Adventure Destinations In Indonesia: The Function Of Perceived Value, And Effect On Visitor Experience And Revisit Intention

Moch. Mahmudi Rosid

Alumni of Postgraduate Management, Faculty of Economics and Business
Universitas Negeri Malang, Malang, Indonesia
*Corresponding Author:
Email: mm.rosid@yahoo.com

Abstract.

Management of the Mt. Penanggungan destination which has not been managed well. Can management science contribute to the Mt. Penanggungan adventure tourism destination? This research examines marketing management in adventure tourism destinations, which is usually synonymous with customer loyalty, and the determinant is always "satisfaction" but here we try another variable, namely "perceived value", then its influence on visitor experience and revisit intention. The aim of this research is to determine the role of perceived value in adventure destinations in Indonesia, and how much visitor experience influences it and then its influence on revisit intention. The sample used 233 visitors to Mt. Penanggungan who climbed at least once according to Hair et al., infinite population, using the Convenience Sampling technique as part of a non-probability sampling design. The method uses a quantitative approach with descriptive research according to Creswell, and explanatory according to Neuman. Statistical analysis uses Path Analysis, previously testing the data: validity test and reliability test. Analyzed using descriptive analysis. Tested using classic assumption tests: normality test, multicollinearity test, heteroscedasticity test, autocorrelation test. Hypothesis tests were carried out: t test, F test, and R^2 test. And finally analyzed using path analysis. The results of this research hypothesis test: visitor experience influences revisit intention, visitor experience influences perceived value, perceived value influences revisit intention, visitor experience and perceived value influence revisit intention. Managers are advised to maintain the stability of the influence of each variable, Visitor Experience to Perceived Value, Visitor Experience to Revisit Intention, Perceived Value to Revisit Intention, so that all paths are consistently positive and significant on an ongoing basis, and ultimately increase the number of return visits to Mt. Penanggungan, indirectly improving the economy of residents around the slopes of Mt. Penanggungan, especially residents of Tamiajeng Village on the south side, residents of Seloliman Village on the west side, residents of Wonosunyo Village on the east side, and residents of Watonmasjedong Village on the north side.

Keywords: *Adventure destinations, perceived value, revisit intention and visitor experience.*

I. INTRODUCTION

Tourism destinations are part of the economy, even with a well-managed tourist destination, it will improve the economy of small residents around tourist destinations. Therefore, it needs to be realized with good management of tourist destinations and have goals and prospects for the future. As only in Indonesia, especially in the province of East Java, it is known that there is an increase in the number of tourist visits to the province to the east of the island of Java. It is known that there has been an increase in recent years. In 2018 for example 26,700 visits (an increase of 15.05%), in December 2017 it reached 23,208 visits, in December 2016 it reached 17,279 visits, and in January 2017 it reached 26,700 (an increase of 54.52%) tourist visits (www.republika.co.id).In this study, what will be discussed is not tourism in general but special interest tourist destinations, according to the laws in force in the country where this research takes place (Law No. 9 of 1990 concerning tourism), special interest tourist destinations or objects and attractions. Special interest tourism is an effort to utilize natural resources and the potential of the nation's arts and culture to create special attractions and interests as tourism targets. Here the objects of special interest tourist destinations can consist of: marine tourism, culinary tourism, cultural tourism, health tourism, and nature-based tourism (www.kemenpar.go.id). Ofcourse the object of this research is included in the scope of nature-based tourism. Another understanding of special interest tourist destinations came from Weiler and Hall in 1992, who explained special interest tourist destinations as a form of tourism travel, where tourists visit a place because they have a special interest in objects or activities in tourist destinations. While special interest tourism destinations have 6 motivational principles in doing so, the 6 principles include: (1) seeking something unique or novelty seeking, (2) seeking quality experiences or seeking quality, (3) appreciation for an object or rewarding, (4) knowledge enrichment of an activity or enriching, (5) involvement in adventure or adventuring, and (6) the learning process of the activities followed or learning. When related to this

research, there are 5 principles included, namely: novelty seeking, quality seeking, rewarding, learning, and adventuring of course because of mountain destinations.

Special interest tourist destinations are always interesting to discuss and research whether they are used as objects or included in research variables, and in this research the researchers used them as objects, and the object chosen to be studied after seeing the phenomena that occurred in the field was Mount Penanggungan, a mountain destination in Indonesia has indeed developed rapidly recently, both before the outbreak of the covid-19 virus, or during the time when the covid-19 virus penetrated Indonesia, researchers chose the Mount Guaranteed destination as the object of research because the mountain has tourism potential and has not been viral like other mountains, right? We know that in Indonesia, especially on the island of Java, it is a paradise for mountain destinations, especially Central Java and East Java of course. If this mountain destination continues to grow, it will certainly be very helpful and beneficial for the economy of the small community who live on the slopes of Mount Penanggungan. Actually, this mountain is not as big as other mountain destinations but is quite stunning because of the charm of its cultural heritage, strategic geographical location, natural factors, and of course mystical stories. Mount Penanggungan is included in the area of Perum Perhutani, the Pasuruan Forest Stakeholder Unit, which is located in the Mojokerto Regency and Pasuruan Regency. For its management, this adventure destination is managed by the Forest Village Community Institution "Sumber Lestari" which is located in Tamiajeng Village, Trawas District, Mojokerto Regency. Several studies explain that the determinants of the intention to revisit a tourist to a destination are past visits to a destination, satisfaction, and perceived value [1].There are also those who state that the cause of revisit intention is perceived value [2]. Santini et al. [3] also said that the presence of perceived value is divided into 2, namely: (1) Hedonic values, and (2) Utilitarian values greatly affect the occurrence of destination revisit intentions or the intention to revisit destinations.

