is aligned with social norms, beliefs, and cultural background is more likely to develop a positive experience. On the other hand, there will be a low level of audience satisfaction in situations of lack of cultural relevance. Scholars found that socio-cultural values play a very important role in enhancing customer satisfaction¹⁴. Studies also suggest that audience satisfaction will be developed in case of the presence of cultural elements in any artwork. The results of Ogunnaike, *et al.*⁴² revealed that socio-cultural values have a significant effect on audience satisfaction among those who belong to different cultures.

H4: Socio cultural Value is a significant predictor of Audience Satisfaction.

Artistic Director and Audience Satisfaction

One of the cornerstones of creative production is the artistic director who provides the guidelines regarding aesthetics and vision of a project. Artistic direction is the process by which the artistic director is able to conceptualize the theme of any performing arts⁴³. The role of the artistic director is very important in different fields including fashion and theatre. It requires a unique blend of communication skills, leadership, and creativity. It is vital that the artistic director have a creative and clear vision along with the ability to communicate the vision to oversee the execution. In the process of direction, the role of the director is to clarify, organize, coordinate, and harmonize the production process⁴⁴. The goal of the artistic director is to present, interpret, and unify the production for the spectators.

Scholars investigated the effect of spectator response as a result of the quality of the artistic director and reported that the artistic director had a significant effect on the emotions and satisfaction of spectators¹⁷. Similarly, Boerner, *et al.*⁴⁵ revealed the stage director in the form of the artistic director of a stage show has a significant positive effect on audience satisfaction.

H5: Artistic Director is a significant predictor of Audience Satisfaction.

Audience Satisfaction as mediation

Between Artistic Value; Re-watch Intention, Intention to recommend

Audience satisfaction plays a key role among re-watch intention and artistic value. The stage when the audience views a high level of artistic value in performing arts is in the form of powerful expression, creative direction, and

strong action. As a result, the audience feels satisfied and likes to re-watch the performing art again in the future³⁴. As a result of this satisfaction, a deeper emotional connection is developed among the audience and the artwork, which leads to attending the performance again. In other words, the artistically rich performance provides a positive experience to the audience due to which the audience will desire to re-attend the show³³.

Furthermore, in the context of performing arts, audience satisfaction mediates among artistic value and intention to recommend. The performance that has a high level of artistic value will lead to emotional depth, creativity, and expressive acting, leading to satisfaction of the audience⁴⁶. The audience that is satisfied will be more emotionally connected and impressed, which will encourage the audience to recommend the show to others. Therefore, satisfaction of the audience converts artistic value into motivation to share the positive experience⁴⁷. In the past, audience satisfaction is discussed as a mediating role such as Kim, and Kim⁴⁸ and Sukendi, *et al.*⁴⁹. Therefore, in this study it is hypothesised that

H6: Audience Satisfaction is a significant mediator between Artistic Value and Re-watch Intention.

H7: Audience Satisfaction is a significant mediator between Artistic Value and Intention to recommend.

Between Socio cultural Values; Re-watch Intention, Intention to recommend

The mediating role of audience satisfaction among socio-cultural values and re-watch intention is developed by Ogunnaike, *et al.*⁴², by the way connection is developed among performing arts and social identity, tradition, and cultural beliefs. When a performance is relevant to the socio-cultural values, emotional connection is developed with the audience, leading to audience satisfaction. This developed satisfaction enhances the bond of the audience with the art content and increases the probability to watch the show again. Therefore, in case of high relevance with socio-cultural factors, audience satisfaction leads the audience to re-watch any show again. In the past, the study of Sukendi, *et al.*⁴⁹ discussed the mediating role of audience satisfaction in the past, showing its ability to be considered as a mediator.

In the context of performing arts, audience satisfaction plays the role of mediator among socio-cultural values and intention to recommend the performance art to friends and family members. If the performance reflects shared community values, social norms, and cultural traditions, it develops a deep connection with the spectators. The emotional experience is enhanced by this cultural link along with overall satisfaction. The audience that is satisfied is more likely to talk positively regarding the performance and recommend that performance to others⁵⁰. As the connection is developed because of socio-cultural relevance, audience recommend the performance because of satisfaction that is developed as a result of meaningful experience⁵¹. Studies of Sukendi, *et al.*⁴⁹ also discussed the mediating role of audience satisfaction, confirming the role of audience satisfaction. Thus we hypothesize that:

H8: Audience Satisfaction is a significant mediator between Socio cultural Values and Intention to recommend.

