



UDC 332

THE INFLUENCE OF DESTINATION IMAGE AND TRAVELERS EXPERIENCE ON SATISFACTION, AND BEHAVIORAL INTENTION: STUDY ON TOURIST VILLAGE TOURISTS IN KELIMUTU DISTRICT OF ENDE REGENCY, EAST NUSA TENGGARA

Moenardy Khalid K.*, Kasim Abas, Messakh Anthon B., Astuti Indri, Bessie Juita L.D.
Faculty of Social and Political Sciences, University of Nusa Cendana, Indonesia
*E-mail: info@undana.ac.id

ABSTRACT

This study aims to test and explain: (a) the effect of destination image on tourist satisfaction; (b) the effect of destination image on behavioral intention; (c) the effect of tourist experience on tourist satisfaction; (d) the effect of tourist experience on behavioral intention; and (e) the effect of tourist satisfaction on behavioral intention. To achieve these objectives, accidental sampling selected 60 tourists as respondents. General Structural Component Analysis technique is used to prove the proposed research hypothesis. The results showed: destination image has a significant effect on tourist satisfaction; destination image has an insignificant effect on behavioral intention; tourist experience has an insignificant effect on tourist satisfaction; tourist experience has a significant effect on behavioral intention; and tourist satisfaction has an insignificant effect on behavioral intention. The findings of this study recommend that tourist destination managers continue to improve and or maintain the attractiveness and image of destinations by involving all parties in an integrated manner. The development of a *pentahelix* model tourist village by synergizing and increasing the role of local communities, government, academics, business, and media needs to be accelerated with a priority scale: maintaining and caring for tourist objects that are most attractive to tourists. The local community as the main stakeholder, because it is an inseparable part of the destination image, must be improved knowledge and awareness on an ongoing basis about the importance and strategic of destination image in the tourism industry.

KEY WORDS

Destination image, tourist experience, tourist satisfaction, behavioral intention.

Competition to get foreign tourists (Wasman) and archipelago tourists (Wisnu) between regions in Indonesia is getting sharper. The increase in competition is in line with the increasing interest of foreign tourists and Vishnu to visit various tourist objects located in various regions, both at the provincial and district / city levels.

Intense competition among various tourist attractions located in regencies/cities and provinces will automatically have an impact on the number of tourist visits. This is because each region that has tourism objects continues to strive to improve the quality of its tourism objects and the diversity of objects, as well as the quality of services, especially in terms of availability of facilities, ease of access, and comfort. All these efforts are intended to attract prospective tourists to prefer the tourist attraction as the main destination.

One of the approaches used to explain how potential tourists choose a particular tourist attraction to visit, is to study tourist behavior or consumer behavior. A deep understanding of the theory of consumer behavior will help policy makers and executors of tourist attraction development in accordance with the intended market segment to further formulate and implement the right marketing strategy to win the competition. One theory of consumer behavior that can be used to explain this problem is the "*theory of reasoned action*" proposed by Fishbein and Ajzen (1980). This theory assumes that individuals are usually rational and will consider the implications and their actions before making decisions, such as whether or not to engage in certain types of behavior. According to these two experts, behavioral intentions always refer to the future and are often correlated with post-purchase behavior.

Behavior intention, according to Ajzen (1991) is important to study because *behavior intention is considered a key in predicting behavior*, and is a signal for actual purchases



(Zethmal, Berry, and Parasuraman, 1995). The post-purchase evaluation process is important because the feedback obtained from the actual use of a product or service will affect the likelihood of future purchases (Pujiastuti, 2017).

Based on the perspective of the tourist consumption process, tourist behavior can be divided into three stages, namely: before, during, and after the visit. Pre-visit behavior such as decision making about destination selection. Behavior during consumption such as experiences while in the destination, and post-visit behavior such as evaluation, *post visiting behavior intention* and behavior. The evaluation in question is an evaluation of the travel experience or the perceived quality of the trip while staying in the destination, the perceived value and overall satisfaction (Pujiastuti, 2017).

A number of previous studies have shown that there are several determinants that influence tourist behavior intention, including *destination image* (Pujiastuti, 2017; Hsu, Wolfe, and Khan, 2004; and Echtner and Ritchie, 2003), *experience, satisfaction* and *trust* (Martalia, Suadiarta, and Mananda, 2022; Pujiastuti, Hadi, and Zahro, 2020; Pujiastuti, 2017; Wicaksono and Pujiastuti, 2019; Gapi and Montana, 2011), as well as many other researchers who have proven that tourist behavior intention is influenced by quite a number of variables, including *novelty seeking* variables (Pujiastuti, 2017; Barroso, Martin and Martin, 2007; Jang and Feng, 2007; and Niininen, Szivas and Riley, 2000).

Based on this background, this research is considered important both theoretically and practically. This research aims to prove and confirm the conceptual model that explains the influence of three factors: destination image, tourist experience, and satisfaction on behavioral intention. In practice, this research is expected to provide insight into the important role of these three factors on behavioral intention and their implications for the formulation of strategies and policies in the context of tourism development.

LITERATURE REVIEW AND RESEARCH HYPOTHESIS

Efforts to influence the behavior or intention of tourists to visit certain destinations with the aim of increasing tourist visits in a sustainable manner, even by inviting family, colleagues, or work partners, are to improve the destination image according to the needs and desires of tourists. Increasing the destination image perceived by tourists will have an impact on tourist satisfaction and trust, and in turn will have a positive impact on post-visit behavior, namely the growth of the intention to return to visit.

Efforts to improve destination image or *destination branding* as one of the marketing tools to build a positive image, can actually be done in various ways. Gun (1972) as cited by Pujiastuti (2017) identified two levels for tourist destination image, based on the type of information transmitted to tourists. The first is *organic image*, which is all information provided unintentionally by tourism representatives. Such information can be transmitted either through television, radio, books on geography or history, newspapers, magazines, or by people living in the tourist destination area. Second, *induced image*, which is the image formed by the promotion and communication of tourism organizations involved in the region.

In line with the rapid development of communication and information technology, efforts to improve destination image are easier to develop and convey to tourists through various information platforms, allowing tourists to communicate with each other, at least through *public internet* discussion boards, *blogs*, social networking sites such as *Facebook*, *MaySpace* and personal sites (Jani and Huang, 2011), or through WhatsApp, Telegram, or Instagram. If the destination's *branding* image is managed and conveyed well and perceived positively, tourists tend to visit the destination.

