

The effect of experience quality, perceived value, happiness and tourist satisfaction on behavioral intention

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ABSTRACT

This research aims at examining and determining the effect of experience quality on tourists' behavioral intention either directly or by perceived value, happiness, and tourist satisfaction. The sample in this research includes 227 tourists visiting Dodola Island using purposive sampling technique. The analytical method to test the hypothesis in this research is SEM-PLS. The results show that Experience Quality, Tourist Satisfaction, and Happiness had positive and significant effects on Tourists' Behavior Intention. Meanwhile, Perceived value did not have any significant effect on Tourist Behavioral Intention as Perceived Value was not able to act as a mediator on the effect of Experience Quality on Behavioral Intention. On the other hand, Perceived Value variable had a positive and significant effect on Tourist Satisfaction. Therefore, the increase in Tourist Satisfaction sourced from Perceived Value could affect behavioral intention. The results of further research also show that Tourist Satisfaction and Happiness could partially mediate the effect of Experience Quality on Behavioral Intention.

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1. Introduction

Island tourism is a special tourism category which is now greatly demanded by tourists internationally. The existence of an Island is very important for the development of the romantic tourism imagination (Harrison, 2004). Baum (1996) says that remoteness, different things that are felt, smaller size, slower development of life, different cultures, wildlife, exotic, and pure or natural environment are some of the fundamental things attached to the characteristics of the island. Remoteness, inconvenient transportation, and inadequate infrastructure frequently becomes obstacle on the development of island tourism. By employing natural conditions on island destinations, there is a potential that has a special appeal to be developed into a superior destination. One of the reasons underlying the intention of tourists to travel is that they want to look for a unique experience that is different from their daily life (Moon & Han, 2018). An island is not only seen in terms of its geographical area but it also covers its environment in general which is manifested in the form of interactions with other people, as well as various aspects involved in the island (Fridgen, 1984). Then, the process of human interaction with the landscape of an island contributes to the perception of experience (Zube et al., 1982). Island destination has a unique appeal to create a quality experience for tourists. Various previous studies have identified the importance on the relationship of experience quality with various variables such as a research conducted by (Chen & Chen, 2010) investigating the relationship between the experience quality and behavioral intention of tourists visiting heritage tourist attraction sites. The results show that experience quality provides positive effect on behavioral intention. Another research by Ariffin and Mansour (2016) also found that the experience quality has a positive effect on the behavioral intention of foreign tourists visiting world heritage sites. Subsequent research was also carried out by Jin et al. (2013) who investigated on the customer perception on experience quality could affect perceived value, water park image, customer satisfaction, and intention to behave in the context of water park tourism. Next, Andreassen

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and Lindestad (1998) found that value has a positive effect on customer satisfaction in a complex service context. Another study by Pura (2005) also analyzed the direct effect of customer value on the components of attitude on loyalty behavior such as commitment and intention to behave in a service context and the findings indicate that behavioral intention and commitment are significantly affected by customer perceived value. In the context of island destinations, Ramseook-Munhurrun et al. (2015) developed a model that examines the relationship between destination image, perceived value, tourist satisfaction and loyalty. Then, Hyoungeun Moon and Han (2018) developed a model of island destinations by examining the relationship of experience quality on perceived value, experience satisfaction, fairness of price and loyalty from the various considerations of previous studies. This research considers that it is important to develop and integrate a model that tests the effect of the experience quality on perceived value, happiness, tourist satisfaction and behavioral intention considering that there are still few studies that look at the integration on the relationship between these variables, especially in the island context. Besides, the relationship between experience quality, happiness and behavioral intention is a factor that is still rare in island tourism activities.

Based on the background of the research previously mentioned, this research aims to: (1) test the effect of experience quality on behavioral intentions, (2) test the effect of experience quality on perceived value, happiness and tourists satisfaction on tourist satisfaction, (3) test the effect of perceived value, happiness and tourists satisfaction on behavioral intentions and (4) test the mediation role of perceived value, happiness and tourist satisfaction in the effect of experience quality on behavioral intention. This research gives both theoretical and practical contributions. The theoretical contribution of this research is it can comprehensively integrate the relationship between the experience quality, perceived value, happiness, tourist satisfaction and behavioral intention. Then, its practical contribution is this research can provide an understanding for destination management or practitioners in general to improve the experience quality, perceived value, happiness, tourist satisfaction in realizing an increase in tourist behavioral intentions in the future.