When associated with the object of this research, revisit intention is defined as the activity of the visitor's intention to revisit the destination and is caused by the creation of perceived value in a destination. Its relationship with visitor experience, Petrick et al. [1] also explains that one of the factors that causes perceived value to be formed is past visits to destinations or it can be interpreted as past experiences in visiting destinations. Here the experience of climbers / visitors / tourists / consumers plays a role. Lee et al. [4], it was suggested that experiential festival attributes affect perceived value, or it can be interpreted that festival visitor experience attributes can lead to the perceived value of visitors. When associated with the object of this research, perceived value is defined as all the values felt by visitors after visiting a destination and is caused by the experiences of climbers / visitors / tourists / consumers. And research from Jin et al. in 2013 [5], Wu and Li in 2014 [6], and Lee et al. in 2017 [4], explains the relationship and influence of the three variables, revisit intention, perceived value, and visitor experience.Based on the description above, the researcher concludes that there are three interrelated variables, namely, revisit intention, perceived value, and visitor experience. Revisit intention is directly influenced by perceived value. Perceived value is directly influenced by visitor experience. Revisit intention is directly influenced by visitor experience and perceived value. Revisit intention is influenced indirectly by visitor experience through perceived value. While the research gap as research novelty in this study is a theoretical gap, namely the determinant of revisit intention is not satisfaction but perceived value, or it can be said that before satisfaction occurs, perceived value will occur first and it can be said in this study about tourist destinations or can applied in other marketing management theories that are in line or in the same line that the determinant of customer satisfaction is perceived value, customers who have achieved perceived value will experience a process of satisfaction then revisit intention will occur, and ultimately the practice of loyalty will be realized.

II. LITERATURE REVIEW

Bentler and Speckart in 1979 [7], say that past behavior is related to future purchase intentions and behavior. Petrick et al. [1], said that if visitors have a positive experience, they will tend to repeat the activities they enjoyed, and quite often if the visitor is not satisfied, they will not return. A positive experience here is defined as the positive value felt by visitors and in the next stage process it can be interpreted as the satisfaction received or felt by visitors to the destination. Baker and Crompton [8] define

revisit intention as the possibility of tourists to repeat an activity or revisit a facility/destination. With two sub variables according to Bigne et al. [9] namely intention to return and willingness to recommend. Vantrappen [10], put forward the concept of creating customer value, with the main process consisting of three parts, firstly products fit for use by time of launch, secondly orders handled correctly and quickly, and thirdly transparent service for maximum product enjoyment. When viewed from the model of Parasuraman and Grewal [11], in the field of marketing management, perceived value has increased in significance both in academic research and in practical implications, and perceived value can be considered the most important indicator of revisit intention.

So perceived value can be interpreted as an overall assessment of the usefulness and benefits of a service, product, manufacturing product that has been felt by consumers and customers. And according to Parasuraman and Grewal [11] perceived value is defined as an overall assessment of the usefulness and benefits of products or services that have been felt by consumers or visitors. With four sub-variables according to Sweeney and Soutar [12], namely emotional value, social value, price value, and quality value. Visitor experience was first proposed by Cohen in 1979 [13], by showing five different modes of tourism experience, namely recreational, diversionary, experiential, experimental and existential. Cohen [13], defines visitor experience as the result of the process of traveling for pleasure beyond the confines of one's living space and providing memories that cannot be found in living space and which make travel worthwhile. Experience can also be defined when consumers pay to spend time enjoying a series of unforgettable events staged by a company to engage them in a personal way according Pine and Gilmore [14]. Meanwhile, Sunbo and Rasmussen in 2008 consider it a mental journey that leaves customers with memories of something special, learned something or just had fun. Furthermore, Pine and Gilmore [15] define visitor experience as an experience that is personal and memorable, and is a response to the services or products offered. With six sub-variables according to Otto and Ritchie in 1996 [16] namely hedonic, interactive / relational, novelty, comfort, safety, and stimulation / educational and informative.

2.1. Perceived Value

According to the model presented by Zeithaml in 1988 [17], with the title "Consumer perceptions of price, quality, and value: final means model and evidence synthesis" the process of creating perceived value consists of 3 stages or parts, namely lower-level attributes, then perceptions of lower -level attributes and higher-level attributes, until finally perceived value occurs, only after that there is a purchase. Included in the lower-level attributes stage, for example, are extrinsic attributes, objective price, and intrinsic attributes. Included in the stages of perceptions of lower-level attributes, for example, are perceived nonmonetary price, perceived sacrified, and perceived monetary price. And which are included in the stages of higher-level attributes such as high-level abstraction and perceived quality, so Zeithaml [17] defines perceived value as the visitor's overall assessment of the utility of a product based on the perception of what is received and what is given. Vantrappen [10], has put forward the concept of customer value creation, and the main process for creating customer value consists of 3 parts, this applies to the overall marketing management concept, namely the first suitable product to be used at launch, the second order is handled properly and fast, and all three transparent services for maximum product enjoyment. According to Oh [18], customer value can be broadly interpreted as a customer's overall assessment of the usefulness of a product based on the point of view of what is received and what is given, the position of the occurrence of perceived value is after the perceived service quality then the customer's perceived value, then customer satisfaction, then repurchase intention.

Perceived service quality itself was previously influenced by perceived price and perceptions. Or from another point of view, it can be viewed like this: (1) perceived price will go to perceived customer value first and then to repurchase intention, (2) perceived service quality goes to perceived customer value first and then to repurchase intention, and (3) perceptions towards perceived customer value first and then to repurchase intention. The conceptual model of Murphy et al. in 2000 [19], also explains that there are four paths of perceived value before heading to revisit intention, the point is that value is influenced by 3 variables, namely environment, quality, and infrastructure, then value affects intention to revisit. Another fact is that the environment can affect the occurrence of intention to revisit, which is mediated by quality and

value, then infrastructure can affect the occurrence of intention to revisit, and is mediated by quality and value, in this evidence value functions as an intervening/mediating variable. Meanwhile, indicators of perceived value according to Sweeney and Soutar [12] are emotional value, social value, price value, and quality value. Emotional value relates to the usefulness that comes from feelings or affective states produced by a product, social value relates to the usefulness that comes from the product's ability to improve social self-concept, price value relates to the usefulness obtained from the product due to short-term and long-term cost reductions. In terms of perceived quality, quality value relates to the usefulness derived from the perceived quality and expected performance of the product.