In addition to destination image variables, tourist experience variables during visits to tourist attractions will determine post-visit tourist behavior. Because the experience is not only consumed by tourists as a tourist activity, but also receives the experience as a result of the visit. Kafle (2014) explains that experience can be influenced by expectations before visiting, tourist participation, and memories created after traveling. The tourist experience is influenced by expectations before visiting can result in tourist satisfaction/dissatisfaction while visiting or after visiting. This is because expectations before visiting are used as a



standard for measuring the performance of tourist objects, so that they can predict tourist satisfaction/dissatisfaction. Pool (1985) states that an individual's experience with a destination will affect the evaluation of alternative destinations on subsequent trips. It can be understood that tourism experience is a subjective evaluation and experience of events while at the destination and will affect the evaluation of alternative destinations on the next trip.

Referring to the views of Peter and Olson (1999) which state that through various experiences, consumers or tourists gain various beliefs about products, brands, and other objects in the environment, as well as Holbrook (1986) which states that the main purpose of tourists is to fulfill emotional needs and the need for experience, then one of the right marketing strategies to be able to meet the needs and desires of tourists is *experiential marketing strategy*. According to Pujiastuti (2017) experiential marketing strategies are designed to attract customers to interact and engage with products or services, and are specifically designed to make customers experience favorable responses, either through direct contact or indirect contact with the company through intermediaries that connect them. The creation of experiences evokes passion with lasting memories so it is central to generating high levels of satisfaction and positive behavioral intentions (Hosany and Withman, 2010). A positive tourist experience characterized by increased arousal and pleasant memories will have an impact on the tourist's desire to visit again, or share the experience with family, friends, or colleagues.

A positively perceived destination image will have an impact on tourist satisfaction and trust. The results of research by Caroline (2021), Apriyanti et al (2020), Pujiastuti (2017), Hanif, Kusumawati, and Mawardy (2016), Munhurun, Seebaluck, and Naidoo (2015), Kuo, Chang, and Lin (2014), Assaker and Hallak (2013), and research conducted by Khan, Haque and Rahman (2013) show that destination has a positive effect on tourist satisfaction. Meanwhile, the results of Caroline's research (2021) also show that tourist satisfaction affects behavioral intention. Other studies also prove that tourist satisfaction affects behavioral intentions (Baaq, Fadila, Rahmawati, and Admadiaonti, 2022; Ariani and Ariyanti, 2021; Prakoso, Pujiastuti, and Sadeli, 2020; Tavitiyaman and Qu, 2023; and Manhas and Ramjit, 2013). In addition, the results of research by Prakoso, Pujiastuti, and Sadeli (2020); Aprilia, Pujiastuti, and Hadi (2019); Pujiastuti (2017); as well as research conducted by Osman and Sentosa (2013), and the results of research by Chen and Phou (2013) show that satisfaction affects tourist trust.

Apart from the positive relationship between destination image and satisfaction and trust, several previous studies have also proven that tourist experience also has a positive effect on tourist satisfaction and trust. Research conducted by Martalia, et al (2022) and research conducted by Prakoso, et al (2020) have proven that tourist experience has a positive effect on satisfaction. The results of that research have also been carried out by Wicaksana, Pujiastuti, and Suratna (2019); Altunel and Erkut (2015) Manhas and Ramjit (2013). In addition, the results of research by Prakoso, et al (2020) and research conducted by Wicaksana et al (2019) also show that tourist experience has a positive effect on trust. Another study that supports these findings is research conducted by Pujiastuti (2017).

Based on the background of the problem and research objectives as well as the literature review previously described, a hypothesis model can be made and the formulation of the research hypothesis as follows:

- H₁ Destination Image has a significant effect on Tourist Satisfaction;
- H₂ Destination Image has a significant effect on Behavioral Intention;
- H₃ Tourist Experience has a significant effect on Tourist Satisfaction;
- H₄ Tourist Experience has a significant effect on Behavioral Intention;
- H₅ Tourist Satisfaction has a significant effect on Behavioral Intention.

This study used primary data collected from 60 tourists (53.33% male and 46.67% female) who traveled to Waturaka Tourism Village and Woloara Tourism Village in Telimutu District, Ende Regency, East Nusa Tenggara Province. Sampling done using *accidental sampling* technique with the criteria of tourists who are at least 20 years old and who finance their own trip to the tourist village.

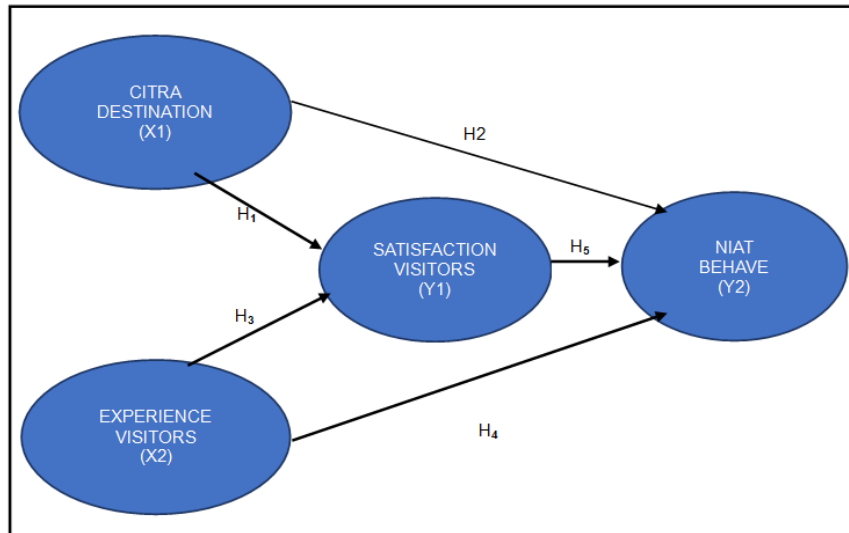


Figure 1 – Research Hypothesis Model

METHODS OF RESEARCH

The research instrument used in this study was adopted and adapted from Pujiastuti (2017) which has been tested for validity and reliability. Question items for all research variables use a 5-point Likert scale. Data collection was carried out face-to-face during the period from the end of June 2023 to July 2023. Hypothesis testing using *Generalized Structured Component Analysis* (GSCA), with the following stages of analysis: (a) evaluation of the measurement model, to determine whether the indicators are valid in measuring variables and reliability testing to determine whether all indicators used to measure research variables are reliable; (b) designing variable measurement models; (c) evaluating structural models; and (d) hypothesis testing.