H9: Audience Satisfaction is a significant mediator between Socio cultural Values and Re-watch Intention.

Between Artistic Director; Re-watch Intention, Intention to recommend

Audience satisfaction operates as a mediator among the artistic director and intention to watch again a performance in the context of performing arts⁵². The aesthetic choice of the artistic director in the form of emotional tone, choreography, stage design, and visual style plays a vital role in shaping the overall experience of the audience¹⁰. A powerful atmosphere is created when these aesthetic factors are aligned well. The atmosphere becomes engaging, and audience satisfaction is enhanced. The audience who is satisfied with the work of the director is more likely to be getting impressed and connected, enhancing the re-watch intention of the audience. Therefore, behavior to repeat view is ultimately developed as a result of audience satisfaction.

Furthermore, audience satisfaction plays the role of a bridge among aesthetics of the artistic director and intention to recommend the art. Audience of the performing art become satisfied when an engaging and meaningful experience is created through the creative vision of directors using expressive, stagecraft, and visual elements⁵³. As a result of this positive response, appreciation and emotional impact are developed that enhance the probability that viewers will recommend the show to others. Thus, interest among the audience is developed because of the aesthetics of the artistic director, leading to the development of satisfaction and motivating audience to recommend the show to others. The studies of Kim, and Kim⁴⁸ and Sukendi, *et al.*⁴⁹ also discussed the mediating role of audience satisfaction in their studies.

H10: Audience Satisfaction is a significant mediator between Artistic Director Re-watch Intention.

H11: Audience Satisfaction is a significant mediator between Artistic Director and Intention to recommend.

Based on the above discussion, this study proposed the following conceptual framework (Figure 1).

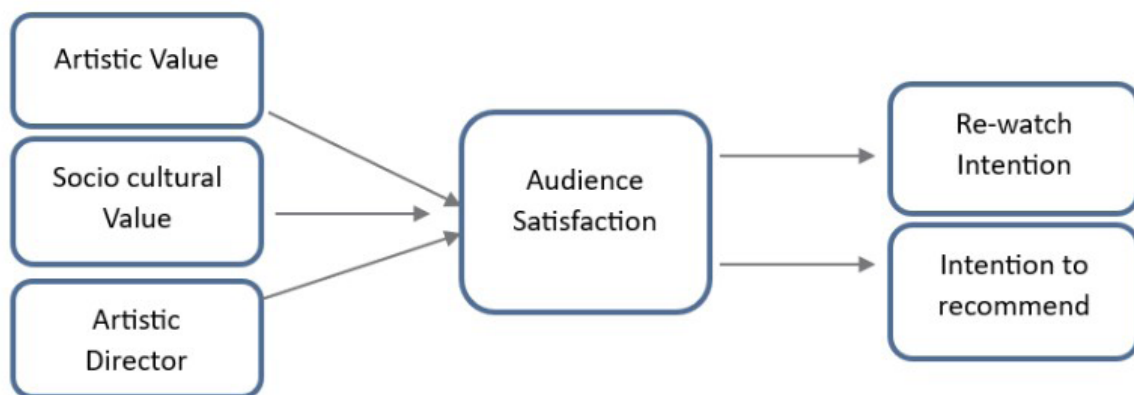


Figure 1: Framework

METHODOLOGY AND RESULTS

Based on the recommendations of Bougie, and Sekaran⁵⁴, this research employed quantitative research methodology that involves usage of numerical data from all of the different stages involving data collection to results presentation. This study used questionnaire for the purpose of data collection as research methodology. The instrument of the study was 5 point Likert scale. The items of Based on the recommendations of Krejcie, and Morgan⁵⁵, this study has the sample size of this research was 384. The scale of audience satisfaction was adapted from Cacovean, *et al.*¹⁷; scale of re-watch intention was adapted from Han, and Kim¹⁴, items of artistic director was adopted from Cacovean, *et al.*¹⁷; measurement items of intention to recommend were adapted from Ouazzani, *et al.*³¹; questionnaire of socio cultural value was adapted from Han, and Kim¹⁴ and the items of artistic value were adapted from Subiharto, *et al.*⁵⁶.

