



BEHAVIORAL INTENTION OF TOURISTS AND ITS IMPLICATIONS ON THE DEVELOPMENT OF TOURIST VILLAGES IN THE PROVINCE OF EAST NUSA TENGGARA

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ABSTRACT

Tourist behavioral intention is considered important to study because tourist behavioral intention is the key to predicting behavior amidst the increasingly tight competition between destinations to attract tourists. This study aims to analyze and explain the influence of destination image and tourist experience on the behavioral intention of tourists visiting Waturaka Tourism Village and Woloara Tourism Village in Kelimutu District, Ende Regency, East Nusa Tenggara Province and its development implications. To achieve this goal, 60 tourists were selected as respondents by accidental sampling. The GSCA analysis technique was used to prove the proposed research hypothesis. The results of the study show: destination image has a significant effect on tourist satisfaction; destination image has no significant effect on behavioral intention; tourist experience has no significant effect on tourist satisfaction; tourist experience has a significant effect on behavioral intention; and tourist satisfaction has no significant effect on behavioral intention. Efforts to improve and/or maintain the attractiveness and image of a destination should involve all parties. The development of a pentahelix model tourist village by synergizing and increasing the role of the local community, government, academics, business, and media needs to be accelerated with a priority scale: maintaining and caring for the tourist objects that are most in demand by tourists. Local communities as the main stakeholders, because they are an inseparable part of the destination image, must continuously improve their knowledge and awareness of the importance and strategy of destination image in the tourism industry.

Keywords: (a) behavioral intention, (b) destination image, (c) tourist experience, (d) tourist satisfaction.

1. INTRODUCTION

One strategy to retain customers and or increase the number of customers to buy products or services is to study consumer behavior or tourist behavior. In the context of developing Tourism Villages in Indonesia, a deep understanding of consumer behavior theory will help policy makers and executors of tourism object development according to the market segment that is most in demand by tourists, to further formulate and implement the right marketing strategy to win the competition.

Theory of reasoned action which was put forward by Fishbein and Ajzen (1980) is believed to be one of the consumer behaviors that can be used to explain the problems that faced by tourist villages. This theory assumes that individuals are usually rational and will consider the implications and their actions before making a decision, such as: whether to engage in a certain

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type of behavior or not. According to these two experts, behavioral intentions always refers to the future and often correlates with post-purchase behavior.

Behavioral intention, according to Ajzen (1991) is important to study because behavioral intention is considered a key in predicting behavior, and is a signal for actual purchases (Zethmal, Berry, and Parasuraman, 1995). The post-purchase evaluation process is important because of the feedback obtained from the actual use of a product or service will influence the possibility of future purchases (Pujiastuti, 2017).

Based on the perspective of the tourist consumption process, tourist behavior can be divided into three stages, namely: before, during, and after the visit. Pre-visit behavior such as decision making about choosing a destination. Consumption behavior such as experience during the visit.

being at the destination, and post-visit behavior such as evaluation, post-visiting behavior intention and behavior. The evaluation in question is an evaluation of the travel experience or quality felt during the trip while staying at the destination, perceived value and overall satisfaction. as a whole (Pujiatuti, 2017).

Several previous studies have shown that there are several determining factors that influence tourists' behavioral intentions, including destination image (Pujiastui, 2017; Hsu, Wolfe, and Khan, 2004; and Echtner and Ritche, 2003), experience, satisfaction and trust (Martalia, Suadiarta, and Mananda, 2022; Pujiastuti, Hadi, and Zahro, 2020; Pujiastuti, 2017; Wicaksono and Pujiastui, 2019; Gapi and Montana, 2011), and many other researchers have proven that tourists' behavioral intentions are influenced by quite a number of variables, including the variable novelty seeking (Pujiastuti, 2017; Barroso, Martin and Martin, 2007; Jang and Feng, 2007; and Niininen, Szivas and Riley, 2000).

This study aims to analyze and explain the behavioral intentions of tourists visiting Waturaka Tourism Village and Woloara Tourism Village in Kelimutu District, Ende Regency, East Nusa Tenggara Province. This paper only uses three independent variables (destination image, tourist experience, and tourist satisfaction) that shape or influence the behavioral intentions of tourists. Based on these findings, it is then used as a reference to formulate a strategy for developing Tourism Villages.