RESULTS OF STUDY

The 60 tourists selected as respondents (53.33% male and 46.67% female) came from 12 countries: USA (6.57%); Australia (10%); Austria (3.33%); Netherlands (3.33%); Belgium (3.33%); Indonesia (18.33%); UK (3.33%); Germany (3.33%); Canada (1.67%); France (30%); Spain (3.33%); and Switzerland (13.33%). After respondents ranged from 20 - 76 years old. There were 25 respondents aged 20 years - 49 years (42.08%) and 35 respondents aged over 49 years (51.92%). Only 3.33% of respondents have a high school education and 3.33 have a diploma. Respondents who have a Bachelor's degree as well as Master's and Doctoral degrees each amounted to 46.67%.

The majority of respondents strongly agreed and agreed with the four variables. Respondents who were neutral or mediocre were relatively small, ranging from 2.02% to 13.05%. Respondents who strongly agreed and agreed with the question items on the tourist destination variable ranged from 96.70% - 98.30%; the tourist experience variable ranged from 83.30% - 91.70%; the tourist satisfaction variable ranged from 96.67% - 98.30%; and the behavioral intention variable ranged from 83.30% - 98.30%.

In accordance with the stages of analysis (GSCA), in the first stage, *convergent validity* testing is carried out (to determine whether the indicators are valid in measuring variables) and *reliability testing* (to determine whether the indicators are reliable in measuring the research variables).

Convergent Validity of each indicator in measuring variables is indicated by the size of the *loading factor*. An indicator is declared valid if the *loading factor* is positive and greater than 0.5. The results of *convergent validity* testing (Appendix 1) show that all indicators that measure destination image variables, tourist experience, tourist satisfaction, and behavioral



intentions produce a *loading factor* value greater than 0.5. Thus the indicator is declared valid in measuring the variables of destination image, tourist experience, tourist satisfaction, and behavioral intention.

Furthermore, to determine the reliability of variables, *Proportion of Variance Extracted* (PVE), *Cronbach's Alpha*, and *Composite Reliability* (*Dillon-Goldstein's Rho*) are used. The criteria used are, if the *Proportion of Variance Extracted* (PVE) value is greater than 0.5; *Cronbach's Alpha* value is greater than 0.6; and / or the *Composite Reliability* value is greater than 0.7, then all research indicators are declared reliable in measuring their latent variables. The results of the calculation of *Proportion of Variance Extracted* (PVE), *Cronbach's Alpha*, and *Composite Reliability* (*Dillon-Goldstein's Rho*) are shown in Table 1.

Table 1 – Variable Reliability Testing Results

Variables	PVE	Cronbach's Alpha	Composite Reliability (Rho)
Destination Image	0.738	0.910	0.933
Traveler Experience	0.718	0.921	0.938
Traveler Satisfaction	0.724	0.904	0.929
Behavioral Intention	0.738	0.928	0.944

Source: Analysis Result.

The results of variable reliability testing as shown in Table 1 show that the *Proportion of Variance Extracted* (PVE) value on the Destination Image, tourist experience, tourist satisfaction, and behavioral intention variables is greater than 0.5. Thus, based on the *Proportion of Variance Extracted* (PVE) index, all indicators that measure these variables are declared reliable.

Furthermore, reliability testing using *Cronbach's Alpha* on destination image variables, tourist experience, tourist satisfaction, and behavioral intention results in a *Cronbach's Alpha* value greater than 0.6. Thus, based on the *Cronbach's Alpha* index, all indicators that measure these variables are declared reliable.

The test results using *Composite Reliability* (*Dillon-Goldstein's Rho*) also show the value on the variables of destination image, tourist experience, tourist satisfaction, and behavioral intention greater than 0.7. Thus, based on the *Composite Reliability* index (*Dillon-Goldstein's Rho*) all indicators that measure these variables are declared reliable.

The next stage or the second stage is to *design the* measurement model of each research variable. The results of measuring the Destination Image variable (X_1) show that the five indicators used contribute to the Destination Image variable with a *loading factor* value ranging from 0.748 - 0.899. This implies that the diversity of the Destination Image variable can be represented by the five indicators ranging from 74.80% - 89.90%. The amount of contribution or representation of the five indicators to the Destination Image variable can be followed in Appendix 2.

The results of measuring the tourist experience variable (X_2) show that the six indicators used contribute to the tourist experience variable with a *loading factor* value ranging from 0.729 - 0.891. This implies that the diversity of the Traveler Experience variable can be represented by the six indicators ranging from 79.90% - 81.10%. The amount of contribution or representation of the six indicators to the Tourist Experience variable can be followed in Appendix 2.

The measurement results of the Tourist Satisfaction variable (Y_1) show that the five indicators used contribute to the Tourist Satisfaction variable with a *loading factor* value ranging from 0.791 - 0.877. This implies that the diversity of the Tourist Satisfaction variable can be represented by the five indicators ranging from 79.10% - 87.70%. The amount of contribution or representation of the five indicators to the Tourist Satisfaction variable can be followed in Appendix 2.

The measurement results of the Behavioral Intention variable (Y_2) show that the six indicators used contribute to the Behavioral Intention variable with a *loading factor* value ranging from 0.787 - 0.934. This implies that the diversity of Traveler Experience variable can be represented by the six indicators ranging from 78.70% - 93.40%. The amount of



contribution or representation of the six indicators to the Behavioral Intention variable can be followed in Appendix 2.

In the third stage, a structural model evaluation is carried out, aiming to determine whether the model used is good or feasible to use in predicting the effect of exogenous variables on endogenous variables.

Model feasibility testing is carried out using GFI (*Goodness of Fit Index*) and SRMR (*Standardized Root Mean Squared Residual*). The test criteria state that for samples < 100 then $GFI \geq 0.89$ or $SRMR \leq 0.09$ then the GSCA model is declared feasible. The test results show the GFI value of 0.972, or greater than the GFI value (≥ 0.89). Thus the GSCA model formed is declared feasible to be used to predict the influence of the variables of Destination Image, Tourist Experience, and Tourist Satisfaction on Behavioral Intention. . While the test results on the SRMR value are 0.076, or smaller than the SRMR value (≤ 0.090), so that the GSCA model formed is declared feasible to use to predict the effect of destination image, tourist experience, and overall tourist satisfaction on behavioral intention.

Table 2 – Research Hypothesis Testing Results

Hypothesis	Path	Path Coefficient	SE	95% CI		Significant	
						Yes	No
H ₁	CD -> KW	0.592	0.107	0.323	0.777	√	
H ₂	CD ->NB	0.050	0.168	-0.262	0.447		√
H ₃	PW ->KW	0.061	0.152	-0.263	0.344		√
H ₄	PW -> NB	0.476	0.128	0.251	0.714	√	
H ₅	KW -> NB	0.028	0.172	-0.306	0.376		√

Description: CD = Destination Image, KW = Tourist Satisfaction, PW = Tourist Experience, NB = Behavioral Intention.

