

## Effects of Experience Quality and Perceived Value on Tourist Satisfaction and Behavioral Intention in Prambanan Temple

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### ABSTRACT

This purpose of this study is to analyze the effect of experience quality, perceived value and satisfaction on behavioral intentions in Yogyakarta tourism. Settings used in this study is prambanan temple which is located on the border of Yogyakarta and Central Java. Prambanan temple managed by PT. Taman Wisata Candi Borobudur, Prambanan and Ratu Boko (Persero). This research is a kind of quantitative research conducted by the survey. Data collection techniques used in this study by questionnaire. Sample of this study was prambanan temple tourist and fulfill the criteria by the researchers. The number of respondents used in this study were 179 respondents. Sampling technique used is non probability sampling with purposive sampling method. The data analysis in this study were descriptive statistics and SEM (structural Equation modeling). The results of this study showed overall the hypotheses proposed in this study has a significant and positive influence. For indirect effects, perceived value in this study does not mediate the relationship between experience quality and satisfaction.



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**Keywords:** Experience quality, perceived value, satisfaction, behavioral intention

## INTRODUCTION

As competitiveness increases, tourism service provider is required to develop effective methods, which will hopefully be more responsive to the society need. Currently, travelling is neither a tertiary need nor secondary need, but this is primary need (Soltani et al., 2020) (Neraca, 2016). Even, some people suppose that the travelling is regarded as people lifestyle. The travelling is defined as a trip or recreation which is spent by individual in order to satisfy needs of travelling or recreation (Wikipedia.com). The individual fulfillment on recreation need is not separated from the service quality given by the service providers. The process of good service will certainly affect to tourist satisfaction (Johnston, et al., 2012).

The service quality is regarded as an important idea to define tourist satisfaction and behavioral intention. This concept is then used in many previous researches, specifically in context of tourism industry (Otto & Ritchie, 1996). However, some researchers on tourism industry had modified concepts of service quality into experience quality in order to determine and create a new construct (Ko & Pastore, 2005). The experience is strongly related to psychological outcome or emotional aspect from the tourists during process of service, which is then able to influence tourist behavior after consumption as satisfaction and behavioral intention (Johnston, et al., 2012). In fact, a lot of service providers do not understand and center this aspect as their main focus, therefore, it can appear to a question on previous researches whether experience can result significant effects to the tourist behavioral intention or not (de Rojas & Camarero, 2006).

The successful tourism can develop acceptance, work, and income of regional government of related tourism destination. Due to this point, the attractive way to grab tourist' interest to revisit and or recommend the destination to the other people is very significant for the success of tourism destination development. One way is through tourist service, the government should create a good quality of tourism experience. The experience quality is identified as a psychological result which is given to the customers who have participated in a tourism activity (Crompton & Love, 1995). Thus, it can be said that the experience quality has important effects within customer evaluation and satisfaction to the service delivery (Otto & Ritchie, 1996). Hence, the understanding phenomena whithate related to the better experience in the ourism industry is very significant for every company which offerservicesce in the tourism industry.

### **Theoretical Frameworks**

The theory of disconfirmation by Parasuraman, et al. (1985) (Lee et al., 2022) stated that service quality is a standard of how good the level of service which can be delivered according to custoexpectationstion. Gronroos (1984) explained that there are two types of service quality: technical quality and functional quality. As the theory of service quality develops, Brady & Cronin (2001) developed a model of service quality which is based on hierarchy design which comparescombinesmbine theory of perspective Nordic (Gronroos, 1984), theory of SERVQUAL (Parasuraman, et al., 1985), and theory of the three-component model (Rust & Oliver, 1994). In thosetheories's development, the service quality was then named as experience quality and had three main dimensions as quality of interaction, quality of physical environment, and quality of outcome (Brady & Cronin, 2001) (Tavitiyaman et al., 2021).