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

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



In addition to the destination image variable, the tourist experience variable during a visit to a tourist attraction will determine the behavior of tourists after visiting. Because experience does not only consumed by tourists as a tourism activity, but also receive the experience as a result of the visit. Kafle (2014) explains that experience can be influenced by expectations before visiting, tourist participation, and memories created after traveling. Tourist experiences are influenced by expectations before visiting and can result in tourist satisfaction/dissatisfaction while visiting or after visiting. This because expectations before visiting are used as a standard to measure the performance of tourist attractions, so that it can predict tourist satisfaction/dissatisfaction. Pool (1985) states that individual experiences with destinations will influence the evaluation of alternative destinations on subsequent trips. It can be understood that tourism experiences are subjective evaluations and experiences of events during the time at the destination and will influence the evaluation alternative destinations for your next trip.

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

Destination image and experiences that are perceived positively will have an impact on tourist satisfaction. Traditional literature in consumer behavior suggests that satisfaction Customer is the result or final step of the psychological process of recognizing the need to evaluate the experience of the product (Peter and Otson, 1996 in Pujiatuti, 2017). Day (1984) defines satisfaction as an evaluative response to a current consumption event.... the consumer's response in a particular consumption experience to the perceived evaluation of the difference between initial expectations (or some performance standard) and the product's actual performance as perceived after product acquisition (Tjiptono and Chandra, 2011). In line with Day's (1984) view, Kotker and Keller (2021) define satisfaction as the level of a person's feelings after comparing the perceived performance of a product (or outcome) with its expectations. Kotler further explains that the level of satisfaction is a function of the difference between perceived performance and expectations. Customers can experience one of three general level of satisfaction. If performance is below expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. If performance exceeds expectations, customers will be very satisfied, happy or pleased.

Research results of Caroline (2021), Apriyanti et al. (2020), Pujiastuti (2017), Hanif, Kusumawati, and Mawardy (2016), Munhurun, Seebaluck, and Naidoo (2015), Kuo, Chang, and Lin (2014), Assaker and Hallak (2013), and research conducted by Khan, Haque and Rahman (2013) showed that destinations have a positive effect on tourist satisfaction. Meanwhile, the



results of Caroline's research (2021) also showed that tourist satisfaction has an effect on intentions behave. Other studies also prove that tourist satisfaction has an effect on behavioral intention (Baaq, Fadila, Rahmawati, and Admadiaonti, 2022; Ariani and Ariyanti, 2021; Prakoso, Pujiastuti, and Sadeli, 2020; Tavitiyaman and Qu, 2023; and Manhas and Ramjit, 2013). In addition, the results of research by Prakoso, Pujiastuti, and Sadeli (2020); Aprilia, Pujiastuti, and Hadi (2019); Pujiastuti (2017); and research conducted by Osman and Sentosa (2013), as well as the results of research by Chen and Phou (2013) show that satisfaction has an effect on tourist trust.

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

Based on the background of the problem and the research objectives as well as the literature review that has been described previously, a hypothesis model can be created - as shown in Figure 1 - and the formulation of the research hypothesis as follows:

- H1 Destination Image has a significant influence on Tourist Satisfaction
- H2 Destination Image Has a Significant Influence on Behavioral Intention
- H3 Tourist Experience has a significant influence on Tourist Satisfaction
- H4 Tourist Experience Has a Significant Influence on Behavioral Intention
- H5 Tourist Satisfaction has a significant influence on Behavioral Intention