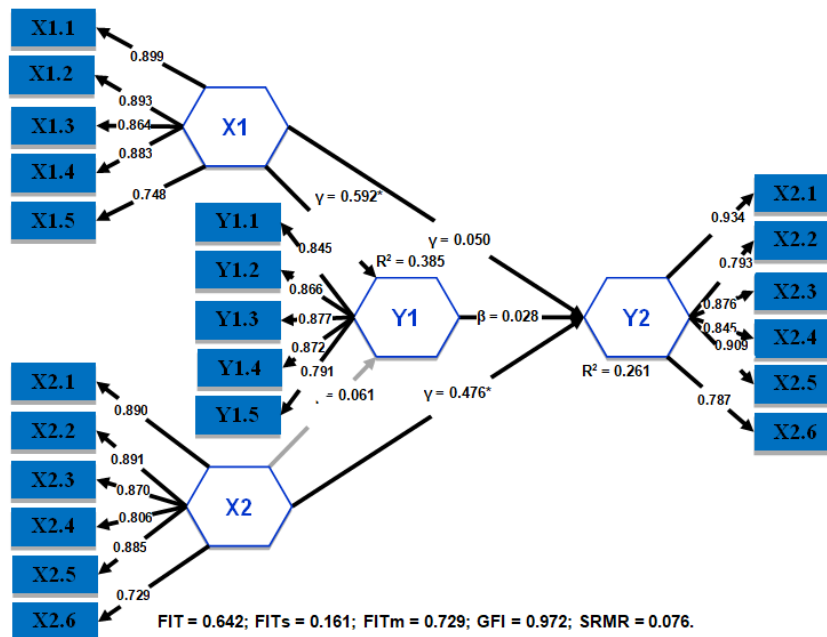


Figure 2 – Path Diagram of Measurement Model and Structural Model

The last stage or the fourth stage in GSCA is testing the research hypothesis. The criteria used in testing the hypothesis are if the *path coefficient is positive or negative and the 95% Confidence Interval (CI)* does not contain the value 0, it is stated that there is a positive or negative and significant effect of exogenous variables on endogenous variables. Table 2 presents the GSCA analysis results of the hypothesized model, while the structural model test results are presented in Figure 2.

Table 2 shows that as many as 5 (five) research hypotheses were proposed, two hypotheses were declared significant and three hypotheses were not significant. The



significant hypotheses are: Destination Image has a significant effect on Tourist Satisfaction (H_1); and Tourist Experience has a significant effect on Behavioral Intention (H_4). While the three hypotheses that are not significant are: H_2 = Destination Image has no significant effect on Behavioral Intention; H_3 = Tourist Experience has no significant effect on Tourist Satisfaction; and H_5 = Tourist Satisfaction has no significant effect on Behavioral Intention.

DISCUSSION OF RESULTS

The results of the GSCA analysis have proven that Destination Image has a significant effect on satisfaction resulting in a 95% Confidence Interval (CI) of 0.323 - 0.777. This shows that the 95% Confidence Interval (CI) does not contain the value of zero (0). The findings of this study confirm and expand the concept of Goodal (1988) as cited by Pujiastuti (2016) which says that Destination Image plays two important roles in tourist behavior, namely: (1) influencing the decision-making process in choosing a destination; and (2) with conditions after decision-making behavior including *participation* (on-site experience), satisfaction evaluation and future behavioral intentions (intention to return and willingness to recommend). This finding also confirms and extends the attitude theory presented by Bagozzi (1992), namely *cognitive knowledge* will affect the *effective outcome*. Destination image is *cognitive knowledge* for tourists before the decision-making process. Satisfaction is an *effective outcome*, because satisfaction is a tourist attitude that encourages and influences the decision-making process. Satisfaction is formed because tourists can prove the truth of the offer provided by the Tourism Village (Pujiastuti, 2016).

The results of this study have proven and strengthened the findings of previous studies conducted by Carolina (2021); Apriliyanti et al (2020); Pujiastuti (2017); Hanief et al (2016); and Munhurun (2015), that a good destination image imprinted in the minds of tourists is one of the main determining factors that encourage the onset of satisfaction felt by tourists. How high the level of satisfaction felt is also determined by the knowledge that tourists have about a destination, then tourists will evaluate whether the destination that will and or has been visited can meet the needs according to what tourists expect. This finding has proven that the visited Tourism Village satisfies tourists, so it can be concluded that tourists who have visited the Tourism Village feel happy and excited, and feel relaxed and really enjoy all the tourist attributes in the tourism village.

This research has proven that destination image is a strategic factor and determines tourist satisfaction. Therefore, managers and marketers of tourist villages, especially the community in tourist villages, must continue to strive to create a positive image and ensure that tourists visiting tourist villages are very satisfied. Tourism village managers must pay attention to the important role of destination image, especially on the main attributes or objects that tourists really like, such as: waterfalls, hot water, natural scenery, traditional houses, traditional dances, and other local wisdom that tourists are interested in. The implication of this research is that the government and tourism village managers along with the local community must formulate and implement the right strategy so that the destination image that is promoted and expected by tourists must always match the actual reality when tourists come to visit. One of the challenges faced by tourist village managers is how to create an image of a tourist village as a destination that is different from other destinations.

The results of testing the second hypothesis have proven that "Destination Image has an insignificant effect on Behavioral Intention". The results of this study support the results of previous research conducted by Pujiastuti (2017), Banki et al (2014) and Jin et al. (2013) which states that Destination Image has an insignificant effect on Behavioral Intention. On the other hand, there are quite a lot of previous studies whose results are different from these findings, including the results of research conducted by Carolina (2021), Noerhanifati et al (2020), and Susyarini et al. (2014) which state that Destination Image has a positive and significant effect on Behavioral Intention.

The results of the GSCA analysis have proven that Destination Image has an insignificant and positive effect on Behavioral Intention, but both variables are perceived as good (destination image) and very good (behavioral intention) by tourists, while several



previous studies have proven that Destination Image has a significant and positive effect on Behavioral Intention. This can be explained as follows: *First*, the majority of tourists (81.67%) are foreign tourists, and it is strongly suspected that the majority of foreign tourists prefer to visit destinations that have never been visited, so the intention to revisit the same destination is relatively small, even though the destination is very attractive.