The tourism and leisure literature lists various factors, such as experience quality, perceived value, and tourist satisfaction, that influence how devoted visitors are to an attraction (Suhartanto et al., 2020); (Han et al., 2019); (Bakhtiar & Sunarka, 2020) In particular, this study explores the development of tourist loyalty, which includes experience quality, perceived value, and visitor pleasure. This is done in order to fill in the identified research gaps.

### **Experience Quality**

Experience quality has become a significant concept in research of customer behavior, especially on tourism industries (Otto & Ritchie, 1996). Moreover, Crompton & Love (1995) defined the experience quality as a psychological outcome that is offered to the customers who have participated in tourism activity. Otto & Ritchie (1996) (Kugapi & Höckert, 2020) stated that in the tourism context, service quality is pointed on service performance on the level of attribute, while the experience quality is pointed on psychological outcome resurestingm tourist participation in tourism activity. The psychological outcome here means a personal and subjective reaction and feeling which is experienced by the customer when they are using or consuming the service (Otto & Ritchie, 1996). This aspect is generally appeared due to tourist tendency to evaluate their experience quality according to individual emotionalresponsese (Fusté-Forné et al., 2021) (Alén et al., 2015) (Cole & Scott, 2004). Otto & Ritchi (196) also defined that the experience quality is subjective, therefore, the customer evaluation is regarded as holistic or comprehensive and the evaluation is focused on the internal aspect, not on service environment (Rasoolimanesh et al., 2021) (Saleh et al., 2022) (Silva et al., 2020).

Despite the fact that experience quality has recently gained popularity as a research topic, there is no defined conceptualization of experience quality in the literature on service experience. Researchers (Domínguez-Quintero et al., 2019) define experience quality in the context of tourism as the tourists' psychological and social response to the operation of a tourist attraction. According to this perspective, service quality and experience quality are conceptually distinct. Tourists' enjoyment and imaginations associated with the attraction are

likely to serve as an indicator of the experience quality as part of the service (Cetin, 2020). This justification implies that visitors' experiences are related to both the actual attraction service encounter and their interactions with the providers of the attraction both before and after the attraction performance.

Because customer experience quality includes sensations and emotions that are not measured in service quality, it has a wider range than service quality. Despite extensive studies on experience quality in tourism, different tourist groups may see experiences differently since they have varied reasons for visiting the destination (Cetin, 2020) (Sharma & Nayak, 2020).

Numerous scholars explored and investigated the relationship between EQ and behavioral intentions and conclude the significant direct, and indirect effects of service quality dimensions on tourists' loyalty, purchase and repurchase intentions, willingness to pay more money, recommendations to others, and positive WoM (Suhartanto et al., 2020) (Moon & Han, 2019) (Domínguez-Quintero et al., 2019).

### **Perceived Value**

Concept of perceived value which is mostly used in research was defined by Zeithaml (1988) regarding 'give' and 'take'. The perceived value is whole valuation regarding to product or service use based on customer perception to what they have gotten which is then compared to what they have given (Sukaris et al., 2020) (Zeithaml, 1988). More specifically, the perceived value can be defined as deviation between profit perception which have gotten and cost perception which have been ent (Lovelock, 2000). Further, Kotler & Keller (2016) (Todorovic & Belij-Radin, 2020) proposed that the customer's perceived value is a deviation between customer's expectation evaluation to all benefit and offer cost and alternative that have gotten.

The relationships between experience quality, tourist satisfaction, and perceived value are supported by a number of researchers. However, the majority of earlier research focused more on theme parks and paid little attention to historic sites (Moon & Han, 2019) (Oriade & Schofield, 2019) (Jeong & Kim, 2019). Although the authors contend that experience quality affects visitor satisfaction and that visitors' perceptions of the worth of heritage attractions may be comparable to those of ordinary tourist attractions, there is no research to support this, so the following hypothesis is put to the test.