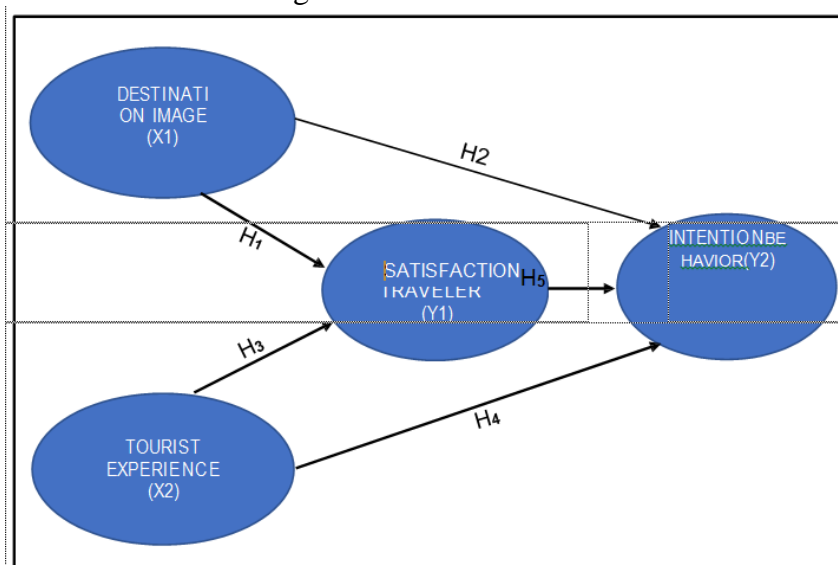


Figure 1: Research Hypothesis Model



2. RESEARCH METHODS

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

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

3. RESEARCH RESULTS & DISCUSSION

Tourists selected as respondents were 60 people (53.33% male and 46.67% female) from 12 countries: America (6.57%); Australia (10%); Austria (3.33%); Netherlands (3.33%); Belgium (3.33%); Indonesia (18.33%); England (3.33%); Germany (3.33%); Canada (1.67%); France (30%); Spain (3.33%); and Switzerland (13.33%). The respondents' ages ranged from 20 - 76 years. Respondents aged 20 - 49 years were 25 people (42.08%) and respondents aged over 49 years were 35 people (51.92%). Only 3.33% of respondents had a high school education and 3.33 had a Diploma. Respondents with Bachelor's/S1 and Master's and Doctoral degrees were 46.67% each.

The majority of respondents stated that they strongly agree and agree with the four variables. Respondents who are neutral or indifferent are relatively small, namely around 2.02% up to 13.05%. Respondents who stated that they strongly agree and agree with the item questions on the tourist destination variable ranged between 96.70% - 98.30%; the tourist experience variable ranged between 83.30% - 91.70%; the tourist satisfaction variable ranged between 96.67% - 98.30%; and the behavioral intention variable ranges from 83.30% - 98.30%.

The results of the GSCA analysis of the hypothesized model use the 95% Confidence Interval (CI) criteria. The test criteria state that if the path coefficient is positive or negative and the 95% Confidence Interval (CI) does not contain the value 0, then it is stated that there is a positive or negative and significant influence of the exogenous variable on the endogenous variable. Table 1 presents the results of the GSCA analysis of the hypothesized model, while the results of the structural model test are presented in Figure 2.

Table 1 shows two hypotheses stated as significant and three hypotheses that are not significant. The significant hypothesis is: Destination Image has a significant effect on Tourist Satisfaction (H1); and Tourist Experience has a significant influence on Intention Behave (H4). While the three hypotheses that are not significant are: H2= Destination Image has no significant effect on Behavioral Intention; H3= Travel Experience has an impact not significant to Tourist Satisfaction; and H5= Tourist Satisfaction has no significant effect on Behavioral Intention.