Second, the support of communication and information technology and internet networks that almost reach all corners of the world, allows all tourists to easily obtain information about various destinations that are considered interesting to visit, so that tourists who have visited the Tourism Village do not consider it important to recommend it to other tourists. *Third*, the majority of tourists are visiting the Tourism Village for the first time (except for archipelago tourists) with a relatively short period of time, causing tourists to only have knowledge in their minds and have not received a response that can emotionally bind between tourists and the Tourism Village, so they have not been able to generate future behavioral intentions. Thus it can be understood, although tourists perceive Destination Image to be in the good category, it does not have a real impact on behavioral intentions (revisit or recommend to others).

The research findings also show that Destination Image has an indirect effect on Behavioral Intention but through Satisfaction. If tourists' expectations of the destination match what is expected, even exceeding expectations, tourists are very satisfied. Furthermore, the level of satisfaction felt will have an impact on behavioral intention. This shows that the Destination Image will be formed when tourists have visited the Tourism Village so that it can cause *post visiting behavior intention* (Pujiastuti, 2017). The results of this study indicate that the intention to revisit or recommend to others cannot be influenced by Destination Image. Destination Image can only influence tourists when tourists have made decisions and have visited tourist attractions.

If these findings, as well as previous findings conducted by Pujiastuti (2017), Banki et al (2014) and Jin et al. (2013) are associated with Bagozzi's (1992) *attitude theory* regarding the relationship between *cognitive appraisal - affective response - behavior response*, it is known that *cognitive appraisal* cannot directly produce *behavior response* for repeat purchases. This is evident from the Destination Image (*cognitive appraisal*) has an insignificant effect on future behavioral intentions (*behavior response*). However, it must go through a process such as *cognitive appraisal - affective response - behavior response*. This means that *cognitive appraisal* must be internalized in tourists so that an emotional bond (*affective response*) will only produce *post visiting behavior intention*. The mediating variable - satisfaction - is an *affective response*. Bagozzi's (1992) model shows that initial service evaluations cause emotional reactions which in turn drive behavior (Pujiastuti, 2017).

The indirect effect of destination image on behavior intention through satisfaction, shows that *post visiting behavior intention* is influenced by destination image which is the result of a combination of destination image before visiting with *affective outcome* (satisfaction) obtained when enjoying a tourist village. Repeat tourists are expected to have a better destination image than when visiting for the first time to a tourist village. As a result, repeat tourists are less likely to get a difference between experience and expectations.

The implications of these findings require tourism managers to focus on the attributes or components that form the *post visiting destination image*. The components that form the *post visiting destination image* are cognitive and affective components. Affective components are feelings or emotions felt after enjoying a tourist village, such as: *joy, cheerful, love, pleasure, surprise* and *inspiration*. Meanwhile, the cognitive component is the knowledge obtained and evaluated when enjoying a tourist village, including an evaluation of the quality and availability of facilities owned, atmosphere (pristine rural atmosphere, *natural* scenery), *social interaction, service, natural environment, reliability* (tourist village managers and the community). These components must be prepared, maintained, and developed in accordance with the expectations and hopes of tourists, which in turn will be conveyed by tourists to others.

The results of testing the third hypothesis have proven that "Tourist experience has an insignificant effect on Tourist Satisfaction". The results of this study support the findings of



previous research conducted by Peujastuti (2017), Martalia et al. (2022) and Murphy et al. (2011) which states that customer experience has no effect on satisfaction. But contrary to research that has been done by Altunel and Erkut (2015), Prayag (2013), Manhas and Rampit (2013), and Chou (2013) which states that Tourist Experience affects Satisfaction.

Based on the review of previous research results and analysis of respondents' profiles, several points can be stated that explain why the Tourist Experience variable has an insignificant effect on the Tourist Satisfaction variable. *First*, the majority of respondents were visiting the Tourism Village for the first time. Tourists who visit for the first time generally prioritize the evaluation of perceived benefits on the quality of experience (i.e. surprise, participation and fun). In addition, tourists visiting tourist destinations are generally looking for more than one experience at the destination, so the desire of tourists to enjoy the experience is not always looking for satisfaction or dissatisfaction.

Second, the majority of tourists are foreign tourists (81.63%). In general, foreign tourists have visited several tourist destinations with various objectives. One of the main goals is to gain experience that can be obtained from various tourist destinations that have never been visited and have a very different atmosphere compared to the daily life of foreign tourists. This is in line with the 10 things that foreign tourists like the most when they finish their vacation in Indonesia as reported by Rahman (2022) from "*The Culture Trip*", including natural beauty and cultural uniqueness as well as the friendliness of the people in the tourist village. Foreign tourists prioritize pleasure after enjoying tourist attractions (experience) rather than satisfaction.

Third, almost all foreign tourists (respondents) who visit tourist villages are *backpacker* tourists, whose main purpose is to visit places that are considered interesting, explore local culture, and like to look for new challenges. Foreign tourists who visit tourist villages only stay for a few days and stay in home stays at relatively cheap rates. In addition to visiting the three-colored lake Kelimutu, foreign tourists enjoy natural panoramas, visit waterfalls, and take hot baths available in several springs. This includes visiting traditional houses, and watching traditional dances while enjoying local food. While enjoying tourism attractions in tourist villages, tourists directly interact with the community - despite language barriers - but quite intensely.

In fact, a tourism product is an experience, because tourists do not only buy products but more than that they "also buy experiences", as mentioned by Rojas and Camarero (2008), that tourists seek a total experience, including recreation, culture, education, and social interaction. Therefore, tourist behavior is not determined by the level of satisfaction but by the experience gained (including social and emotional relationships that occur in tourist villages). Thus it is understandable if experience - to a certain extent - also has no effect on satisfaction.

The results of this study also show that the experience and satisfaction variables are positive, but the tourist experience cannot make tourists satisfied or dissatisfied. This shows that being satisfied or dissatisfied is not caused by experience. However, if the tourist experience is positive, it will certainly have an impact on the formation of *brand equity*. This happens because tourists are familiar with tourist villages, and tourists have good, interesting, and unique associations in the minds of tourists. In turn, the tourist experience can be used for *destination branding*, because the positive experience received by tourists will be an unforgettable experience and become a unique experience about the Tourism Village. The tourist experience can be used as a *differentiation from* other tourist villages. *Destination branding* will improve the image of the destination among tourists.

The implication of this research for Tourism Village managers is how to use *experience co-creation* to create a valuable experience and as a differentiation strategy. *Experience co-creation* focuses on tourists as active participants in building their own experiences due to personal interaction and direct interaction with the Tourism Village. Ultimately, tourists create value for themselves by creating their experience with the tourism village. Travelers and tourism villages work together to create a better offering. Tourists are no longer considered as targets to achieve *positioning* but can be seen as an active source that must be involved



in the value creation process. Tourists can contribute to innovative products and services that can help create memorable experiences.