The developed questionnaire was distributed among viewers of performing arts in KSA. In order to accommodate response rate in this study, we distributed 425 questionnaires and received 281 usable questionnaires from the respondents. Therefore, the response rate of the study was 66.11%. This research used convenient sampling for the collection of responses from the respondents. The gathered data was analysed using SPSS from demographic analysis. Whereas, Smart PLS was used as tool through Structural equation modelling techniques for the analysis of data.

The analysis of the present study began with demographic analysis of the respondents. The findings shows that 79.17% of the respondents were male and remaining were female. Moreover, 65.21% of the respondents were married and remaining was not married. Also, 37.21% of the respondents mentioned that they were students, 41.15% respondents mentioned they were employed and remaining chose the option of unemployed.

The next stage of analysis is analyzing data through smart PLS that involves measurement model and structural model. At the stage of measurement model evaluation, factor loading, reliability and validity analysis, discriminant validity analysis, and R square analysis are examined. Later stage involves assessing the relationship proposed variables.

Figure 2 and Table 1 of the study shows the factor loading of the items. All of the items that were retained in the study were having loading of more than 0.50⁵⁷. This factor loading reflects that all of the items of the study are valid for the further usage in analysis. The maximum outer loading of the study is 0.921 whereas the minimum outer loading of the study is 0.527.

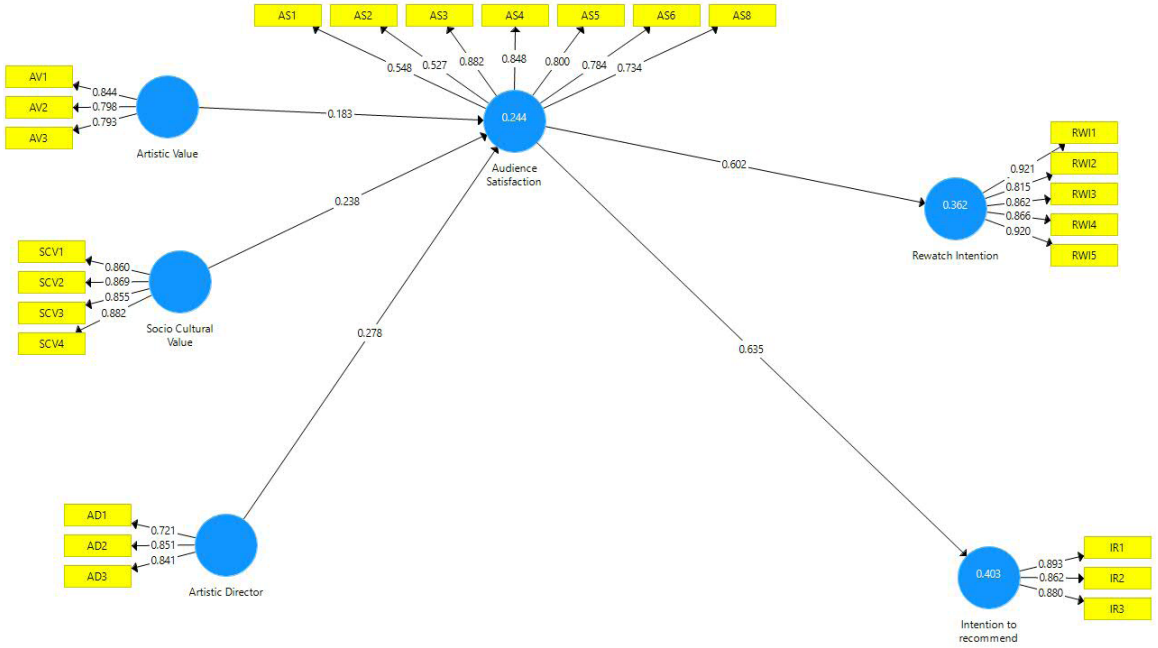


Figure 2: Measurement Model (Source: Author)