### **Satisfaction**

Satisfaction can be defined as a valuation of post consumption on the customer. This satisfaction is defined as happy or unhappy feeling from individual that is resulted by comparing between perception related to product performance or result and product expectation (Kotler & Keller, 2016). Next, the expectation can be built from a few factors like need and intention that is raised on customer, past experience, friend recommendation, and information and condition that is offered by the marketer. In the context of tourism, the satisfaction is called as a function from pre-trip expectation and post-trip experience (Chen & Chen, 2010) (Zhan et al., 2020).

Also, the pleasure and sense of well-being that comes from getting what one anticipates from an alluring good or service are referred to as satisfaction as a psychological term. shown that comparing expectations before and following consumption is how customers' pleasure is determined (Narangajavana Kaosiri et al., 2019) (Adinegara et al., 2021) (Asmelash & Kumar, 2019) (Biswas, Deb, et al., 2020). Dissatisfied customers have received less than they anticipated. In other words, consumers will get disappointed when they discover that the performance of the product and service does not match and satisfy their expectations. In contrast, satisfied tourists are those whose expectations were met in full. Customers will be

thrilled and extremely satisfied if the performance of the product and service exceeds their expectations (Oviedo-García et al., 2019) (González-Rodríguez et al., 2020) (Pai et al., 2020).

Returning to the heritage tourism industry, it is also predicted that visitor loyalty to the attraction is influenced by how satisfied they are with it. However, there is not enough evidence to establish this to be the case, thus the following hypotheses are investigated.

### **Behavioral Intention**

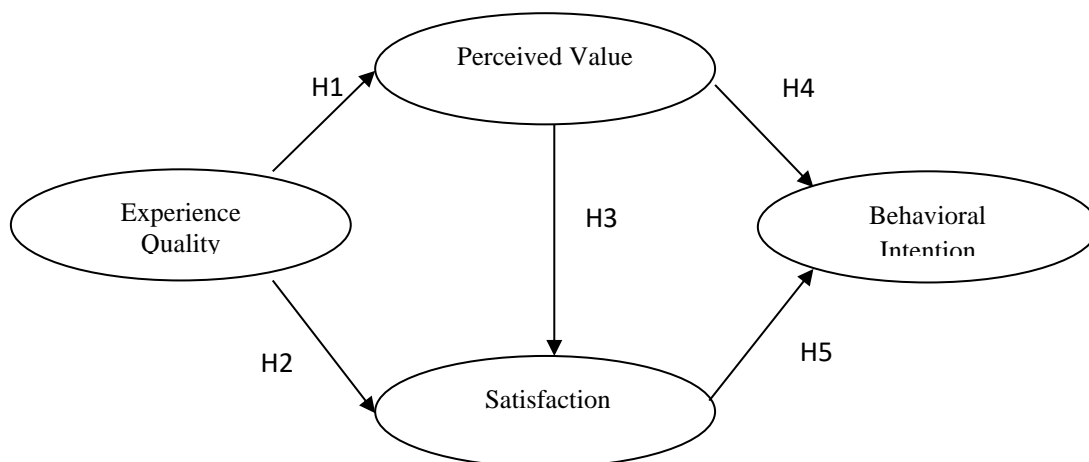
Oliver (1999) defined behavioral intention as a customer attitude to purchase product based on the previous experience, and this attitude is closely related to the customer intention to repurchase or recommend the service or product to other people. This behavioral intention can be an indicator which delivers sign on a situation when a customer will be a loyal customer or even leave the company which has served them. In addition, the good behavioral intention often represents to customer loyalty (Wang et al., 2021) (Bayih & Singh, 2020) (Kim et al., 2020). The customer loyalty is an important goal in customer marketing community, since it becomes the key component of company's success and long-term sustainability

Practitioners and academics have given the relationship between tourist satisfaction and behavioral intentions a lot of attention because of how crucial it is to capturing market share in the tourism industry (Ardani et al., 2019; Biswas, Omar, et al., 2020; Lopes et al., 2021). The longevity of visitors' allegiance was significantly influenced by their contentment. showed that whereas satisfaction acts as a mediator between service quality and behavioral intentions, the latter is a better predictor of conduct in the context of a service factory. The preferences of the consumer and their level of happiness with the good or service define the degree of customer loyalty. As a result, loyalty is a crucial result of satisfaction and is demonstrated by recurring business, a willingness to spend more, and a readiness to refer others to the place (Zhang et al., 2020) (Asmelash & Kumar, 2019) (Jeong & Kim, 2019).