2.2. Visitor Experience towards Revisit Intention

As the basis for the first hypothesis, namely the research of Nien-Te Kuo et al. [20], regarding museum visitor experience and post-visit behavioral intentions, it is found that the experience of museum visitors has a direct influence on behavioral intentions after the visit, it is known that revisit intention is part of behavioral intention. Huang and Hsu [21], the results of the study stated that there was a positive influence between "past experience" on "revisit intention". In addition to past experiences, revisit intention is also formed from attitude toward revisit. Piramanayatgam et al. in 2020 [22], in a research on heritage centers on destination image, visitor experience, and behavioral intention, explained that visitor experience which consists of entertainment, cultural identity seeking, education, escape, relation development affects behavioral intention, and revisit intention itself is part of behavioral intentions.Also Sojung Lee et al. [23], with the object of amusement park research, the result is that visitor experience which consists of educational, entertainment, escapism, and esthetics, directly affects revisit intention, and revisit intention indirectly affects revisit intention through satisfaction. Kim et al. [24], there is a relationship between travel experience and intention to revisit. Travel experience plays a role as an intervening variable between destination image and intention to revisit. Hung et al. [25] describes that creative experience formed from a sense of achievement, unique learning, and interaction with instructors can be said to have an indirect influence on revisit intention through memorability, and the results are significant.

Meanwhile, creative experience has a direct influence on revisit intention, although it is not significant. Although this is not significant, it can be used as evidence that there is a regression from experience to revisit intention.The results of Huang and Liu [26] describe that ecotourism experience and environment concern directly affect revisit intention, then ecotourism experience indirectly affects revisit intention which is moderated by image, then ecotourism experience indirectly affects revisit intention and is moderated by image and environmental concerns. From this it can be seen that the role of experience is very important in influencing revisit intention. Barnes et al. [27] in this study there is a relationship between remembered experiences and revisit intentions. The causes of revisit intention are predicted positive affect (t1), remembered positive affect (t2), remembered positive affect (t3). Don't forget Zhang et al. [28] confirms once again that memorable tourism experiences have a direct effect on revisit intention. Memorable tourism experiences have previously been influenced by 2 variables, namely country image and destination image, and country image has a direct effect on destination image. Here the role of memorable tourism experiences as cognitive and affection benefits then revisit intention acts as a behavior response, then country image and destination image have a role as attribute perception. From the nine correlations of this research, it can be interpreted that visitor experience affects revisit intention, so the hypothesis proposed is as follows:

H1: *Visitor experience has a positive and significant direct effect on revisit intention of Mount Penanggungan visitors*

2.3. Visitor Experience towards Perceived Value

For the second hypothesis, namely in Lin research [29] regarding tourist experiences and perceived souvenir value, the result is that tourist experience is related to the perceived value of the experience, which has an influence on the perceived value of souvenirs, because tourist experiences can be interpreted as visitor experiences while perceived souvenirs value can be interpreted as the perceived value of a product, namely souvenirs. Chen and Chen [30], the results of this study state that there is a positive influence between experience quality "on perceived value. Experience is a key concept of cultural heritage marketing, visitor satisfaction is determined by the total experience gained, and satisfaction arises from experiences that have a

perceived added value. Research from Hak Jun Song et al. [31], regarding staying at temples, stated that tourist experience, namely entertainment, educational, escape, and esthetics, affects perceived value which in this research is represented by functional value and emotional value, and then the two indicators of perceived value affect satisfaction.Loureiro et al. [32] in his research, he explained that tourist experiences which were previously influenced by cognitive image, affective image, conative image, had a direct effect on the perceived value of travel experience, and also tourist experiences had an indirect effect on the perceived value of travel experience which was moderated by perceived authenticity. or perceived authenticity. Here cognitive image, affective image, conative image previously preceded or influenced by mindfulness.

Yu and Fang [33], in this study found a significant relationship between experience quality or contextual experience with customer perceived value. According to SC Chen and CP Lin [34], regarding "sustainable social relationships in blogs" the research explains that customer experience consists of 5 elements, namely: sensing experience, feeling experience, thinking experience, acting experience, and relating experience directly affect perceived value. which consists of 5 types of value, namely: epistemic value, emotional value, social value, functional value, and conditional value. On the other hand, as a mediating variable, customer experience has an indirect influence on satisfaction and continuance intention through perceived value. And from the moderating variable side, it is found that customer experience has an indirect effect on sustainable social relationships through perceived value and satisfaction, and customer experience indirectly affects sustainable social relationships through perceived value and continuance intention.Helkkula and Kelleher [35], in this study there is a significant relationship between customer service experience and customer perceived value, customer service experience and perceived value processes are not as linear value chains but as complex phenomena. Meanwhile, according to Alex and Thomas [36], it was found that contextual experience directly affects customer perceived value. From the role of moderating variable, it is also found that contextual experience indirectly affects preference through customer perceived value, and contextual experience indirectly affects future buying intention through customer perceived value and preference. From these eight studies, it can be interpreted that visitor experience affects perceived value, so the hypothesis proposed is as follows:

H2: *Visitor experience has a positive and significant direct effect on the perceived value of Mount Penanggungan visitors*

2.4. Perceived Value towards Revisit Intention

As for the third hypothesis, namely the research of Ly Thi Minh Pham et al. [37], regarding brand equity, perceived value, and customer perceived value, it is found that revisit intention is most significantly influenced by brand loyalty, followed by perceived value, and brand awareness combined with brand associations. It should also be noted that perceived quality, brand awareness & brand associations can influence revisit intention through perceived value. Cheng and Lu [38], the results of this study state that there is a positive influence between "perceived value" on "revisit intention", the value felt by tourists related to island tourism has a direct influence on their behavioral intention to revisit. Perceived value gives the strongest effect emotionally, then quality. In this study, perceived value can be an endogenous variable, namely the destination image, novelty, hedonics and exogenous variables, namely revisiting behavioral intention. The perceived value in tourism can be expressed through fun, hedonic, and overall quality. So that a pleasant travel experience is formed and the perceived quality increases, then the value felt by tourists increases, this can be used as a marketing tool to encourage tourists to visit again or increase recommendation intentions. Research from Yi-Sung Cheng et al. [39], regarding the tour guide interpretation service for tourists from mainland China, the perceived value along with cultural identity and destination image has a direct effect on intention to revisit. Meanwhile, perceived value, cultural identity and destination image have previously been influenced by the tour guide interpretation service as a predictor first.

Then research from Ahn and Kwon [40], regarding green hotel brands in Malaysia describes that perceived value indirectly influences behavioral intention or it can be said as revisit intention through positive anticipated emotion and through negative anticipated emotion. Then perceived value also indirectly influences behavioral intention through positive anticipated emotion and attitude and through negative anticipated emotion and attitude. Here perceived value consists of economic, social, hedonic, and altruistic.