Table 1: Measurement model

	AD	AS	AV	IR	RWI	SCV
AD1	0.721					
AD2	0.851					
AD3	0.841					
AS1		0.548				
AS2		0.527				
AS3		0.882				
AS4		0.848				
AS5		0.800				
AS6		0.784				
AS8		0.734				
AV1			0.844			
AV2			0.798			
AV3			0.793			
IR1				0.893		
IR2				0.862		
IR3				0.880		
RWI1					0.921	
RWI2					0.815	
RWI3					0.862	
RWI4					0.866	
RWI5					0.920	
SCV1						0.860
SCV2						0.869
SCV3						0.855
SCV4						0.882

This study also examined the convergent validity of the gathered data at the stage of measurement model through Average variance extracted (AVE). The recommended figure of AVE must exceed or must be higher than 0.50. According to values of AVE in table 2, the required criteria are fulfilled as AVE figures are more than 0.50. The values of AVE given in table 2 shows that AS has AVE value of 0.553 and IR has the AVE of 0.772. The values of composite reliability and Cronbach Alpha are also given in Table 2. These two figures shows that all questions asked in the questionnaire reflect same meaning of the variable. According to Hair, *et al.*⁵⁸ et al., all the values of CR and

Cronbach Alpha are more than 0.70. All these figures are above the threshold value, meeting the criteria.

Table 2: Reliability and Validity

	Cronbach Alpha	CR	AVE
AD	0.737	0.847	0.650
AS	0.857	0.893	0.553
AV	0.741	0.853	0.659
IR	0.852	0.910	0.772
RWI	0.925	0.944	0.771
SCV	0.889	0.923	0.751

After assessment of reliability and validity of the data, this study examined discriminant validity by using HTMT criteria. This test reflects that all of the variables that are involved in the study are relatively different from each other. According to past studies, the HTMT values must not exceed 0.90. The values of HTMT in table 3 shows that criteria are fulfilled as all values of HTMT are less than 0.90. This research also examined values of R square showing the effect of independent variables of the study on the dependent variable. The results given in table 4 shows that dependent variables of the study are affected 0.244, 0.403 and 0.362 respectively in the study. At this stage, all of the assessments of measurement model are successfully examined.

Table 3: HTMT

	AD	AS	AV	IR	RWI	SCV
AD						
AS	0.431					
AV	0.283	0.427				
IR	0.324	0.708	0.443			
RWI	0.267	0.655	0.321	0.725		
SCV	0.194	0.385	0.487	0.418	0.389	

Table 4: R square

	R Square
AS	0.244
IR	0.403
RWI	0.362

After successful evaluation of measurement model, this study examined structural model that involves assessment of proposed hypothesis. Bootstrapping procedure was used to assess the significance of relationships through t values. Whereas Beta value shows nature of relationship among the variable. Table 5 of the study shows the direct relationship between the proposed variables.

As per the statistical figures mentioned in table 5, results shows that AD has direct significant effect on AS showing Beta= 0.278, $t=3.809$ and $p=0.000$. Moreover, AS also has significant effect on IR having Beta= 0.635, $t=14.547$ and $p=0.000$. Results also demonstrate that AS has positive effect on RWI with Beta= 0.602, $t=11.472$, and $p=0.000$. Furthermore, results reveals that AV has positive effect on AS with Beta=0.183, $t=2.138$ and $P=0.010$. In the end, direct results also demonstrate that SCV has positive significant impact on AS with Beta= 0.238, $t=3.138$, $p=0.001$.