2. Literature review

2.1 Behavioral Intention

Behavioral intention includes repurchase and word of mouth (Oliver, 1980). Behavioral intention is known as the assessment of certain people towards certain behavior which reflects the willingness of some people to certain behaviors (Ajzen and Driver, 1992). Behavioral Intention serves as a consumer's desire to behave in a certain way in order to own, dispose and use a product or service (Mowen, 2001). Behavioral Intention favorably can be related to the ability of service providers to retain customers such as: (1) saying positive things about a perceived object, (2) recommending to other customers, (3) remaining loyal and paying premium prices (Parasuraman et al., 1991; Bouldin et al., 1993; Rust & Zahorik, 1993; Zeithaml, et al., 1996; Lin & Hsieh, 2007). To determine the success and future performance of the organization, it very much depends on the extent of collecting behavioral intentions that benefit customers (Dabholkar et al., 2000). In the world of tourism, positive things are told in positive situations experienced by tourists since visiting a destination, then tourists' behavior in conveying information about an object that he is experiencing contains both positive and negative experiences. If the experience is positive, then the tourist will recommend the object to other tourists so they can provide benefits for management, and tourists will be loyal and pay a premium price if a tourist attraction can make a positive impression. Measuring Behavioral Intention can be done by developing three main indicators, namely the intention to visit again, the intention to say positive things, and the intention of recommendation (Tien & Lu, 2015; Wu et al., 2017).

2.2 Experience Quality

Tourism activities are basically experiential in nature (Lofman, 1991). The quality of tourist experience can be affected by three factors, namely: tourists, tourist destination products, and local residents in the form of tourism employees and local communities (Nickerson, 2006). The experience quality as a tourist's affective response to the desired socio-psychological benefits of visiting experiences can also refer to certain service transactions, such as contact with people who contribute to the actual experience (Chan & Baum, 2007). Experience Quality is an evaluation of the overall experience at a destination over a certain period of time (Lemke et al., 2011). The experience quality as an interaction between tourists and the landscape in a destination, the landscape that is meant is not only the interaction of the social and cultural environment but also the geographical form of an island destination (Hyoungeun & Heesup, 2018). Various empirical research findings have shown the importance of experience quality and tourist behavior intention (Ariffin & Mansour, 2016) which found that there is a very strong positive effect between the experience quality and Behavioral Intention. The results of the research also show a positive and significant relationship with the experience quality on Behavioral Intention (Hung et al., 2017). Based on theory and empirical research, the hypothesis is formulated as follows:

H₁: Experience quality has a positive and significant effect on behavioral intention.

2.3 Perceived Value

Perceived value is a consumer's overall assessment of the usefulness of a product or service based on the perception of what is received and what is given, namely the comparison between the perceived benefits and the costs sacrificed (Zeithaml, 1998).

The construct of the five dimensions of value proposed by Sheth et al. (1991) consists of conditional, social, emotional, functional, and epistemic responses. The conditional value dimension refers to situational factors that can support the value of a product or service, the emotional dimension refers to consumers' affective evaluation of services, the functional dimension refers to the benefit aspects of service, the social dimension presents a number of intangible factors that affect the relationship, epistemic value is a value that describes a positive state of mind that allows curiosity about new things. The measurement of perceived value in this research was developed from research conducted by Lee et al. (2007). By using two dimensions of value, namely emotional value and functional value, emotional value refers to the benefits felt by tourists during the trip in the form of happy feelings, better feelings and feelings of enjoying the atmosphere of the tour, then functional value refers to the comparison between the benefits felt in the form of values received the expense of fairness in price and quality.

Research by Chen and Chen (2010) reveals that experience quality has a positive and significant effect on perceived value. Their research also finds that perceived value has a positive and significant effect on satisfaction and there is an indirect effect on the experience quality on Behavioral Intention through perceived value. Furthermore, research by Pandža Bajs (2013) also shows that there is a positive and significant effect of perceived tourist value on satisfaction and Behavioral Intention in the future. Based on theoretical descriptions and empirical studies, this research proposes the following hypotheses:

H2: *Experience quality has a positive and significant effect on perceived value.*

H3: *Perceived value has a positive and significant effect on Behavioral Intention.*

H4: *Experience quality has a positive and significant effect on Behavioral Intention mediated by perceived value.*

H5: *Perceived has a positive and significant effect on Tourist Satisfaction.*

2.4 Happiness

Positive psychology identifies that frequent positive effects, high life satisfaction, and rare Negative effects are the three main components of happiness (Lyubomirsky et al., 2005). Happiness can be considered as the emotional feeling of an individual who wants more positive effect and no negative effect (Lyubomirsky & Tucker, 1998). Happiness is a comprehensive evaluation carried out by individuals to convey all pleasant and unpleasant things about past experiences (Karavdic & Baumann, 2014). Happiness is also defined as the emotion of an individual who shows what is felt positively and there is no negative effect. Other definition is happiness refers to an individual's tendency to often experience positive emotions and rarely regard negative emotions (Schimmack & Diener, 1997). A research conducted by (De Bloom et al., 2010) found that tourism activities can increase individual happiness. Happiness is still an important research in an effort to measure the contribution to travel or vacation activity behavior (Nawijn, 2010). Experience quality has a significant effect on happiness and furthermore, happiness variable has a positive and significant effect on behavioral intention (Wu et al., 2017). With theoretical descriptions and previous empirical studies, this research proposes the following hypotheses:

H6: *Experience quality has a positive and significant effect on happiness.*

H7: *Happiness has a positive and significant effect on behavioral intention*

H8: *Experience quality has positive and significant effect on behavioral intention mediated by happiness.*