### **Hypothesis**

Based on the theoretical frameworks, the researchers arranged these following research hypotheses as below:

- H1 : Experience quality affects positively to tourist perceived value
- H2 : Experience quality affects positively to tourist satisfaction
- H3 : Perceived value affects positively to tourist satisfaction
- H4 : Perceived value affects positively to customer behavioral intention
- H5 : Satisfaction affects positively to tourist behavioral intention



**Figure 2. Research Model**

### Research Methods

This research exerted quantitative research method and primary data. The research design was causal study where the researchers were interested to describe factors that impact one or more problems. In this research, the object was historical tourism of Prambanan temple and respondents were taken from international tourists who were over than 17 years old and visited Prambanan temple within the last twelve months. To collect the data, the researchers employed questionnaire, specifically closed questionnaire which was distributed to the respondents. Next, to determine the research sample, the researchers used non probability sampling technique and purposive sampling method. The total respondents of research were 185 respondents. Further, this research also employed Structural Equation Modeling (SEM) method. Likert scale was used in this research to measure each question item which was delivered to the respondents. The scale size was on level 1-5 for whole variables, where the number 1 referred highly disagree and number 5 referred highly agree. For each indicator of variable would be presented on table 1 below:

**Table 1. Indicators of Research Variable**

No	Variable	Dimension	Indicator	Source
1.	Experience Quality	Interaction Quality	Manager welcomed the tourist well	Wu & Li (2015) through object adjustment
			Friendly manager	
			Manager quickly responded tourist request	
			Overall, the interaction quality was good	
		Physical Environment Quality	Clean and well-maintained facilities	
			Information board and direction provision	
			Amazing design of Candi	
			Museum in environment of Candi	
			Physically, feeling convenience in around Candi	
			Guarantee of personal safety	
		Outcome Quality	Safe tour in environment of Candi	
			To get new knowledge	
			The museum provided new knowledge	
			To enjoy the environment	
		Access Quality	To have new experience	
			Free to explore	
Special ticket window for international tourists				
Golf car and mini train provision				
Easy to head for the location				
2.	Perceived value		Easy to get information	Jin et al., (2015) through object adjustment
			Good service quality	
			Overall, the service quality was good	
			Affordable entry fee	
3.	Satisfaction		The amount of fee was reasonable for beauty of Candi	
			Tourism visit was beyond expectation	
			Satisfied with the tourism experience	
			Satisfied with the service offer	
4.	Behavioral Intention		Overall, the tourist was satisfied	
			Revisit intention	
			Main reference	
			To recommend	
			To inform positive things	
			To invite other people	

### Analysis and Research Findings

This research employed construct validity test which referred how good the result that could be derived from suitable measurement use to the theory which has been the basic of test

design (Sekaran & Bougie, 2013). In the testing process which employed CFA, the indicator was stated as valid if it resulted to loading factor  $\geq 0,50 - 0,60$  (Ghozali, 2017). The CFA testing was done partially or separately for each variable.

To assess the reliability level of measuring instrument, it could be seen from the value result of CR (Construct Reliability) and AVE (Average Variance Extracted). When the value of CR from calculation was  $\geq 0,70$  and value of AVE from calculation was  $\geq 0,50$ , then, the measuring instrument from that variable was asserted as reliable