The results of testing the fourth hypothesis have proven that "Experience has a significant effect on Behavioral Intention". This shows that the *95% Confidence Interval (CI)* does not contain the value of zero (0). The findings of this study support previous research conducted by Prakoso et al. (2020); Noerhanafati et al. (2020), Pujiastuti et al. (2020), Wicaksana et al. (2019), Pujiastuti (2017), and research by Manhas and Ramjit (2013) which state that tourist experience affects behavioral intention. But contrary to the findings of research conducted by Martalia et al. (2022), and Murphy et al (2011) which state that experience has no effect on behavioral intention.

The findings of this study reaffirm that experience has a significant and positive effect on behavioral intention, indicating that a good and pleasant experience will certainly influence future behavioral intentions. If tourists have a happy and pleasant experience, it will encourage tourists to carry out positive behavioral intentions (want to visit again or recommend to relatives or close friends). Conversely, if tourists have an unhappy or unpleasant experience, it is certain that tourists have no intention of behaving in the future. Thus it can be said that tourists with positive experiences will be more likely to revisit the tourist village, or recommend the village to others.

Hischman and Holbrook (1982) as cited by Pujiastuti (2017) stated that experience causes tourists to respond and react emotionally to tourist villages. Positive emotional states will contribute to creating memories. Memories reflect the tourist experience. A positive memory of a tourist destination can increase the likelihood of repeat visits and positive *word of mouth* communication. Memories, which mean remembering certain events, can be created based on positive or negative experiences in tourist villages and tend to act as a mechanism that connects tourist experiences with outcomes, such as intention to return or recommend to others.

The implications of these findings require managers to provide tourist attractions and tour packages that are able to provide a good experience so that it can lead to behavioral intentions (revisit or recommend to others). One of them is that tourism village managers can hold various special events, such as traditional art festivals, traditional food festivals and various other agendas. Of course, the festival or event agenda in question must be tailored to the goals or interests of the majority of tourists. This is because the main challenge for marketers or destination managers is to provide products that can be distinguished by tourists in search of new and exotic destinations (Ramkisson et al, 2011). If the tourist village manager succeeds in creating a happy and enjoyable experience - through various attractions or festivals - so that it can cause strong emotions, then in fact this success has become an effective promotional point. Therefore, destination marketers are advised to develop promotional campaigns that not only highlight the types of tourist attractions, but visual effects, music, photos and videos that are able to evoke strong feelings or emotions about the destination.

Tourist experience, as an attitude, can be used to predict behavior. A positive tourist experience (pleasant and happy) will improve the relationship between tourists and destinations. An understanding of how emotions influence behavioral intentions can also help destinations to better predict future tourism markets. The implications of this research are expected to be important input for tourist village managers to continue to be creative in creating pleasant and happy experiences and have a strong impression so that they can encourage strong and positive behavioral intentions in tourists towards tourist villages.

The results of testing the fifth hypothesis have proven that "Tourist Satisfaction has an insignificant effect on Behavioral Intention". The results of this study support the findings of previous research conducted by Martalia et al. (2022), Pujiastuti (2017), and Murphy et al. (2011) which states that tourist satisfaction has no effect on behavioral intention. But contrary to research conducted by Susyarini (2014), Prayag (2013), Manhas and Rampit (2013), and Chou (2013) which states that Tourist Experience affects Satisfaction. In addition, there are many other studies that have been identified by Pujiastuti (2017), including research conducted by Banki et al. (2014), Tang (2013), Canny (2013), Lo et al. (2012), Reichheld and



Sasset (1990), and many other research results which state that satisfaction has a significant effect on behavioral intention.

In addition to several previous studies that found that satisfaction does not have a significant effect on behavioral intentions, Keaveney (1995) and Reichheld (1993) state that customers will switch products or services and make new purchases even though they are fast with previous purchases. Grascia, Pieters, Zeelenberg and Bigne (2012) as cited by Pujiastuti (2017) also state that even though tourists are satisfied and do not regret having chosen a destination, tourists can switch to another destination in search of variety. This condition is very likely to occur in a highly competitive market environment, encouraging customers to switch to competitors, in addition to wanting to get more satisfying results, customers also want to get new experiences while comparing with products or destinations that have been visited. Thus it can be said that, the intention to behave is not only determined by the satisfaction factor, but there are still many other factors including wanting to get more and varied tourist destinations.

When viewed from the profile of tourists, where the majority of respondents is foreign tourists (82.67%), first-time visitors, and has visited various tourist destinations, and more than half of the tourists are aged 20-50 years, it can be understood that the findings of this research are different from the findings of previous studies. Tourists with such characteristics generally prioritize the quality of experience and adventure to various destinations as the main goal rather than satisfaction, therefore satisfaction does not play an important role in triggering future behavioral intentions. First-time travelers generally prioritize gaining new experiences or adventures as well as comparing with other destinations that have been visited. This type of tourist profile generally prioritizes finding a variety of destinations to avoid feeling monotonous. When tourists look for a variety of destinations, it indicates that tourists have desires that have not been fulfilled properly. There is a strong indication that the majority of tourists visiting tourist villages prioritize varied experiences and destinations, not the level of satisfaction.

The findings of this study indicate that satisfaction is not a determinant of behavioral intention. The characteristics of tourists (the majority of foreign tourists) are tourists who generally want to visit varied destinations (*variety seeking*), so they tend not to have behavioral intentions in the same destination. Nevertheless, the manager of the tourist village must still build and maintain tourist satisfaction while they are in the tourist village, especially the availability of facilities and infrastructure and the attitude of the local community when interacting with tourists. Satisfaction can be achieved by providing comfortable and clean lodging, quality tourist attractions, friendly people, reasonable prices for all types of fulfillment of tourists' needs and desires (food and beverages, organizing events, etc.).

One of the practical implications of this research is that it requires tourist village managers to be able to segment tourists, both based on country of origin, age of tourists, and especially based on behavioral segments (attitudes and behavioral intentions). Based on the segments that have been formed, tourist village managers can then develop marketing strategies in accordance with the segments that have been determined. In addition, tourist village managers should not only focus on increasing tourist satisfaction, but also designing strategies to reduce the negative impact of *variety seeking*. According to Pujiastuti (2017), this needs to be done by tourist village managers because what causes tourists not to have *post visiting behavior intention* is not because they are not satisfied but because of *variety seeking*. Tourist village managers need to seek information about why tourists seek variety in destination choices to better understand customers in choice situations and develop appropriate marketing strategies.