Kim et al. [41] in research there is a relationship between perceived value and revisit intention. In this study, the dominant predictor of revisit intention is satisfaction, but satisfaction will not be formed without perceived value. Maximizing perceived value is important to increase satisfaction. If event organizers increase the perceived value of newbie visitors who are neutral and not neighbors or relations, then they have the potential to attend festivals more often and increase satisfaction and revisit intention. Then from Waheed and Hassan [42] research on Guesthouses in the Maldives which adopts the concept of the customer perceived value (CPV) model from Sheth et al. in 1991 [43], the results of his research explain that customer perceived value (CPV), which consists of functional value, emotional value, social value, conditional value, and epistemic value, has a direct influence on tourists' intention to revisit.

And customer perceived value (CPV) indirectly affects tourists intention to revisit which is mediated by tourists satisfaction. Customer perceived value (CPV) as independent, tourists intention to revisit as dependent, and tourists satisfaction as the second dependent or as intervening.Research Soyoung An et al. [44] regarding perceived value and revisit intention of visitors or guests from airbnb, resulted that perceived value indirectly affects behavioral intention/revisit intention (in this study it is considered the same) through satisfaction, and previously perceived value was directly influenced by service quality. Raza et al. [45], in this study perceived value has a positive influence on revisit intention, both as an exogenous variable, an endogenous variable, or as an intervening variable. As an exogenous variable, that is when it affects satisfaction and revisit intention. As an endogenous variable when influenced by service quality. As an intervening variable when it is between service quality and revisit intention, it is also between service quality and satisfaction. Also perceived value has an indirect effect on revisit intention through satisfaction. Then Oriade and Schofield [46], also explain that service quality and perceived value directly affect behavioral intentions, although the results are not as significant as when perceived value directly affects satisfaction. From the nine correlations of this research, it can be interpreted that perceived value affects revisit intention so that the proposed hypothesis is as follows:

H3: *Perceived value has a positive and significant direct effect on revisit intention of Mount Penanggungan visitors*

2.5. Visitor Experience towards Revisit Intention through Perceived Value

For the fourth hypothesis, namely the research of Lan-Lan Chang et al. [2], about creative tourism produces a relationship and influence between the experience of creative tourists, the perceived value of creative tourist visitors, and the revisit intention of creative tourists, and one of the main findings of this study is that the scale of motivation, experience, perceived value adopted from the literature existing ones have shown good reliability and validity. Jin et al. [47], in this study the quality of experience affects the perceived value, satisfaction, and image of the water park, and all three affect the intention to behave, assuming that revisit intention is part of the intention to behave, it can be interpreted that visitor experience affects revisit intention through perceived values. Research conducted by Ting and Thurasamy [48], regarding infrequent customers at trendy coffee cafes resulted in an explanation that perceived value directly affects intention to revisit, and previously perceived value was influenced directly first by perceived product quality, perceived service quality, perceived experience. quality. So it can be said that customer experience directly affects perceived value, and then perceived value directly affects intention to revisit. Recent research by Meng and Cui [49], regarding co-creation experience in home-based accommodation results that experiencescape directly affects perceived value, then perceived value directly affects memorability, and subsequently memorability directly affects revisit intention. Or it can be said that experience indirectly affects revisit intention through the perceived value and memorability of tourists.

Wu and Li [6], in this study the quality of experience affects perceived value, then perceived value affects experience satisfaction, and experience satisfaction affects behavioral intentions, assuming that revisit intention is part of behavioral intention, it can be interpreted that visitor experience affects revisit intention through perceived value. YT Chen and HJ Park [50], in the field of offline stores research, explained that experience factors consisting of entertainment experience, educational experience, escapist experience, and esthetic experience directly affect functional value and emotional value, which are indicators of perceived value. Then in the role of moderating variable, experience factors indirectly affect revisit intention through

functional value, and experience factors also indirectly affect revisit intention through emotional value.Lee et al. [4] in this study, festival experience attributes affect perceived value, and then perceived value affects satisfaction, and satisfaction itself affects behavioral intentions, assuming that revisit intention is part of behavioral intention, it can be interpreted that visitor experience affects revisit intention through perceived values. SR Yoo et al. [51] describes that holistic experience which consists of sense, feel, think, act and relate has a direct effect on hedonic value and utilitarian value which is part of perceived value. Furthermore, holistic experience indirectly affects revisit intention through hedonic values, and holistic experience indirectly affects revisit intention through utilitarian values. The role of hedonic value and utilitarian value here as moderating variables. From these eight studies, it can be interpreted that visitor experience affects revisit intention through perceived value, so the hypothesis proposed is as follows:

H4: *Visitor experience has a positive and significant indirect effect on revisit intention through perceived value for Mount Penanggungan visitors*

III. METHODS

A quantitative approach with descriptive and explanatory research is used. It is said to be quantitative because it involves the process of collecting, analyzing, interpreting, and writing research results according to Creswell [52], also called explanatory because it explains the causal relationship between variables through hypothesis testing according to Neuman [53]. Visitor experience (X1) on revisit intention (Y1) through perceived value (Z1). This research was conducted from January to March 2020. The design of this research is as follows:

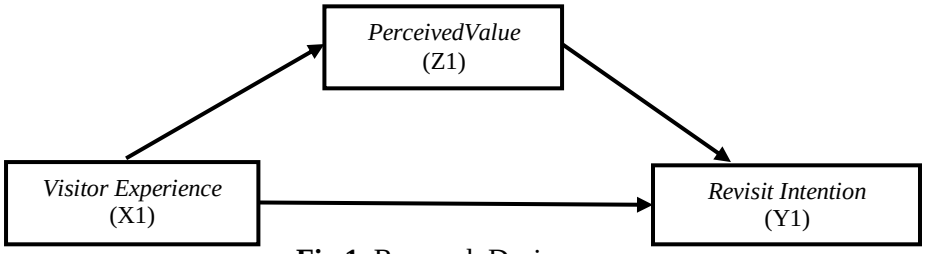


Fig 1. Research Design

From Figure 1, based on theoretical studies, it can be explained that there are 4 parts. Part 1, that visitor experience affects revisit intention. Then part 2, that visitor experience affects perceived value. And part 3, namely perceived value affects revisit intention. Then in section 4, namely visitor experience affects revisit intention through perceived value. As an endogenous variable or the dependent variable is revisit intention, as an exogenous variable or independent variable is visitor experience, as an intervening variable or mediating variable is perceived value.