2.5 Tourist Satisfaction

This can be defined as the degree to which someone believes that an experience can generate positive feelings (Rust & Oliver, 1994). Consumer satisfaction is the result of evaluation during consuming the product by assessing and comparing their expectations with product performance (Oliver, 1980). Satisfaction is a person's feeling of satisfaction or disappointment that arises from comparing the perceived performance of a product to their expectations (Kotler & Keller, 2009). In the context of tourism, satisfaction refers to function of expectations before the trip and post-trip experiences, when the experience is compared with the expectation to produce a feeling of pleasure then the tourist is satisfied. However, when the experience shows a feeling of displeasure, the tourists are not satisfied (Reisinger & Turner, 2003). Several studies have shown the importance of tourist satisfaction (Akama & Kieti, 2003). The finding shows that, overall, the tourist satisfaction is affected by tourism products and service quality in tourist destinations, experiences encountered when tourists participating in activities. (Jin et al., 2015; Sun, et al., and 2017) concluded that experience quality has a positive and significant effect on tourist satisfaction. The results of the research by (Wu, et al., 2017) show that the tourist experience satisfaction variable has a positive and significant effect on behavioral intention. Based on theoretical descriptions and empirical studies, the following research hypothesis is proposed:

H9: *Experience quality has a positive and significant effect on tourist satisfaction.*

H10: *Tourist Satisfaction has a positive and significant effect on Behavioral Intention.*

H11: *Experience quality has a positive and significant effect on Behavioral Intention mediated by Tourist Satisfaction.*

3. Method

Dodola Island is one of the islands located in the Morotai Islands Regency of North Maluku Province. This island was developed as an attractive tourist object with a variety of uniqueness that is different from other tourist objects in general. Dodola Island is an uninhabited island that is still original, which is often referred to by the government and the local community as

a pearl on the lips of the Pacific, which is surrounded by beaches with soft white sand, clear water, calm currents, small waves. The underwater panorama which is decorated by a combination of coral reefs, various marine life and the beautiful remains of the Second World War are very suitable for tourists to carry out tourist activities like snorkeling, diving, and fishing. Besides its beautiful underwater scenery, Dodola Island has the most unique natural attractions that are not found in other destinations, namely this island has exotic natural scenery with the most amazing moments for tourists to immortalize themselves by crossing the split sea having a unique event that occurs at 11 am to 4 pm challenging themselves to cross the split sea over 500 meters distance of white sand. Other attractions include tourists who can cross the mangrove forest which also becomes unique attractions behind the island. All of those are attraction factors intriguing more tourists to travel.

The method used in this research is a survey using a list of statements in the form of a questionnaire to collect the required information from local tourists who are traveling on Dodola Island. Research application letters are sent to the local government to obtain research permits. A total of 240 questionnaires were distributed directly by researchers to tourists who are doing tourism activities on Dodola Island. Out of 240 questionnaires distributed, 227 questionnaires were returned and the other 13 questionnaires were not. 227 questionnaires were declared eligible for analysis in this research. The followings characteristics are taken from a total of 227 respondents. In terms of gender, it was found that 54.19% were male and 45.81% were female. Then, in terms of age, the respondents are dominated by those having the age range of 31-50 years (59.91%) followed by age range of 18-30 (33.04%) and those having ages over 50 years (7.05%). Next, in terms of Education level, the average of respondents having a bachelor's degree was 52.42%, followed by senior secondary education for 22.03%. Diploma level education as much for 13.66%, post graduate education for 11.89% and none (0%) has a doctorate degree education. Regarding the respondents' occupations, it was found the followings: students (61%), civil servants (40.53%), entrepreneurs (25.99%), army/police (3.08%) and others (23.79%). Then, the average monthly expenditure of respondents was categorized as follows: 1-3 million (42.73%), 4-6 million (45.81%), and more than 6 million (11.45%). Furthermore, respondents are originated from three regions in Indonesia, namely, western Indonesia (24.67%), central Indonesia (8.37%), and east Indonesia (66.96%). Mostly, the tourists come from eastern Indonesia as Dodola Island Tourist destination is it is quite close to the area.