**Table 2. Validity and Reliability Test Result**

Variable	Dimension	Indicator	Estimate	CR	AVE
Experience Quality	Interaction Quality	KI1	0,653	0,751	0,656
		KI2	0,673		
		KI3	0,678		
		KI4	0,618		
	Physical Environment Quality	KLF1	0,688	0,799	0,666
		KLF2	0,682		
		KLF3	0,639		
		KLF4	0,651		
		KLF6	0,662		
	Outcome Quality	KH1	0,704	0,760	0,665
		KH2	0,620		
		KH3	0,661		
		KH4	0,672		
Access Quality	KA2	0,661	0,745	0,650	
	KA3	0,673			
	KA4	0,606			
	KA5	0,658			
Perceived value		PN1	0,714	0,743	0,648
		PN2	0,626		
		PN3	0,636		
		PN4	0,612		
Satisfaction		KP1	0,622	0,758	0,663
		KP2	0,615		
		KP3	0,707		
		KP4	0,703		
Behavioral Intention		NP1	0,678	0,813	0,722
		NP3	0,647		
		NP4	0,787		
		NP5	0,768		

**Research Findings and Discussion**

The next analysis was analysis on full model which employed SEM method. The result of hypothesis test that was proposed in this research could be seen on table 3 below:

**Table 3. Model Estimation Test Result**

Regression Weights	Est	S.E.	C.R	P	Explanation
Experience Quality → Perceived value	,689	,123	5,623	***	H1 was approved
Experience Quality → Satisfaction	,454	,114	3,970	***	H2 was approved
Perceived value → Satisfaction	,322	,112	2,875	,004	H3 was approved
Satisfaction → Behavioral Intention	,535	,149	3,585	***	H4 was approved
Perceived value → Behavioral Intention	,465	,137	3,391	***	H5 was approved

H1 : Relationship between experience quality and perceived value

According to the data processing result, it showed that the estimation value of standardized regression weight between experience quality and perceived value was 0,689. Next, the probability value was  $0,000 < \alpha 0,05$  or  $< 5\%$ . Based on the previous rules, it was concluded that the first hypothesis was approved or accepted. It referred that the experience quality delivered positive and significant effect to the perceived value. This result showed that the higher experience quality on the tourist to particular tourism destination would determine higher perceived value on the tourist. The experience quality was a personal valuation that emerged from tourist self and this valuation tended to be more subjective. This statement indicated that the tourist who have high valuation on interaction quality, physical environment quality, outcome quality and access quality of tourism destination of Prambanan temple. Those dimensions were able to improve values of Prambanan temple in tourist mind. Thus, it was concluded that the better experience quality that was received by the tourist from Prambanan temple management would determine and build the better perceived value on the tourist. This research finding supported previous researches accomplished by Chen & Chen (2010), Hsieh (2012), Wu & Li (2014), Jin, et al. (2015), and Wu, et al. (2015).

H2 : Relationship between Experience Quality and Satisfaction

According to the data processing result, it showed that the estimation value of standardized regression weight between experience quality and satisfaction was 0,454. Next, it was known that the probability value was  $0,000 < \alpha 0,05$  or  $< 5\%$ . Based on the previous rules, it was concluded that the second hypothesis was approved or accepted. It referred that the experience quality could deliver positive and significant effect to the satisfaction. This result indicated that the higher experience quality owned by tourist would determine higher satisfaction of tourist. The experience quality that was gained by tourist as good interaction quality, complete and well-maintained physical environment quality, outcome quality, and easy access quality were able to raise satisfaction on the tourist towards the tourism destination of Prambanan temple. So, it was summed up that the better experience quality that was obtained by tourist from management of Prambanan temple would determine higher satisfaction on tourist. This research finding supported previous researches written by Cole & Scott (2004), Chen & Chen (2010), Wu & Li (2014), Jin, et al. (2015), and Fernandes & Cruz (2016).