3.1. Sample

The population is all visitors / climbers of Mount Penanggungan who have visited or climbed Mount Penanggungan at least once, the number of which is unlimited (infinite). So the population in this study includes the type of unlimited population (infinite population). The sample was taken using the accidental sampling / convenience sampling technique which is part of the non-probability sampling sample design. Using accidental sampling because the sample was taken by chance or anyone who coincidentally / incidentally met the researcher can be used as a sample, if the person who happened to be met is appropriate and suitable as a data source referring to Sugiyono, this method is suitable for testing ideas. ideas or looking for new ideas that are exploratory referring to Suliyanto. Determination of sample size as suggested by Hair et al. [54], which is 5 to 10 times the number of parameters (indicator + path coefficient). It is known that the number of indicators is 24, the number of path coefficients is 7, while from 5 to 10 researchers take the middle number, which is 7.5. Then the calculation of the total sample size is 7.5 x (24+7) = 232.5 or 233 respondents.

3.2. Instrument

In this research, to determine statement items in making research questionnaires, the Visitor Experience variable uses 6 indicators from Otto and Ritchie in 1996 [55], the Perceived Value variable uses 4 indicators from Sweeney and Soutar in 2001 [56], and the Revisit Intention variable uses 2 indicators from

Bigne et al. in 2001 [57]. Determining the source of indicators used in this research was chosen to be closer to grounded theory, namely Visitor Experience, Perceived Value, and Revisit Intention.

3.3. Data collection procedures

Data was collected by determining the research subjects, namely all visitors / climbers of Mount Penanggungan. Questionnaires were given to respondents for the number of samples. The presentation of the data is done in tabular form using Ms. Excel as raw data. The scoring uses a Likert scale with 7 alternative answers, namely: Most Strongly Agree: 7, Strongly Agree: 6, Agree: 5, Agree and Disagree: 4, Disagree: 3, Strongly Disagree: 2, Most Strongly Disagree: 1. The Likert scale produces interval data referring to Cooper and Schindler. Furthermore, the data were analyzed using the Statistical Package For The Social Science application or now better known as Statistical Product And Service Solutions (SPSS), and SPSS version 24 is used here. The subjects in this study were visitors or it could be said that all mountain climbers were underwritten, all 233 questionnaires were distributed to respondents without more or less, before the data was processed, the raw data from the answers to the questionnaire were tabulated to Ms. Excel first to make it easier to input data into SPSS, the Likert scale used is 1-7 to make it easier to classify respondents' answers and to make it more valid because there are many alternative answers, the SPSS application is used because it is software that is proven to be reliable for marketing management research and uses a version 24 because this is still the latest version of SPSS.

3.4. Data analysis

Before analyzing the data, it is necessary to test the data first, namely using the validity test and reliability test. After that it was analyzed using descriptive analysis. Then tested using classical assumptions include: normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. After that, the hypothesis test was carried out, namely the t test, F test, and R^2 test. After everything is done the last one is analyzed using path analysis. The purpose of testing the validity and reliability test so that the questionnaire that will be distributed to respondents has a high level of validity and a high level of reliability. The purpose of the descriptive analysis is to obtain a descriptive description/demographic profile of the respondents. The purpose of the classical assumption test is that the primary data resulting from data collection will be appropriate if it is included in the regression model, therefore it must meet the classical assumption test. The purpose of the t-test, F-test, and R^2 test is to know the effect of each variable either partially (t-test) or simultaneously (F-test), also to know how big the effect (R^2). The purpose of path analysis is to know that each proposed path has a supported or unsupported regression, and the magnitude of the correlation between the independent variables.

IV. RESULT AND DISCUSSION

4.1. Validity Test

The results of the validity test of each variable in this study were declared valid, because of the 12 sub-variables obtained the Pearson Correlation < 0,05.

Table 1. Validity Test Results

Variable	*Pearson Correlation*	Results
Visitor Experience	-0,850	Valid
	-0,766	Valid
	-0,903	Valid
	-0,787	Valid
	-0,739	Valid
	-0,831	Valid
Perceived Value	-0,903	Valid
	-0,829	Valid
	-0,886	Valid
	-0,817	Valid
Revisit Intention	-0,960	Valid
	-0,936	Valid

Source: SPSS v.24 data processing results

4.2. Reliability Test

The results of the reliability test of each variable in this study were declared reliable, because the Cronbach's Alpha number > 0.60, visitor experience = 0.890, perceived value = 0.878, and revisit intention = 0.876.

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	Results
Visitor Experience	-0,890	Reliable
Perceived Value	-0,878	Reliable
Revisit Intention	-0,876	Reliable

Source: SPSS v.24 data processing results

4.3. Respondent Profile

Table 3. below provides a brief overview of the profiles of respondents in this study, regarding gender, age, occupation or profession, number of visits, and city of origin.

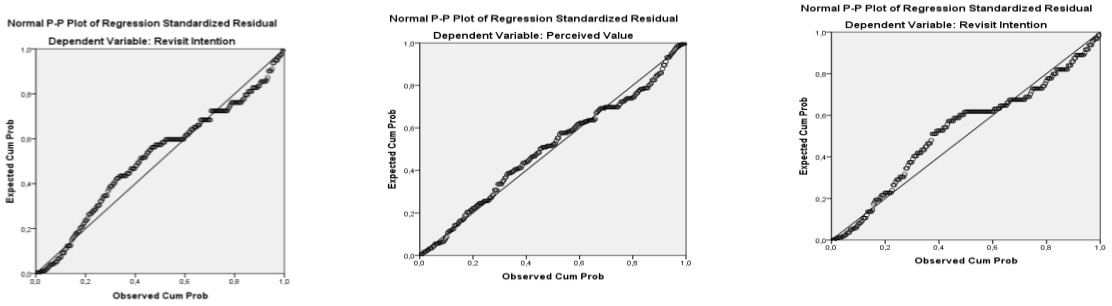
Table 3. Profile of Respondents

Characteristics of Respondents	Frequency	Percentage (%)	Description
Gender			
-Male	176	75,53	-
-Female	57	24,47	-
Age			
-16-25 Years	181	77,69	Most widely
-> 55 Years	2	0,86	Most at least
Profession			
- Student	136	58,36	Most widely
- Others:	4	1,71	Most at least
- Freelance	5	2,15	-
Number of Visits			
- 1 Time	104	44,63	Most widely
- Others:	9	3,86	Most at least
Home Town			
-East Java	199	85,40	Most widely
-Outside East Java	18	7,73	-
-Outside Java Island	16	6,87	Most at least

Source: Primary data processed

4.4. Normality Test

The results of the normality test show that the Normal P-P Plot of exogenous variables (X1) to endogenous variables (Y1), exogenous variables (X1) to intervening variables (Z1), and intervening variables (Z1) to endogenous variables (Y1) has many points spread around diagonal line, this is in accordance with what was said by Santoso, namely when the distribution of the data lies around a straight diagonal line, it means that the research data is normally distributed, as shown in Figure 2 below:



VE on RI **VE on PV** **PV on RI**

Fig 2. Output Normal Probability Plot SPSS v.24

4.5. Multicollinearity Test

Table 4. below shows the results of the multicollinearity test showing that the regression model does not have symptoms of multicollinearity because it has a tolerance value ≥ 0,1 and also has a value of VIF ≤ 10.