The results of this study can be said to be very important from the point of view of tourism managers, especially local governments that are facing very tight competition with other tourist destinations. Overall, the findings of this research require managers of tourist destinations to continue to improve and or maintain the attractiveness and image of the destination by involving all parties in an integrated manner. The development of a *pentahelix* model tourism village by synergizing and increasing the role of the local community (community, government, academy, business, and media) needs to be accelerated with a



priority scale: maintaining and caring for tourist objects that are most attractive to tourists, including natural scenery, waterfalls, hot water (in several springs), as well as traditional houses and traditional dances.

The local community as the main stakeholder, since it is an integral part of the destination image, must be continuously improved in terms of knowledge and awareness about the importance and strategic importance of destination image in the tourism industry. Therefore, the community-based tourism development model or *Community Based Tourism* (CBT) that has been initiated by *Swisscontac* with one of its main instruments is the formation and institutionalization of the Tourism Awareness Group (PokDarWis) in Waturaka Tourism Village needs to be strengthened and always modernized in accordance with the development of communication and information technology which is very dynamic. The same model or approach should also be developed in Woloara tourism village and other tourism villages throughout Indonesia.

APPENDIX

Appendix Table 1 – Convergent Validity Testing Results

Variables	Indicator	Loading Factor	SE	95%CI	
Destination Image (X) ₁	X1.1	0.899	0.032	0.823	0.950
	X1.2	0.893	0.035	0.813	0.947
	X1.3	0.864	0.036	0.786	0.921
	X1.4	0.883	0.038	0.791	0.946
	X1.5	0.748	0.097	0.513	0.878
Traveler Experience (X) ₂	X2.1	0.890	0.027	0.829	0.938
	X2.2	0.891	0.025	0.841	0.941
	X2.3	0.870	0.038	0.780	0.930
	X2.4	0.806	0.048	0.708	0.896
	X2.5	0.885	0.032	0.795	0.944
	X2.6	0.729	0.119	0.453	0.875
Traveler Satisfaction (Y) ₁	Y1.1	0.845	0.067	0.713	0.963
	Y1.2	0.866	0.067	0.690	0.963
	Y1.3	0.877	0.043	0.811	0.966
	Y1.4	0.872	0.046	0.769	0.944
	Y1.5	0.791	0.090	0.563	0.928
Behavioral Intention (Y) ₂	Y2.1	0.934	0.015	0.905	0.959
	Y2.2	0.793	0.053	0.648	0.887
	Y2.3	0.876	0.041	0.795	0.939
	Y2.4	0.845	0.048	0.737	0.927
	Y2.5	0.909	0.024	0.869	0.952
	Y2.6	0.787	0.044	0.706	0.867

Appendix Table 2 – Variable Measurement Results

Variables	Indicator	Loading Factor	Measurement Model
Destination Image (X) ₁	X1.1	0.899	X1.1 = 0.899 X1
	X1.2	0.893	X1.2 = 0.893 X1
	X1.3	0.864	X1.3 = 0.864 X1
	X1.4	0.883	X1.4 = 0.883 X1
	X1.5	0.748	X1.5 = 0.748 X1
Traveler Experience (X) ₂	X2.1	0.890	X2.1 = 0.890 X2
	X2.2	0.891	X2.2 = 0.891 X2
	X2.3	0.870	X2.3 = 0.870 X2
	X2.4	0.806	X2.4 = 0.806 X2
	X2.5	0.885	X2.5 = 0.885 X2
	X2.6	0.729	X2.6 = 0.729 X2
Tourist Satisfaction (Y) ₁	Y1.1	0.845	Y1.1 = 0.845 Y1
	Y1.2	0.866	Y1.2 = 0.866 Y1
	Y1.3	0.877	Y1.3 = 0.877 Y1
	Y1.4	0.872	Y1.4 = 0.872 Y1
	Y1.5	0.791	Y1.5 = 0.791 Y1
Behavioral Intention (Y) ₂	Y2.1	0.934	Y2.1 = 0.934 Y2
	Y2.2	0.793	Y2.2 = 0.793 Y2
	Y2.3	0.876	Y2.3 = 0.876 Y2
	Y2.4	0.845	Y2.4 = 0.845 Y2
	Y2.5	0.909	Y2.5 = 0.909 Y2
	Y2.6	0.787	Y2.6 = 0.787 Y2



REFERENCES

1. Ariani, Ni Made, Ni Nyoman Sri Aryanti, 2018. The Role of Satisfaction and Post-Visit Tourist Behavioral Intention in Bali Tourism Destinations. *Journal of Tourism and Hospitality* Vol. 2, No. 2, November 2018, 110-119.
2. Ajzen I, 1991. The Theory of Planned Behavior, *Organizational Behavior and Human Decision Process*, 50 (2), pp. 179-211.
3. Ajzen, I and Fishbein, M, 1980. *Understanding Attitude and Predicting Social Behavior*, Printice-Hall, Englewood Cliffs, NJ.
4. Altunel, Mustada Cevdet and Berkay Erkut, 2015. Cultural Tourism in Ustambul: The Mediation Effect of Tourist Experience and Satisfaction on the Relationship Between Involvement and Recommendation Intention. *Journal of Destination Marketing & Management*, 4, pp 213-221.
5. Assaker, Guy and Rob Hallak, 2013. Moderating Effects of Tourists' Novelty-Seeking Tendencies on Destination Image, Visitor Satisfaction, and Short and Long-Term Revisit Intention, *Journal of Travel Research* 32 (5), 600-613.
6. Baaq, Shalli Habibika, Sarah Fadila, Esti Dwi Rahmawati, Haris Novy Admadianto, 2022. The Role of Visitor Satisfaction and Motivation on the Intention to Revisit Taru Jurug Animal Park. *OPTIMAL: Journal of Economics and Management* Vol.2, No.4 December 2022, 14-24
7. Beaur, M. Grether and M. Leach, 2002. Building Costomer Relationships Over the Internet, *Industrial Marketing Management* (31), pp 155-163.
8. Caroline R.M, Cory, 2021. The Effect of Destination Image on Tourist Satisfaction and Behavioral Intention. *Journal of Business Administration* | Volume. 15 No. 2 2021, 72 - 80
9. Diana Martalia, Diana, I Nyoman Sudiarta, I GPB. Sasrawan Mananda, 2022. The Effect of Experience on Satisfaction and Intention to Revisit Indonesian Tourists during the Pandemic in Baluran National Park. *Jumpa* Volume 9, Number 1, July 2022, 123 -145.
10. Engel, James F; Balckwell, Roger D; and Miniard, Paul W., 1994. *Consumer Behavior*, Sixth Edition Binarupa Aksara, Jakarta.
11. Chen, CF and Phou, 2013. A Colser Look at Destination: Image, Personality, Relationship and Loyalty, *Tourism Management*, 36, pp. 269-278.
12. Chen and Tsai, 2007. How Destination Image and Evaluative Factors Affect Behavioral Intention? *Tourism Management*, 28 (4), pp. 1115-1122.
13. Cronin, Brady, and Hult, 2000. Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intention in Service Environments, *Journal of Retailing*, 76 (2), pp. 193-218.
14. Ester Apriliyanti¹, Syarifah Hudayah, Saida Zainurossalamia ZA, 2020. The Influence of Tourism Attraction, Destination Image and Tourism Facilities on Tourist Satisfaction of Niaga Image as a Center for Reflecting Typical Culture of Samarinda City. *Journal of Management - Vol. 12 (1) 2020*, 145-153.
15. Echtner, C.M and Ritchie, 2003. The Meaning and Measurement of Destination Image. *The Journal of Tourism Studies*, 14 (1), pp. 37-48.
16. Grappi, S and Montanari F, 2011. The Role of Social Identification and Hodenism in Affecting Tourist Re-patronizing Behaviors: The Case of an Italian Festival, *Tourism Management*, 32 (5), pp. 1128-1140.
17. Hanif, Asyaf, Andriani Kusumawati, M. Kholid Mawardi, 2016. The Effect of Destination Image on Tourist Satisfaction and Its Impact on Tourist Loyalty (Study on Archipelago Tourists Visiting Batu City). *Journal of Business Administration (JAB)*|Vol. 38 No. 1 September 2016, 44 – 52.
18. Hsu, C.H.C., Wolfe, K. and Kan, S.K., 2004. Image Assessment for a Destination with Limited Comparative Advantages, *Tourism Management* Vol. 25. Pp. 121-136.
19. Khan, Abdul Highe, dAhasanul Haque and Muhammad Sabir Rahman, 2013. What Makes Tourists Satisfied? An Empirical Study on Malaysian Islamic Tourist Destination, *Middle-East Journal of Scientifical Research* 14 (12) pp. 1631-1637.