H3 : Relationship between Perceived value and Satisfaction

According to the data processing result, it showed that the estimation value of standardized regression weight between perceived value and satisfaction was 0,322. Next, the

probability value was  $0,004 < \alpha 0,05$  or  $< 5\%$ . Based on the previous rules, it was concludes that the third hypothesis was approved or accepted. It referred that the perceived value delivered positive and significant effect to the satisfaction. This result indicated that the higher perceived value of tourist to the tourism destination would describe the higher satisfaction level of tourist to the destination of Prambanan temple. The tourist's perceived value on Prambanan temple was built because of comparison result between benefit and fee that they have gotten and paid for. This research finding, showed that the tourist have good value to the tourism of Prambanan temple due to what they have done was fit to the expectation, for example good service from the management and affordable entry fee of Prambanan temple resulted to the higher tourist valuation on management of Prambanan temple. This statement referred that the tourist could have good perceived value to Prambanan temple which then impacted to the level of satisfaction on the tourist. This research finding supported to previous researches done by Crompton, et al (2007), Chen (2008), Chen & Chen (2010), Wu & Li (2014), and Jin, et al. (2015).

#### H4 : Relationship between Perceived value and Behavioral Intention

According to the processing data result, it showed that the estimation value of standardized regression weight between perceived value and behavioral intention was 0,535. Next, the probability value was  $0,000 < \alpha 0,05$  or  $< 5\%$ . Based on the previous rules, it was concluded that the fourth hypothesis was approved or accepted. It referred that the perceived value could deliver positive and significant effect to behavioral intention. The research finding indicated that the higher perceived value that have gotten by tourist would determine higher tourist intention to revisit the place someday. The tourist who had a good perceived value would certainly have positive behavioral intention as tourist intention to revisit the place and intention to recommend the place to other people. This condition might occur since if the tourist could get benefit from what they have expected, the tourist tended to make a new plan to revisit the tourism place. This research finding supported previous researches accomplished by Crompton, et al (2007), Chen (2008), Shieh (2012), Chen & Chen (2010), and Wu & Li (2014).

#### H5 : Relationship between Satisfaction and Behavioral Intention

According to the processing data result, it showed that the estimation value of standardized regression weight between satisfaction and behavioral intention was 0,465. Next, it was identified that the probability value  $0,000 < \alpha 0,05$  or  $< 5\%$ . Based on the previous rules, it was concluded that the fifth hypothesis was approved or accepted. It referred that the satisfaction could deliver positive and significant effect to behavioral intention. This result indicated that the higher level of satisfaction on tourist, the tourist would tend to behave positively. The satisfied tourist would be willing to come and revisit Prambanan temple in the next occasion, recommend this tourism destination to other people, and convey positive things related to the tourism destination to other people. In this context, it indicated that the more satisfied tourist to the tourism destination they have visited would affect the tourist to perform profitable behavior for the management. Therefore, the tourist satisfaction must be well observed by the tourism management, since it would bring to high reciprocal result from tourist. This research stated that the tourist of Prambanan temple were satisfied to the service quality they have gotten from this tourism destination. What they have expected or wanted from Prambanan temple was according to their expectation. This research finding supported the previous researches written by Chen & Chen (2010), Jin, et al. (2015), Chen (2008), Wu, et al. (2015), and Fernandes & Cruz (2016).



## Conclusions and Suggestions

Based on the research discussion, the researchers then concluded following points below: first hypothesis, the experience quality affected significantly to the perceived value. On the second hypothesis, the experience quality affected significantly to the satisfaction. On the third hypothesis, the perceived value affected significantly to the satisfaction. On the fourth hypothesis, the perceived value affected significantly to the tourist behavioral intention. On the fifth hypothesis, the hypothesis affected significantly to the behavioral intention.

Due to the managerial implication in this research, the researchers suggested the management of Prambanan temple to build good interaction process with the tourist simultaneously, maintain and perpetuate historical treasures which could expand new knowledge for the visitor or tourist as well as provide online portals which could be easily accessed by the tourist in order to develop the experience quality on tourist. By always developing the experience quality on tourist, it was really possible that the tourist would indirectly promote this tourism site to other people, and this way could be benefitted by the management of Prambanan temple as free promotion medium. The next researches to be able to develop the independent variable of research, then, the discussion from research finding will be broader and various than the previous researches. The next researches to be able to develop the sample range that will not only focus on single tourism location, but to cover broader tourism location in order to obtain more substantial findings than the previous researches.

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