In this research, to find out the respondent's response, the variable measurement used is following the opinion of Cooper & Schindler (2006) which is a Likert scale with a number of points 1-5, namely 1 = strongly disagree up to 5 = strongly agree. In its measurement, Experience quality variable in this research refers to the scale developed by Otto and Ritchie (1996) by developing the Experience quality scale in the research questionnaire. Then, this research can also be operationalized based on the research questionnaire developed by Hyoungun Moon and Han (2018), Cervera-Taulet et al. (2018). Indicators of experience quality is depicted in the questionnaire statements as follows; Feeling free from daily routine, Traveling on this island is something you like, Feeling adventurous, Doing something memorable while traveling, Enjoying something new and different, Feeling physically comfortable, Feeling more relaxed during the trip, feeling safe regarding goods or property during the trip, feeling secure and having personal safety during the trip, feeling involved in the tourism process with various tourist activities, being informed about the types of tourism enjoyed during the tour, having the choice in deciding the type of tour service used, learning new things during the tour, feeling important to travel on this island, traveling on this island can increase self-confidence, feeling appreciated by the attitude shown by service providers on this island. Perceived value in this research adapts previous research, as suggested by Choong et al (2007) and Moon & Han (2018). Then, this research identifies seven indicators as described in the following statements: Traveling on this island offers reasonable prices, traveling on this island get a reasonable quality compared to the costs incurred, traveling on this island can receive the best benefits compared to other tourist destinations, traveling on this island receives good service, traveling on this island can give pleasure, travelling on this island provide me with amazingly beautiful tourist destination, traveling on this island makes me feel better. The happiness variable in this research can be identified and this is developed by referring to the opinion expressed by Lyubomirsky & Tucker (1998) which is then elaborated into seven indicators to measure these variables. They are based on previous studies by Chen and Li (2018), and the research of happiness conducted by Wu et al (2017), Lee et al. (2018). The indicators of happiness used are: Feeling that life is more valuable, finding extraordinary life achievements, Feeling more meaningful in life, Feeling more excited, Feeling happy during the trip compared to ideal conditions, Feeling life is better during the trip even though there are ups and downs in life, Feeling life is more relaxed. Those indicators are described into the following statements: 'I feel that my life is more valuable while traveling on this island, while traveling on this island I can find an extraordinary life achievement, I feel my life is more meaningful while traveling on this island. , I feel more excited while traveling on this island, while traveling on this island I can think about how happy my life is compared to ideal reality, I feel my life is better while traveling on this island even though I have ups and downs in life, I feel my life is more relaxed while traveling on this island. The measurement of tourist satisfaction variables in this research uses the opinion from Reisinger & Turner; (2003) who stated that satisfaction in the context of tourism refers to function of expectations before travel and post-travel experiences. Then the measurements used in the research refer to researches conducted by Jin et al. (2013), Wu et al. (2017) and Moon and Han (2018). Meanwhile, the indicators of tourist satisfaction in this research are: Feeling pleasant with the decision to travel, Overall, feeling satisfied with Touring this Island, Considering the experience, traveling on this Island is a wise choice, Touring this Island can exceed expectations and having positive assessment of the overall destination of this Island. Of these indicators, they are described in the following statements: 'I feel happy with the decision to travel on this island; overall I am satisfied with traveling on this island; considering my experience in this island, the choice of traveling on

this island is a wise choice; traveling on this Island was beyond my expectations; my assessment of the island's destination is very positive. Next, the measurement of behavioral intentions variable Specifically in the context of tourism is the intention to behave that is profitable including actions such as spreading positive word of mouth or recommending tourism offers to others, revisiting tourist objects, and revisiting even if the costs are high or increase and this is in line with what is stated by Duman and Mattila (2005), Kim and Lee (2011). Therefore, in this research the identification of measurements in the form of indicators on the Behavioral Intention variable can be developed based on previous researches conducted by Tien et al., (2015), Wu & Li (2014), Wu et al. (2017). Then, the indicators regarding behavioral intention variable in this research are; intention to visit again, intention to say positive things and intention to recommend. Next, these indicators are described in the research statement items as follows: I have the intention to return to this island in the future; I will say positive things about the island to others; I will say positive things about this Island to my relatives; I would recommend this island to others; I would recommend this island to my relatives.

To analyze the data, this research uses Structural Equation Modeling (SEM) analysis with the alternative Partial Least Square (PLS). Then, SmartPLS 3.0 software was used as a tool to test the hypothesis. Model evaluation can be done by evaluating the measurement model in the form of an outer model with reflective validity and reliability testing. To find out how good the value is obtained, convergent validity is used with a factor loading > 0.6 and the average variance extracted (AVE) value > 0.5 (Chin 1995). Then, a construct can meet the reliability criteria, if the value of Cronbach's alpha and composite reliability is > 0.7 (Hair, et al., 2014). The inner model or structural model, in principle, tests the effect of one latent variable with other latent variables and can be said to also test the hypothesis. Testing is done by looking at the goodness of fit (GoF) model to determine the contribution of exogenous variables to the endogenous variable. Goodness of fit (GoF) testing is carried out by looking at the percentage of variants described, namely the R^2 (R-Square) of endogenous variables. Then Q^2 (Q-Square Predictive relevance) is used to determine the diversity of exogenous variables that can be explained in the model (Hair et al., 2014). The goodness of fit index (GoF) is described as the mean of R^2 for all endogenous constructs (Tenenhaus, et al., 2005). The GoF index shows the predictive power of the model as a whole and has an interval value between $0 < Q^2 < 1$. GoF values that are close to number 1 indicate a good model estimate and have better predictive relevance (Akter et al., 2011; Hair et al., 2014). To find out the predictive relevance (Q^2) Q-Square value, the formula used is as follows:

$$Q^2 = 1 - [(1 - R_1^2) \dots (1 - R_n^2)]$$

4. Result

To find out whether the respondents' perceptions can understand the variables used in this research, at this stage data validity and reliability tests can be tested. The results of the convergent validity analysis of the reflective indicator of the outer loading score show that all outer loading values are more than 0.7 and each variable has an average variance extracted value (AVE > 0.5), which means that the model in this research can meet the convergent validity requirements, namely in over 50% (Chin, 1995). Furthermore, reliability testing by looking at Cronbach's alpha value and composite reliability. The test results show that the variables of Experience Quality, Perceived Value, Happiness, Tourist Satisfaction and Intention to Behavior can meet the reliability criteria with a value of more than 0.7, so that each variable can be declared to meet the construct reliability. To have more clearly explanation, it can be seen on Table 1 as follows:

Table 1
The Results of Validity and Reliability

| | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) | Information |
|----|------------------|-----------------------|----------------------------------|------------------|
| EQ | 0.935 | 0.942 | 0.506 | Valid & Reliable |
| PV | 0.850 | 0.886 | 0.526 | Valid & Reliable |
| H | 0.923 | 0.938 | 0.685 | Valid & Reliable |
| TS | 0.874 | 0.909 | 0.668 | Valid & Reliable |
| BI | 0.944 | 0.958 | 0.819 | Valid & Reliable |

Source: Output using SmartPLS 3.0 program

Then, the test is carried out using the Goodness of Fit Model (GOF) which can be presented on Table 2 below:

Table 2
The Test result of Goodness of Fit Model

| Variable | R Square (R^2) | Q^2 |
|----------------------|--------------------|--|
| Perceived Value | 0.493 | $Q^2 = 1 - (1 - R_1^2) \times (1 - R_2^2) \times (1 - R_3^2) \times (1 - R_4^2)$ $= 1 - (1 - 0.493) \times (1 - 0.571) \times (1 - 0.357) \times (1 - 0.456) = 0.924$ |
| Happiness | 0.357 | |
| Tourism Satisfaction | 0.571 | |
| Behavioral Intention | 0.456 | |

Source: Primary data processed in 2019

Based on the calculations on Table 2, it shows that the perceived R-Square value is 0.493. Next, it is also explained the followings: Happiness Variable is 0.357, the Tourist Satisfaction Variable is 0.571 and the Behavioral Intention Variable is 0.456. The model in this research can also be evaluated by looking at the Q-Square Predictive Relevance (Q^2) value with a calculation result of 0.924 indicating that the model is very good. Hypothesis testing is carried out to answer whether the proposed hypothesis can be accepted or rejected based on a critical p-value ≤ 0.05 ($\alpha = 0.05$) indicating a significance level

(Limit significant level) which is set at $\alpha = 0.05$ on each path of direct effect and indirect effect. The results of the path analysis can be seen in the following figure:

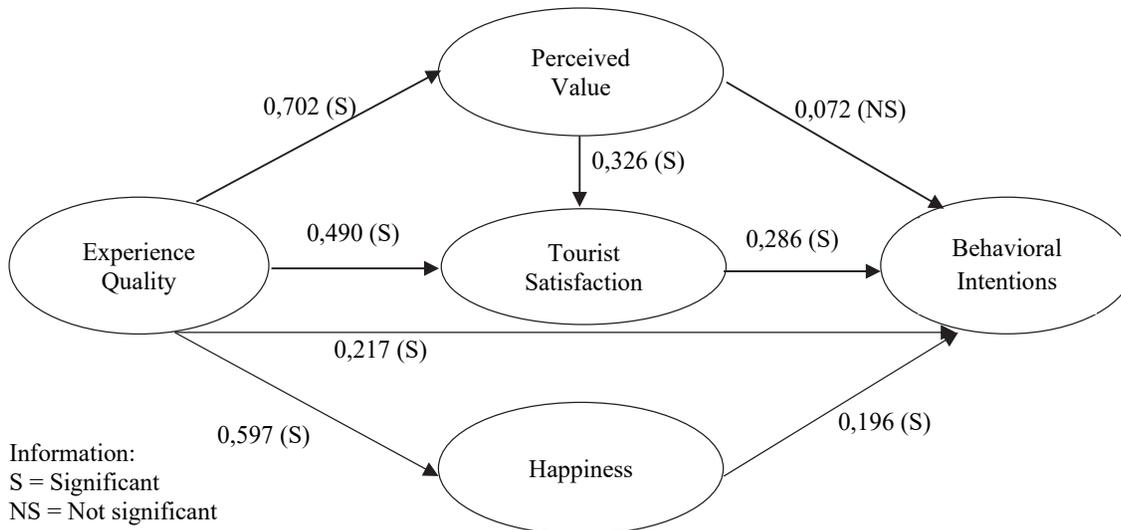


Fig. 1. Direct effect of path diagram

To see the direct effect, direct effect testing can be used to explain hypotheses 1, 2, 3.5, 6, 7, 9, 10. The results of the analysis is presented on table 3 below:

Table 3
Hypothesis Test Results of Direct Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ((O/STDEV)) | P-value | Information |
|--------|---------------------|-----------------|----------------------------|--------------------------|---------|-------------|
| EQ->BI | 0.217 | 0.211 | 0.083 | 2.596 | 0.010 | Accepted |
| EQ->PV | 0.702 | 0.699 | 0.054 | 12.958 | 0.000 | Accepted |
| PV->BI | 0.072 | 0.066 | 0.093 | 0.773 | 0.440 | Rejected |
| PV->TS | 0.326 | 0.327 | 0.055 | 5.954 | 0.000 | Accepted |
| EQ->H | 0.597 | 0.594 | 0.048 | 12.463 | 0.000 | Accepted |
| H->BI | 0.196 | 0.193 | 0.066 | 2.946 | 0.003 | Accepted |
| EQ->TS | 0.490 | 0.491 | 0.054 | 9.088 | 0.000 | Accepted |
| TS->BI | 0.286 | 0.296 | 0.095 | 3.011 | 0.003 | Accepted |

Source: output Processed with the SmartPLS 3.0 application program

The results of hypothesis testing on the direct effect are shown on Table 3. It shows that the Experience quality variable has a significant effect on Behavioral Intention as indicated by the t-statistic value = 2.596 at the critical point p-value = 0.010 < 0.05. Thus, H1 is proven, namely the Experience quality has a significant effect on Behavioral Intention. The experience quality variable has a significant effect on perceived value. This result is shown by the t-statistic value = 12.958 at the critical point p-value = 0.000 < 0.05 which means that H2 is proven namely the experience quality has a significant effect on perceived value. There is no significant effect of perceived value Variable on Behavioral Intention which can be shown by the value of t-statistic = 0.773 at the critical point p-value = 0.440 > 0.05. Thus, H3 is declared not proven, namely Perceived Value does not have any significant effect on Behavioral Intention. Perceived value has a significant effect on tourist satisfaction. This result is shown by the t-statistic value = 5,954 at the critical point p-value = 0.000 < 0.05 which means that H5 is proven that is perceived value has a significant effect on tourist satisfaction. The experience quality variable has a significant effect on happiness. This result is indicated by the t-statistic value = 12,463 at the critical point p-value = 0.000 < 0.005 which means that H6 is proven namely experience quality has a significant effect on happiness. There is a significant effect of Happiness variable on Behavioral Intention which can be shown by the value of t-statistic = 2.946 at the critical point p-value = 0.003 < 0.05; thus, H7 is proven namely Happiness has a significant effect on Behavioral Intention. Experience quality has a significant effect on employee satisfaction as indicated by the value of t-statistic = 9,088 at the critical point p-value = 0.000 < 0.05 which means that H9 is proven namely Experience quality has a significant effect on Tourist Satisfaction. Tourist Satisfaction has a significant effect on the Behavioral Intention shown by the t-statistic value = 3.011 at the critical point p-value 0.003 < 0.05; thus, H10 is proven that Tourist Satisfaction has a significant effect on Behavioral Intention. This research employs three mediating variables namely Perceived Value, Happiness, and Tourist Satisfaction. Therefore, at this stage testing of the indirect effect is done through the mediation variable which is carried out to explain the hypothesis (H4, H8 and H11) based on the testing criteria with a t-statistic value > 1.98 at the critical point p-value ≤ 0.05. Then, to determine the contribution of the mediating variable, it can be done by calculating the Variance Accounted For (VAF) value. The VAF method with criteria, the indirect effect of exogenous variables on endogenous variables through the mediating variable must be significant. If the VAF value is > 80%, the mediation variable is declared to have full mediation. Next, if the VAF value is between 20% - 80%

then the variable is declared to have partial mediation and if the VAF value is <20% then the variable is declared to have no mediating role (Hair et al., 2014). Table 4 shows the results of the indirect effect test :

Table 4
Hypothesis Test Results of Indirect Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ((O/STDEV)) | P-value | Information |
|----------|---------------------|-----------------|----------------------------|--------------------------|---------|-------------|
| EQ→PV→BI | 0.050 | 0.046 | 0.065 | 0.769 | 0.442 | Rejected |
| EQ→H→BI | 0.117 | 0.115 | 0.041 | 2.858 | 0.004 | Accepted |
| EQ→TS→BI | 0.140 | 0.115 | 0.041 | 2.843 | 0.005 | Accepted |

Source: output Processed with the SmartPLS 3.0 application program

The test results in table 4 show the path coefficient value of 0.050 with a t-statistic value of 0.769 > 1.98 and a p-value = 0.442 > $\alpha = 0.05$. Therefore, that it can be stated that the effect of Experience quality on behavioral intention mediated by perceived Value is insignificant. There is a significant effect of the Experience quality variable on behavioral intention mediated by Happiness variable. This is based on the results of calculations which show that the path coefficient value is 0.117 with a t-statistic value of 2.858 > 1.98 and the p-value of 0.004 is smaller than $\alpha = 0.05$. There is a significant effect of Experience quality on behavioral intention mediated by Tourist Satisfaction. This can be seen from the results of calculations which show that the path coefficient value is 0.140 with a t-statistic value of 2.843 > 1.98 and a p-value of 0.005 is smaller than the value of $\alpha = 0.05$. Table 5 shows the results of mediation testing with the Variance Accounted for (VAF) value:

Table 5
Mediation Test Results

| Exogenous | Mediating | Endogenous | Direct | Indirect | Total | VAF | Information |
|-----------|-----------|------------|--------|----------|-------|-------|-------------------|
| EQ | PV | BI | 0.217 | 0.050 | 0.267 | 0.187 | No mediation |
| EQ | H | BI | 0.217 | 0.117 | 0.334 | 0.350 | Partial mediation |
| EQ | TS | BI | 0.217 | 0.140 | 0.357 | 0.392 | Partial mediation |

Note: EQ = Experience Quality, PV = Perceived Value, H= Happiness, TS = Tourist Satisfaction, BI= Behavioral Intentions

The test results show that the effect of Experience quality variable on behavioral intention through the mediation of perceived Value is with a VAF value of 0.187 or 18.7%. It can be stated that the perceived value variable cannot mediate the effect of the Experience quality on Intention to Behavior, which means that there is not enough empirical evidence to accept the hypothesis. (H4). The Effect of Experience Quality on behavioral intention through the mediation of Happiness is with a VAF value of 0.350 or 35%. It can be stated that happiness variable can partially mediate the effect of Experience Quality on behavioral intention which means that there is sufficient empirical evidence to accept the hypothesis (H8). The Effect of Experience Quality on behavioral intention through the mediation of Tourist Satisfaction is with a VAF value of 0.392 or 39.2%. Therefore, it can be stated that the Tourist Satisfaction variable can partially mediate the effect of Experience Quality on behavioral intention which means that there is sufficient empirical evidence to accept the hypothesis (H11).

5. Discussion

From the results of testing the research model, it shows that experience quality has positive and significant effect on behavioral intention. This can be proven empirically that the first hypothesis (H1) which states that experience quality has positive and significant effect on Behavioral Intention is accepted. The experience quality felt by tourists during a tour is a form of evaluation that gives a positive impression so that it can encourage Behavioral Intention in the form of an intention to visit again, the intention to recommend, and the intention to tell positive things about tourist objects to others. Furthermore, the results of this research also support previous research by Ariffin and Mansour (2016) and Hung et al. (2017) stating that the Experience quality has a positive and significant effect on Behavioral Intention. Furthermore, hypothesis (H2) is accepted. It is stated that experience quality has a positive and significant effect on perceived value, the results of hypothesis testing show that it is empirically proven that experience quality has a positive and significant effect on perceived value. This finding also supports the results of previous research by Jin et al. (2015) and Chen and Chen (2010) which explain that there is a positive and significant effect between the experience qualities on perceived value.

Hypothesis (H3) is rejected. The results of hypothesis testing show that perceived value does not have any significant effect on behavioral intentions. Therefore, the results of this research are not in accordance to previous research conducted by (Chen and Chen, 2010), but the results of this research are in accordance to the results of research conducted by (Jin, et al., 2015) which states that the effect of perceived value on behavioral intention is not significant. Hypothesis (H5) is accepted. It is stated that perceived value has a positive and significant effect on tourist satisfaction. Therefore, this is in accordance to research conducted by Chen and Chen (2010) and Pandža Bajs (2013) which shows that there is a positive and significant effect of perceived value variable on tourist satisfaction. Perceived value plays an important role in increasing tourist satisfaction as tourists provide a positive evaluation by their satisfied feeling that comes from perceived value. The hypothesis (H6) is accepted. It is stated that the experience quality has a positive and significant effect on happiness. The results of this research are in accordance to the findings of previous research conducted by (Wu et al., 2017) which shows that the experience quality has a positive and significant effect on happiness. The experience quality felt by tourists during tourist activities can increase positive feelings of happiness.

Hypothesis (H7) is accepted since happiness has a positive and significant effect on Behavioral Intention. Positive feelings in the form of happiness felt by tourists are a very important factor in increasing the intention of tourist behavior which is reflected in the intention to visit again, the intention to recommend tourist objects and the intention to convey positive things to others. The results of this research are in accordance to the findings of research conducted by (Wu et al., 2017), which states that happiness has a positive and significant effect on behavior intention. Hypothesis (H9) is accepted, which states that experience quality has a positive and significant effect on tourist satisfaction. The results of this research are in accordance to the findings of previous studies conducted by (Jin, et al., 2015; Sun, et al., 2017), which show that the Experience quality has a positive and significant effect on tourist satisfaction. The hypothesis (H10) is accepted. It is stated that tourist satisfaction has a positive and significant effect on behavior intention. The results of this research are in line with the findings of previous research conducted by (Wu, et al., 2017) showing that tourist experience satisfaction has a significant effect on behavioral intentions. Tourists feel positive satisfaction can encourage changes in intention to behave positively such as tourists having the intention to visit again, the intention to recommend tourist objects to friends, and the intention to convey positive things about the tourist objects they visit to others.