20. Kotler, P; Bowen J; and Makens James, 2011. Hospitality and Tourism Marketing, Pentice Hall-PT Prenhelindo, Jakarta.
21. Kuo, Tie Nien; Kuo-ChoenCang; Huang, and Jui-Chou Lin, 2014. The Effect of Destination Image on Tourist Loyalty in Kinmen Battlefield Tourists: The Mediating Role of Tourist Satisfaction and the Moderating Roles of Tour Guide Interpetation Performance and Perceived Value, *The Journal of American Academy of Business*, Cambridge, 20 (1), pp. 157-163.
22. Munhurrun, Seebaluck, and Naidao, 2015. Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction and Loyalty, *Case of Mouritus, Social and Behavioral Sciences*, 175 (2015) 252-250.
23. Murphy, Moscardo, Benckendorff, and Pearce, 2011. Evaluating Tourist Satisfaction with the Retail Experience in a typical Tourist Shopping Village, *Journal of Retailing and Consumer Services*, 18 (4), pp. 302-310.
24. Noerhanifati, Sabila, Dientje Griandini, Terrylina Arvinta Monoarfa, 2020. The Effect of Tourism Destination Image and Travel Experience on Revisit Intention in Tourists of Gunung Torong Hot Springs Tourism Object in Pandeglang Regency. *Journal of Tourism Industry*, Vol. 3, No. 1, 2020, 61 – 72.
25. Osman, Zahir and Iham Sentosa, 2013. A Study of Mediating Effect of Trust on Customer Satisfaction and Customer Loyalty Relationship in Malaysian Rural Tourism, *European Journal of Tourism Research* 6 (2), pp. 192-206.
26. Prakoso, Dimas Bayu, Eny Endah Pujiastutib, Sadeli, 2020. The Effect of Tourist Experience on Satisfaction and Trust and Intention to Revisit (Study on Tourists in Posong Nature Tourism Temanggung). *Dialectika*, Volume 5 Number 2 (September 2020) 185 – 201.
27. Pujiastuti, Eny Endah, Lukmono Hadi, Siti Aminatul Zahro, 2020. Analysis of Factors Affecting Behavior Intention (Study on Tourists at Puthuk Setumbu Borobudur Tourism Object), *Journal of Business Administration*, Vol.9, Number 1, March 2020, pp. 55-70.
28. Pujiastuti, Eny Endah, 2017. The Influence of Destination Image and Tourist Experience on Novelty Seeking, Satisfaction, Trust, and Behavioral Intention. *Dissertation of Doctoral Program in Administration, Faculty of Administrative Sciences, Universitas Brawijaya, Malang.*
29. Peter, J.P., and Olson, J.C. 1999. *Consumer Behavior and Marketing Strategy*, Fourth Edition (Translation), Erlangga, Jakarta.
30. Prayag, G., 2009. Tourists' Evaluations of Destination Image, Satisfaction, and Future Behavioral Intention-the Case of Mauritius, *Journal of Travel & Tourist Marketing*, 26 (8), pp. 836-853.
31. Schffman, Leon; and Lanuk Leslie Lazar, 2007. *Consumer Behavior*, Seventh Edition, Index, Jakarta.
32. Singarimbun, Masri and Sofian Effendi. 1989. *Survey Research Methods*, Revised Edition, Institute for Economic and Social Research, Education and Information, Jakarta.
33. Solimun. 2013. *Generalized Structured Component Analysis (GSCA) - Materials for Strengthening Research Methodology for Students of the Doctoral Program in Administrative Sciences, Faculty of Administrative Sciences, Universitas Brawijaya (Unpublished).* Malang.
34. Tang, Mei-Ling, 2014. Tourist Attraction, Satisfaction and Behavioral Intention of Industrial Tourists: Economic Factors a Moderator, *The Journal of International Management Studies*, Vol. 9 Number 2, August.
35. Tavitiyaman, Pimtong and Hailin Qu, 2013. Destination Image and Behavioral Intention of Travelers to Thailand: the Moderating Effect of Perceived Risk, *Journal og Travel & Tourist Marketing*, 30: 169-185.
36. Wicaksana, Gandhi Satria, Eny Endah Pujiastuti, Suratna, 2019. The Effect of Service Quality and Experience on Tourist Satisfaction and Trust (Study on Tourists Who Visit Telaga Menjer Tourism Object in Wonosobo), *Economic Bulletin* (1), 93 – 104.
37. Yuksel, A and Yuksel, F, 2007. Shoping Risk Perceptions: Effects on Tourists Emotions, Satisfaction and Expressed Loyalty Intention, *Tourism Management*, 28 (3), pp. 703-713.