Table 5: Direct relationship

	Beta	SD	T values	P Values
AD -> AS	0.278	0.073	3.809	0.000
AS -> IR	0.635	0.044	14.547	0.000
AS -> RWI	0.602	0.052	11.472	0.000
AV -> AS	0.183	0.079	2.318	0.010
SCV -> AS	0.238	0.076	3.138	0.001

In this study, table 6 and figure 3 discusses mediating results between proposed independent and dependent variables. The finding of the study shows that AS mediates among AV and IT with $t=2.264$, between SCV and IR having $t=3.130$, between AD and RWI with $t=3.343$, between AD and IR having t value of 3.588, among SCV and RWI with $t=3.057$, and AV and RWI with $t=2.264$.

Table 6: Indirect Results

	Beta	SD	T value	P Values
AV -> AS -> IR	0.116	0.051	2.264	0.012
SCV -> AS -> IR	0.151	0.048	3.130	0.001
AD -> AS -> RWI	0.167	0.050	3.343	0.000
AD -> AS -> IR	0.176	0.049	3.588	0.000
SCV -> AS -> RWI	0.143	0.047	3.057	0.001
AV -> AS -> RWI	0.110	0.049	2.264	0.012

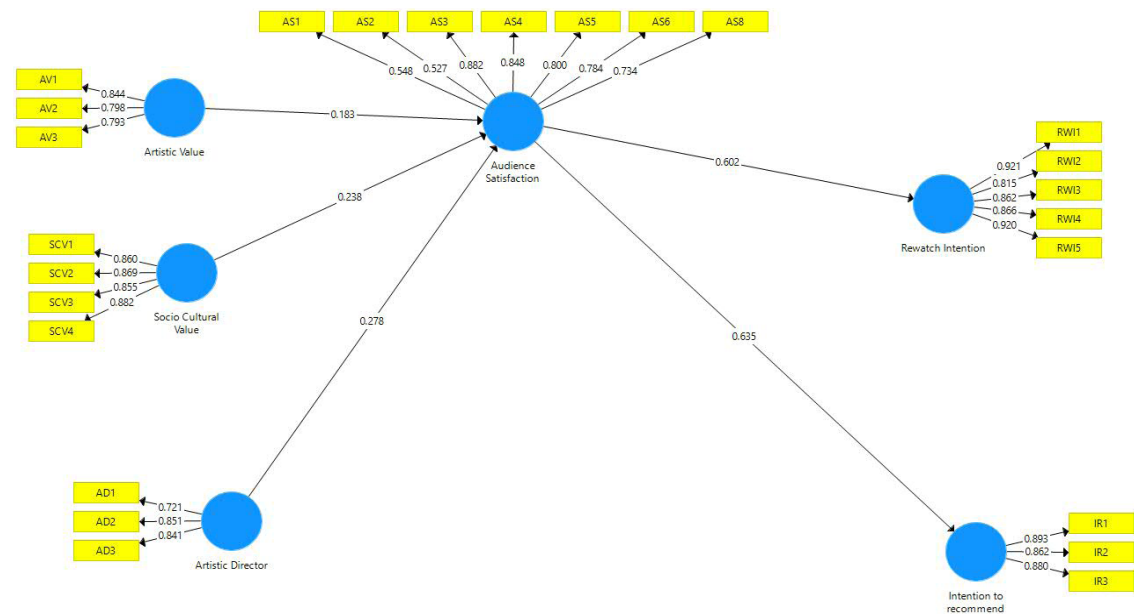


Figure 3: Structural Model (Source: Author)

In the end of the analysis, present study examined the blindfolding in order to assess the predictive relevance of the propose model (Figure 4). According to Hair, *et al.*⁵⁸et al., predictive relevance is established if Q square value is non zero. Table 7 statistics show that Q square values are non-zero establishing predictive relevance of the model.