The hypothetical analysis of (H4, H8 and H11) is done to determine the mediating role of perceived value, happiness, and tourist satisfaction variables. Hypothesis (H4) is rejected because based on the results of hypothesis testing as it shows that experience quality does not have any significant effect on Behavioral Intention through the mediation of perceived values, but in this research experience quality can have a direct effect on Behavioral Intention. The results of this research are not in line with research conducted by (Chen & Chen, 2010) which shows that perceived value has a mediating role in the effect of Experience quality variable on behavioral intentions. Furthermore, the results of this research are different from the findings of the previous studies, meaning that the results of this research prove that the Experience quality variable is able to contribute to behavioral intentions. The hypothesis (H8) is accepted. It shows that the Experience quality has a positive and significant effect on Behavioral Intention through the mediation of happiness. The findings of this research indicate that the happiness variable acts as a partial mediation of the effect of the experience quality on the Behavioral Intention. The results of this research succeeded in proving the mediating role of happiness on the effect of the experience quality on Behavioral Intention in the perspective of island tourism. The results of this research are in accordance to the research conducted by Wu et al. (2017) stating that the experience quality and happiness have a significant effect on the behavioral intention of tourists in rural tourism. Then the hypothesis (H11) is Behavioral Intention mediated by tourist satisfaction. Tourist satisfaction partially mediate the effect of experience quality on behavioral intentions. The results of this research are in accordance to the findings of research conducted by (Wu, et al., 2017) stating that the satisfaction of tourist experiences can mediate the effect of experience quality on behavioral intentions. The results show that there is a mediating role for happiness and tourist's satisfaction variable on the effect of experience quality on Behavioral Intention which is a unique finding in the perspective of island tourism. Island tourism is a special tourism category, which is very important for the development of romantic tourism imagination (Harrison, 2004).

5.1 Contribution for theory and practice

This research can provide a theoretical contribution in relation to the development of marketing management science, more specifically on consumer behavior in the perspective of tourist behavior on island tourism by developing concepts related to Experience quality, Perceived Value, Happiness, Tourist Satisfaction, and Behavioral Intentions. This research can contribute to theory by generating empirical findings showing that experience quality has a significant effect on behavior intention, perceived value, tourist satisfaction and happiness. Furthermore, tourist's happiness and satisfaction also mediate the effect of experience quality on behavioral intention. The contribution of research to happiness variable is something that is still rare in island tourism activities. The results of this research can provide a practical contribution showing that tourists who feel a positive experience quality will be able to increase tourist behavior intention, in the form of intention to visit again, intention to recommend tourist objects, and intention to tell positive things about Dodola Island to others, as they feel happy and satisfied with their visit. Perceived value plays an important role in increasing tourists' behavioral intention. The quality of a positive experience shows by tourists who perceived happiness and satisfaction will be able to encourage tourist's intention to behave positively. Good management of tourist objects can increase tourist's behavior intention and this can be done by done by improving tourists' experience quality, perceived value, happiness, and satisfaction. Developing island tourism by considering tourists' happiness is a new step to encourage changes in tourist behavior in the future.

5.2 Limitations and future research

In carrying out this research, the methods and procedures have been carried out in accordance to scientific principles, but there are still some limitations of the research that require further future research. The results of this research are limited to the Dodola Island tourist attraction which has island's characteristics and uniqueness that is different from other islands resulting in differences in research results. Consequently, the results of this research cannot be generalized to other research objects. This research only analyzes perceptions of Indonesian tourists with a focus on the effect of experience quality, perceived value, happiness, tourist satisfaction on behavioral intentions. Further researcher can develop a research model by expanding the object of research to other island-based destinations that have different island characteristics and uniqueness, as it can give the potential for island tourism to be interesting for research in the field of tourism. It is necessary to develop a happiness variable to analyze island tourism activities.

6. Conclusion

This research has revealed that experience quality is a major factor that can increase tourists' behavioral intentions, perceived value, happiness, and satisfaction. The experience quality felt by tourists during tourist activities can encourage an increase in the intention of tourist behavior in the form of an intention to make a return visit, an intention to recommend a tourist destination to others, and an intention to tell positive things about a tourist attraction to others. The experience quality can also increase the perceived value as tourists feel the value that positively comes from experiences during their visit to island attractions. The results of further research indicate that the quality of experience has a positive and significant effect on tourists' happiness and satisfaction. Furthermore, this research also examines the effect of perceived value on tourist satisfaction and behavioral intention. The results have shown that perceived value had a positive and significant effect on tourist satisfaction, but perceived value did not have any significant effect on behavioral intention which means that tourists' perceived value can increase satisfaction but it cannot increase tourists' behavioral intentions. Tourists' happiness and satisfaction can have a positive and significant effect on behavioral intentions. This illustrates that tourist's happiness and satisfaction are very important instruments in increasing tourists' behavior intention in an island. This research has also examined the role of perceived value, happiness and tourist satisfaction in mediating the effect of experience quality on behavioral intentions. The results have shown that perceived value could not mediate the effect of experience quality on behavioral intentions, which means that the quality of the experience perceived by tourists would not result in future behavior changes in the form of behavioral intentions if it were mediated by perceived values. This research could reveal that happiness was able to partially mediate the effect of experience quality on behavioral intentions as the role of happiness was something that is still rare in the field of tourism, especially island tourism. Island tourism activities are very important in developing romantic imagination since different things characterized by pure and natural state would be felt in the environment. Tourist satisfaction is able to play a role in partially mediating the effect of experience quality on behavioral intentions. High tourist satisfaction can play a role in increasing the effect of experience quality on tourist behavior intentions.

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