Table 4. Tollerance and VIF Values of *Multicollinearity Test Results*

Regression	Variable	*Collinearity Statistic*		Results
		Tolerance	*VIF*	
X1 ⟶ Y1	VE	0,384	2,606	Not Multicollinearity
X1 ⟶ Z1	VE	0,384	2,606	Not Multicollinearity
X1, Z1, ⟶ Y1	VE	0,348	2,872	Not Multicollinearity
	PV	0,463	2,16	Not Multicollinearity

Source: SPSS v.24 data processing result

4.6. Heteroscedasticity Test

This research was conducted using the Glejser heteroscedasticity method, that is, if the significance value (Sig.) between the independent variable and the absolute residual (Abs_Res) ≥ 0,05, it can be concluded that heteroscedasticity. Table 5. below are the results.

Table 5. Results of Heteroscedasticity Testing of the Glejser Method

Regression	Variable	*Coefficients*		Results
		T	*Sig.*	
X1 ⟶ Y1	VE	-1,096	0,274	Heteroscedasticity
X1 ⟶ Z1	VE	-3,225	0,001	Not Heteroscedasticity
X1, Z1, ⟶ Y1	VE	-1,321	0,188	Heteroscedasticity
	PV	1,424	0,156	Heteroscedasticity

Source: SPSS v.24 data processing result

4.7. Autocorrelation Test

Table 6. Shows the results of the autocorrelation test which shows that the regression model does not have symptoms of autocorrelation because the value of d (Durbin-Watson) lies between dU and (4-dU).

Table 6. Autocorrelation Test Results

Regression	dL	dU	(4-dU)	*Model Summary*		Results
				Std. Error of the Estimate	*Durbin-Watson*	
X1 ⟶ Y1	1,718	1,799	2,201	2,207	2,080	Not Autocorrelation
X1 ⟶ Z1	1,718	1,799	2,201	3,177	1,926	Not Autocorrelation
X1, Z1, ⟶ Y1	1,718	1,799	2,201	2,150	2,125	Not Autocorrelation

Source: SPSS v.24 data processing result

4.8. t Test and F Test

The criteria for testing the t-test according to Suliyanto are as follows:

- Ho is accepted if the value of sig > 0.05 and vice versa if the value of sig ≤ 0,05 then Ho is rejected, or t count ≤ t table.
- Ha is accepted if the value of sig ≤ 0,05 and vice versa if the value of sig > 0,05 then Ha is rejected, or t count > t table.

To determine the F test with a significant level of 5% (a = 0,05). If the sig value > 0,05 then Ho is accepted or Ha is rejected, and if the sig value is ≤ 0,05 then Ho is rejected or Ha is accepted referring to Suliyanto. The results of hypothesis testing in this study are listed in table 7. as follows:

Table 7. Results of t Test, F Test, and R^2

Regression	*Coefficients*		*Model Summary*	*ANOVA*		Results
	t	*Sig.*	*R^2*	*F*	*Sig.*	
VE ⟶ RI	11,786	0,000	0,376			Accepted
VE ⟶ PV	14,100	0,000	0,463			Accepted
PV ⟶ RI	10,924	0,000	0,341			Accepted
VE, PV ⟶ RI			0,427	85,814	0,000	Accepted

Source: SPSS v.24 data processing result

4.8. Discussion

Because this is a quantitative research, path analysis is used in this research, path analysis is a quantitative approach that uses multiple regression, used to test the contribution of the independent variables

to the dependent variable, both to determine the contribution or direct effect or indirect effect through other variables. The results of the path analysis in this study are presented in table 8. and table 9. as follows:

Table 8. Output Model 1 Endogenous Variables: Perceived Value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,680[a]	,463	,460	3,408

a. Predictors: (Constant), Visitor Experience

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,358	1,153		5,516	,000
	Visitor Experience	,473	,034	,680	14,100	,000

a. Dependent Variable: Perceived Value

Source: SPSS v.24

Based on Table 8. on the output coefficients, it can be seen that the value of standardized coefficients or the coefficient of the visitor experience path to the perceived value is 0,680. In the output, the value of the visitor experience significance is 0,000 less than 0,05, this gives results that can be concluded that the path analysis of model 1 for the visitor experience variable has a significant positive effect on perceived value. Furthermore, the value of R^2 or R square in the output of the summary model is 0,463. This means that the contribution of the influence of visitor experience on perceived value is 46,3%, while 0,537 or 53,7% is the contribution of other variables not in this study. While the value of e_2 can be searched by the formula:

$$e2 = \sqrt{(1 - 0,463)}$$
$$e2 = \sqrt{0,537}$$
$$e2 = 0,732$$

Based on these discussions, the regression equation is formulated as follows:

$Z = ß_2 X_1 + e_2$

$Z = 0,680X_1 + 0,732e_2$

Table 9. Output Model 2 Endogenous Variables: Revisit Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,654[a]	,427	,422	2,195

a. Predictors: (Constant), Perceived Value, Visitor Experience

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,056	,790		1,338	,182
	Visitor Experience	,174	,029	,402	5,901	,000
	Perceived Value	,193	,042	,310	4,562	,000

a. Dependent Variable: Revisit Intention

Source: SPSS v.24

Based on Table 9. on the output coefficients, it can be seen that the standardized coefficients or visitor experience path coefficient on revisit intention is 0,402, the path coefficient for perceived value on revisit intention is 0,310. The output also shows a significance value of visitor experience of 0,000 less than 0,05, and a perceived value of 0,000 less than 0,05, this gives results that can be concluded that the path analysis of model 2 for visitor experience and perceived value has an effect significant positive on revisit intention. Furthermore, the value of R^2 or R square in the summary model output is 0,427, this means that the contribution of the influence of visitor experience and perceived value on revisit intention is 42,7%, while 0,573 or 53,7% is the contribution of other variables that are not in this study. While the value of e_1 can be searched by the formula:

$e1 = \sqrt{(1 - 0,427)}$

$e1 = \sqrt{0,573}$

$e1 = 0,756$

Based on the discussion above, the regression equation can be formulated as follows:

$Y = ß_1 X_1 + \beta_3 Z_1 + e_1$

$Y = 0,402X_1 + 0,310Z_1 + 0,756e_1$

Table 10. Output Variable Correlations

Correlations

		Visitor Experience	Perceived Value	Revisit Intention
Visitor Experience	Pearson Correlation	1	,680**	,613**
	Sig. (2-tailed)		,000	,000
	N	233	233	233
Perceived Value	Pearson Correlation	,680**	1	,584**
	Sig. (2-tailed)	,000		,000
	N	233	233	233
Revisit Intention	Pearson Correlation	,613**	,584**	1
	Sig. (2-tailed)	,000	,000	
	N	233	233	233

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS v.24

Based on Table 10. in the output correlations, it can be seen that the value of the Pearson correlation or the correlation of the visitor experience path variable with the perceived value is 0,680, the correlation of the visitor experience path variable with revisit intention is 0.613, and the correlation of the perceived value path variable with revisit intention is 0.584. The results of the path analysis model in this study are as shown in Figure 3, as follows:

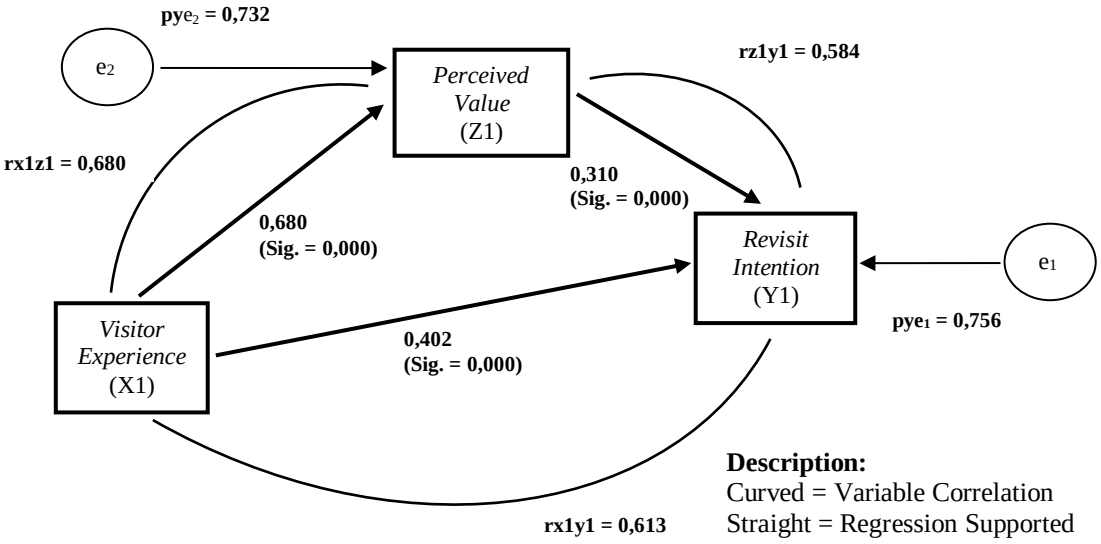


Fig 3. Results of Path and Correlation Analysis Model

V. CONCLUSION

The results of the validity test show the validity of the three variables, this means that all indicators used in each variable, namely Visitor Experience, Perceived Value, and Revisit Intention are indeed appropriate and good in supporting Visitor Experience, Perceived Value, and Revisit Intention in research in the field of tourist destinations. special interest in the guarantor mountain, so that with the validity of the indicators and questions asked to the respondents, the results will also approach the truth of the research results. The results of the reliability test also show that the indicators and any questions asked to climbers,

visitors, tourists, consumers, have also been completely understood and are in accordance with the understanding of climbers, visitors, tourists, consumers or can be known as reliable.From the descriptive analysis, most of the male climbers are more dominant than female climbers because men are considered to have a more prime physical and better mentality for adventure destination activities or outdoor activities. Age is also dominated by young people aged 16-25 years ranging from 181 and at least 2 respondents aged > 55 years, this is because naturally young people have good physical endurance than visitors who are old or aged. For professions, most of them are students because workers do not have as free or flexible time as students. And indeed young people should have a lot of activities in the forest or mountains to train their mental and leadership spirit in order to be able to contribute to community life in the future. For the city of origin, it is undeniable because of the location factor in Mojokerto and Pasuruan districts, so most of the climbers are from the area around East Java, which is 199 climbers, and indeed the majority have been to this destination at least 1 time climbing / visit.

From the normality test, it can be seen that the data is normally distributed because it is spread around the diagonal line, meaning that the data to be processed into path analysis in the context of the Mount Penanggungan special interest tourist destination, is feasible/correctly close to the actual research results. The results of the multicollinearity test of the three variables, exogenous to endogenous, exogenous to intervening, as well as exogenous & intervening to endogenous, the results prove that multicollinearity symptoms do not occur, so the data to be brought / tested for safe path analysis. The results of the heteroscedasticity test using the glejser method from the three variables, namely: exogenous to endogenous, exogenous to intervening, and exogenous & intervening to endogenous, the results are good because all heteroscedasticity occurs, except for regression between visitor experience and perceived value which does not experience symptoms of heteroscedasticity, but this does not matter because only one case is not all, so it is still understandable because this is part of the classical assumption. From the results of the autocorrelation test using the Durbin-Watson regression model in the study, namely about visitor experience, perceived value, revisit intention in the area of special interest tourist destinations, it is safe to use because there are no symptoms of autocorrelation in all variables, in fact the value of d (Durbin-Watson) lies between dU and (4-dU).The results of hypothesis testing: t test, F test, and coefficient of determination test, show that exogenous variables to endogenous, exogenous variables to intervening, as well as exogenous variables & intervening variables to endogenous, the results are significant because the sig value is 0,000 ≤ 0,05, and the F value Count is greater than F table, and the value of R^2 or coefficient of determination also shows that the hypothesis test in this study is acceptable.