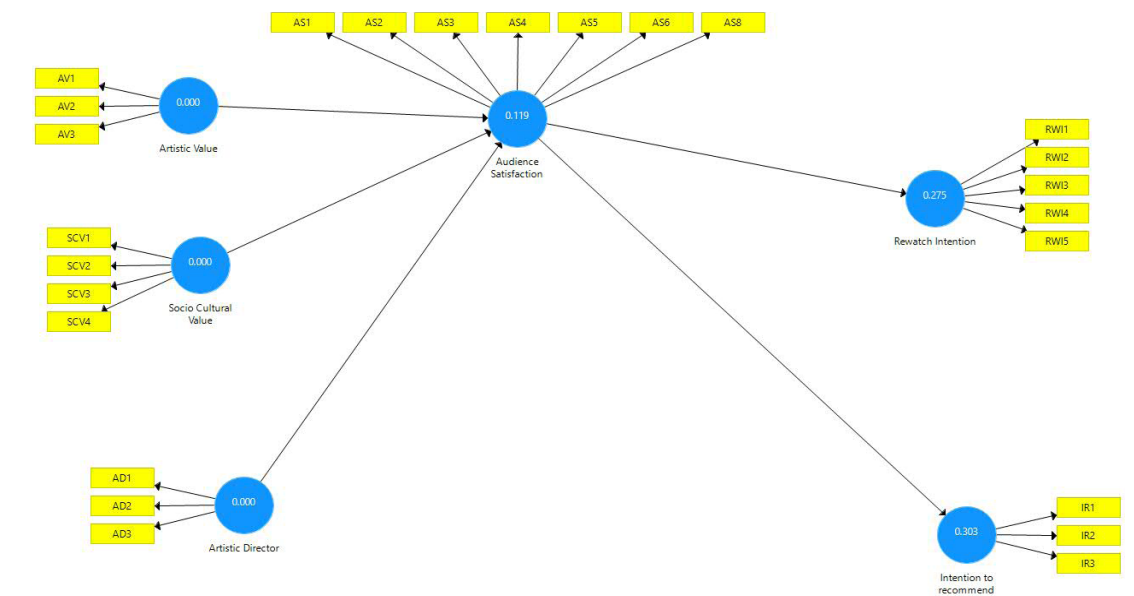


Figure 4: Blindfolding (Source: Author)

Table 7: Blindfolding

	Q ²
AS	0.119
IR	0.303
RWI	0.275

DISCUSSION

Performance art is an expressive representation of a nation's culture and heritage. They capture the historical evolution of societies and reflect the artistic talents, beliefs, and values of communities. Understanding performing arts is therefore essential for exploring the broader landscape of cultural identity and national innovation. In this regard, the current study aimed to investigate the influence of artistic value, artistic director, socio-cultural value, and audience satisfaction on intention to recommend and re-watch intention, particularly in the context of the Kingdom of Saudi Arabia (KSA). Furthermore, the study explored the mediating role of audience satisfaction within these relationships, providing nuanced insights into the mechanisms that drive audience behavior in response to performing arts.

One of the key findings of the study reveals that socio-cultural value has a statistically significant and positive influence on audience satisfaction. These findings align with the earlier work of ⁴² in past. A plausible explanation for this could be that socio-cultural factors serve as the foundational lens through which audiences interpret and engage with performing arts. In Saudi Arabia, socio-cultural values are deeply entrenched in everyday life and shape preferences, attitudes, and emotional responses. When the content of performing arts is consistent with these values, the audience is more likely to feel a sense of emotional connection and cultural alignment. This resonance creates a favorable perception of the performance, which, in turn, enhances their level of satisfaction.

Moreover, the findings suggest that audiences perceive theatre not only as a form of entertainment but also as a medium that safeguards and promotes local traditions. Many respondents indicated that theatre performances represent the shared values, beliefs, and customs of Saudi society. They also appreciated the role of theatre in transmitting these cultural norms across generations. A number of participants expressed that theatre contributes positively to the reinforcement of national identity. In addition, some respondents highlighted that theatre is not a relic of the past but a vibrant component of modern Saudi life, offering a dynamic platform for cultural discourse. This dual function of preserving heritage while engaging with contemporary issues likely plays a significant role in boosting audience satisfaction.

The results also indicate a positive and significant effect of the artistic director on audience satisfaction. These outcomes echo the conclusions of Boerner, *et al.*⁴⁵ who also identified a critical link between the director's vision and audience reception. Within the evolving entertainment sector of KSA—particularly under Vision 2030, which aims to expand cultural and artistic domains—the role of the artistic director has become more important than ever. The ability of the director to curate content that respects religious sensitivities, reflects local traditions, and engages modern storytelling techniques is essential in winning audience trust and admiration. Respondents in this study noted that artistic directors demonstrated a deep understanding of Saudi cultural values and often delivered high-quality content that resonated with both traditional and modern audiences.

The creativity of the director, their ability to adapt stories for the local context, and their attention to visual and emotional elements were all cited as important contributors to satisfaction. In addition, audiences appreciated when directors involved cultural consultants or local artists in the production process, which they perceived as a sign of authenticity and cultural respect. Furthermore, when directors incorporated local dialects, settings, and symbolic references into their performances, the sense of cultural closeness increased among viewers. This alignment between artistic vision and local values created an engaging and emotionally fulfilling experience for audiences.

Additionally, the results of the research reflect that audience satisfaction is significantly affected by the artistic value³⁸. Artistic value in this study encompasses various elements such as aesthetics, storytelling techniques, emotional expression, and symbolic meaning. Respondents emphasized that performances which highlighted aesthetic richness and storytelling depth were more likely to create lasting impressions. Artworks that captured the essence of Saudi traditions through costumes, music, set design, and dialogue were particularly appreciated.

Furthermore, audience members expressed satisfaction when the performance stimulated both emotional and intellectual engagement. For example, plays that invited reflection on social values, historical narratives, or moral dilemmas were reported to be more satisfying. The audience also valued productions that showcased cultural beauty and artistic elegance in a way that was accessible and thought-provoking. Thus, it is evident that artistic value contributes directly to emotional connection, cognitive appreciation, and ultimately, satisfaction.

In addition to the individual effects of each independent variable, the study revealed that audience satisfaction is significantly related to intention to recommend and re-watch intention. This result reflects the idea that a satisfied viewer is more likely to share positive experiences and encourage others to attend the same performance. In Saudi society, word-of-mouth is considered a powerful form of communication and greatly influences consumer decisions. Therefore, when audience members are satisfied, they are not only likely to promote the performance to family and friends but also to attend the same performance again if given the opportunity.

Respondents also reported that their satisfaction was influenced by several operational factors. These included fair pricing, effective promotional activities, smooth ticketing processes, and overall quality of service provided at the theatre. The cleanliness of the venue, professionalism of the staff, and the ambience of the theatre were also highlighted as contributing factors. Together, these elements created a complete and immersive experience, motivating audiences to return and develop a sense of loyalty toward the theatre. These results are aligned with the results presented in the study of Ouazzani, *et al.*³⁴.

The study further supports the mediating role of audience satisfaction between the key independent variables (i.e., artistic director, artistic value, and socio-cultural value) and the outcome variables (i.e., intention to recommend and re-watch intention). Specifically, it was found that the satisfaction derived from engaging and culturally aligned performances influences the audience's desire to revisit and recommend the content. For example, participants mentioned that their emotional responses to a director's aesthetic choices often led to satisfaction, which then translated into repeated viewing and verbal endorsement of the play.

Similarly, satisfaction mediated the relationship between artistic value and both outcome variables. Respondents indicated that creative direction and the artistic components of the performance fostered a deeper emotional and cognitive engagement. This connection helped build a satisfying experience, which increased both re-watch intentions and the likelihood to recommend. Lastly, the mediating role of audience satisfaction was also found in the relationship between socio-cultural value and the two behavioral outcomes. Viewers reported that the performance reflected Saudi norms and values accurately, and this cultural alignment made them feel emotionally connected and proud, leading to higher satisfaction. These mediating findings of audience satisfaction are similar to the results of Sukendi, *et al.*⁴⁹ who also presented mediating role of audience satisfaction in their studies.

LIMITATIONS AND FUTURE RECOMMENDATIONS

Despite valuable findings of the study, there are certain limitations that must be considered for the future studies. To begin with, present study was conducted in context of the Kingdom of Saudi Arabia (KSA). Therefore, the generalizability of the findings to other regions particularly non-Gulf nations remains limited. Therefore, future research should aim to extend this study in other geographical regions, especially within eastern countries. Moreover, the current sample includes both local Saudi citizens and expatriates residing in the country. Therefore, these findings may also dilute the depth of understanding specific to the native cultural audience. Upcoming researches are encouraged to collect data from the Saudi national only to understand the Saudi perspective in terms of performing art.