This proves that the hypothesis about visitor experience affects revisit intention (partial), visitor experience affects perceived value (partial), then perceived value affects revisit intention (partial), and visitor experience and perceived value affect revisit intention (simultaneous) can be proven for tourist destinations. special interest Mount Penanggungan. And this research is evidence that strongly supports that what determines revisit intention is not satisfaction but perceived value.The conclusions in this study are in accordance with the formulation of the problem or the purpose of this study, namely starting from a number of research gaps found from previous research, and the theoretical gap discussed in this topic is the determinant of revisit intention, not satisfaction but perceived value, or it can be said that it can be considered before satisfaction occurs, perceived value will occur first, then support from theoretical studies, 4 problem formulations emerge or are used in the purpose of this research, so from the 4 problem formulations the following conclusions were born: Visitor experience Mount Penanggungan can be said to be good by visitors , and the sub-variable that has the most dominant influence is the sub-variable of being happy after climbing Mount Penanggungan. Visitor experience has a positive and significant direct effect on revisit intention. Improving the quality of the visitor experience will increase the desire of visitors or climbers to make repeat visits to Mount Penanggungan. Visitor experience has a positive and significant direct effect on perceived value. Improving the quality of visitor experience will increase the value felt by visitors or climbers who visit Mount Penanggungan.

Perceived value has a positive and significant direct effect on revisit intention. Improving the quality of perceived value will affect the desire of visitors or climbers to make repeat visits to Mount Penanggungan.

Visitor experience has a positive and significant direct effect on the perceived value of 46,3%. Visitor experience has a positive and significant indirect effect on revisit intention through the perceived value of 42,7%. Gunung Penanggungan must maintain visitor experience performance in order to create significant perceived value because the value is 0,000 ≤ 0,05, and must maintain perceived value performance in order to create significant revisit intention because the value is 0,000 ≤ 0,05, so that all paths will be significantly positive. sustainability in the path analysis model. Then do not forget that the results of the correlation analysis show that there is actually a relationship between these three variables between endogenous, exogenous, and intervening variables, namely the correlation of the visitor experience variable with the perceived value of 0,680, the correlation of the visitor experience variable with revisit intention of 0,613, and the correlation of the perceived value variable with a revisit intention of 0,584. So actually these three variables are still related and can be developed further, can the area or scope be expanded or narrowed, it can also be added by adding variables or relating to other variables that differ in character from the three variables, and we will see if there is a correlation or no correlation? so it is very interesting to do more complicated research with other innovations in the future.

5.1. Theoretical Contribution

This research is expected to be able to add scientific knowledge of management, marketing management, marketing management of tourist destinations, or maybe new knowledge about "special interest tourism destinations", both through exposure to theories and concepts as well as path analysis as in this study, namely theories and concepts about visitor experience. , perceived value, revisit intention, special interest tourism destinations or new knowledge about marketing management of special interest tourism destinations. Also provides another view or perspective that the determinant of revisit intention is not satisfaction but the actual determinant of a visitor or consumer intending to revisit, come to visit again, and then be able to "experience loyalty" is due to the "perceived value" factor first.

5.2. Managerial Implications

The management of special interest tourism destinations must be able to do better in improving the performance of the Gunung Penanggungan destination, don't be satisfied because there are already many visitors, but must intensively improve what is lacking in this destination. Related managers must also improve the visitor experience after climbing Mount Penanggungan, especially those who receive the lowest ratings from visitors, namely guaranteed safety after climbing. According to the data and facts, climbers often have accidents on this mountain, meaning that there must be an effort and synergy from the relevant managers who have the authority to preserve the Mount Penanggungan destination to improve it even though the number of visitors has increased every year. Managers are also advised to be able to maintain the consistency of the visitor experience, especially those that are considered the most positive by visitors, namely that Mount Penanggungan still provides a pleasant experience for the climbers.

Indeed, the impression of visitors after climbing is personal, but let's dig into it again so that we understand in more detail the causes so that it can be easy to maintain consistency or even better achievement of this destination. Managers are advised to maintain the stability of the influence of each variable, namely visitor experience on perceived value with a value of Sig. = 0,000 ≤ 0,05, visitor experience variable on revisit intention with a value of Sig. = 0,000 ≤ 0,05, and variable perceived value to revisit intention with a value of Sig. = 0,000 ≤ 0,05, so that all routes will be consistently significantly positive in a sustainable manner so as to increase the number of repeat visits to Mount Penanggungan, as well as the result that it will indirectly have an impact on improving the economy of residents around the slopes of Mount Penanggungan, especially residents Tamiajeng village on the south side of the mountain, residents of Seloliman village on the west side of the mountain, residents of Wonosunyo village on the east side of the mountain, and residents of Watonmasjedong village on the north side of the mountain.

5.3. Recommendation

Climbers, visitors, tourists, consumers, are recommended to be able to become climbers, visitors, tourists, smart consumers by considering every aspect before visiting a destination. So that visitors will get the perceived value after carrying out activities to a destination, the positive impact that will be felt by the next visitor is that visitors will have a desire to revisit the destination by getting value or benefits and what is

the purpose of visitors visiting a destination. Considering that this destination is classified as a special interest tourist destination, it is also necessary to maintain physical or physical fitness before climbing this mountain, as well as instructions from managers or guides at this destination, so that accidents for climbers can be lowered, due to accidents or dangers in special interest tourist destinations. This adventure can occur or be caused from 2 aspects, namely the object aspect or the object of the destination and the second aspect of the subject or the subject of the climber/visitor/tourist/consumer.

5.4. Limitations and Future Research

Further researchers or academics are expected to be able to expand the population, increase the number of research samples, and be able to examine other variables that are in line or not in line that can affect perceived value and revisit intention that have not been studied. Further researchers are also expected to be able to intensively research on destination objects and be given a period of time, not moving, so they can focus and the results are more valid. Further researchers are expected to be able to use other sampling techniques besides accidental sampling, are also expected to be able to develop a research analysis model other than using the path analysis model, or maybe try to be researched using a different approach, perhaps a qualitative approach, or even try a mix methods approach. Why not? Of course, so that research results are more valid, accurate, and knowledge about marketing management of special interest tourist destinations can be wider and more developed, it can also be possible to bring up new models / concepts / theories, of course, for the development of science.

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