This study use 5-point Likert scale for measuring variables which may restrict the range of expression available to participants. Future studies could consider employing a 7-point Likert scale. In addition, the R-squared values observed in this study suggest that additional constructs could be introduced to improve the explanatory power of the model. Lastly, it is important to note that this study employed a cross-sectional research design. Therefore, upcoming research endeavors could benefit from implementing longitudinal design that track audience responses across multiple time points.

RESEARCH IMPLICATIONS

From a theoretical perspective, this research is among the pioneering efforts to explore the domain of performing arts within the context of the Kingdom of Saudi Arabia. While most prior studies on performing arts have focused on Western countries, this study helps bridge the gap by addressing a relatively under-researched Eastern setting. Furthermore, the study integrates artistic value, artistic director, and socio-cultural value within a single conceptual framework. By examining these constructs collectively, the research enhances the theoretical understanding of how various elements shape audience behavior. Also, the mediating role of audience satisfaction is still un-explored in the literature of theatrical arts. By exploring the mediating effect of audience satisfaction, the study also adds to the body of knowledge.

In terms of managerial contribution, the findings offer valuable insights for practitioners in the performing arts sector. The study sheds light on the importance of audience satisfaction to strengthen rewatch intention and intention to recommend. Both of these factors are important from the business point of view of performing art organization and management of audience. The results of the research can help managers in developing strategies to sustain and grow the market share of performing arts organizations. The managers and policy makers should give attention to creative art ability of the director along with content. These content are important for the retention of audience and for the generation of positive WoM as well.

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APPENDIX

Measurement Scales

Variable	Items	Reference
Audience Satisfaction	<ol style="list-style-type: none"> 1. Are you satisfied by the shows performed by this theatre? 2. Are you satisfied by the prices performed by this theatre? 3. Are you satisfied by the promotion strategies developed by this theatre? 4. Are you satisfied by the way in which this theatre delivers its services? 5. Are you satisfied by the personnel working in this theatre (the front office personnel)? 6. Are you satisfied by the processes implemented in this theatre in order to facilitate your access to its services? 7. Are you satisfied by the ambiance and the atmosphere of this theatre? 8. Are you satisfied by the parking facilities provided by this theatre? 	Cacovean, <i>et al.</i> ¹⁷
Re-watch Intention	<ol style="list-style-type: none"> 1. I intend to rewatch the performance even if the tickets are expensive 2. I intend to rewatch the performance even if there are cultural differences and language barriers 3. I intend to rewatch performance even if transportation to the performance venue is inconvenient 4. I intend to rewatch performance even if the performance venue is far away from my home 5. I intend to rewatch performance even if the second performance is less interesting or enjoyable. 	Han, and Kim ¹⁴
Artistic Director	<ol style="list-style-type: none"> 1. The artistic director's vision transposed in performing arts shows. 2. The props of the performing arts show (decor, costumes, furniture). 3. The ideas promoted in the performing arts shows. 	Cacovean, <i>et al.</i> ¹⁷
Intention to recommend	<ol style="list-style-type: none"> 1. I said positive things about the performance I saw to the people around me. 2. I happily recommend this performance to the people around me. 3. I told the people around me about the emotions I felt during the performance I watched. 	Ouazzani, <i>et al.</i> ³¹
Socio cultural value	<ol style="list-style-type: none"> 1. Art performances hold a significant place in local society and culture (arts) 2. Art performances make many contributions to local society and culture (arts) 3. Art performances provide great value to local society and culture (arts) 4. Art performances contribute important content to local society and culture (arts) 5. Art performances greatly facilitate exchange in local society and culture (arts) 	Han, and Kim ¹⁴
Artistic value	<ol style="list-style-type: none"> 1. I interested in the form of the exhibited artwork. 2. I like the overall composition of the exhibited artwork. 3. I appreciate the beauty of the exhibited artwork. 	Subiharto, <i>et al.</i> ⁵⁶