**Table 1: Results of Research Hypothesis Testing**

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

Source: GSCA analysis results

Description: CD = Destination Image
PW = Traveler Experience

KW = Tourist Satisfaction
Note: = Behavioral Intention

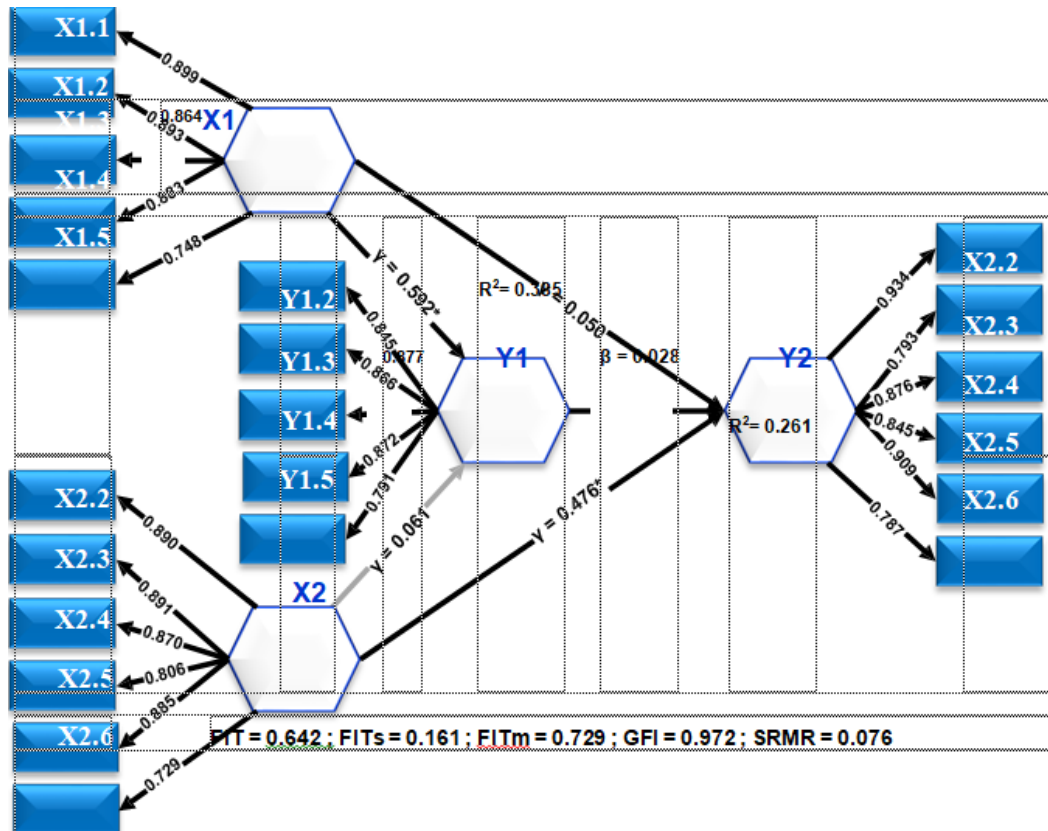
Discussion And Implications Of Development

The results of this study have proven and strengthened the findings of previous studies conducted by Carolina (2021); Apriliyanti et. Al (2020); Pujiastuti (2017); Hanief et al (2016); and Munhurun (2015), that a good destination image that is embedded in the minds of tourists is one of the main determining factors that encourages the satisfaction felt by tourists. This finding shows that the Tourism Village visited satisfies tourists, so it can be concluded that tourists who have visited the Tourism Village feel happy and excited, as well as relaxed and really enjoy all the tourism attributes in the tourism village.

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



Figure 2: Path Diagram of Measurement Model and Structural Model



The results of the GSCA analysis have proven the second hypothesis, that Destination Image has an insignificant and positive effect on Behavioral Intention, but both variables are perceived well (destination image) and very well (behavioral intention) by tourists, while several previous studies have proven that Destination Image has a significant and positive effect on Behavioral Intention. This can be explained as follows: first, the majority of tourists (81.67%) are foreign tourists, and it is strongly suspected that the majority of foreign tourists prefer to visit destinations that have never been visited, so the intention to revisit the same destination is relatively small, even though the destination is very attractive.

Second, support of communication and information technology and internet networks that almost reach all corners of the world, allow all tourists to easily get information about various destinations that are considered interesting to visit so that tourists who have visited the Tourism Village do not see it important to recommend to other tourists. Third, the majority of tourists are visiting the Tourism Village for the first time (except domestic tourists) with a relatively short time span causing tourists to only have knowledge in their minds and have not received a response that can emotionally bind tourists with the Tourism Village, so they have not been able to generate behavioral intentions in the future. Thus it can be understood, although tourists



perceive the Destination Image as being in the good category but it does not have a real impact on behavioral intentions (revisiting or recommending to others).

The research findings also show that Destination Image indirectly influences Behavioral Intention but through Satisfaction. If tourists' expectations of the destination are in accordance with what is expected, even exceeding expectations, then tourists are very satisfied. Furthermore, the level of satisfaction felt will have an impact on Behavioral Intention. This shows that Destination Image will be formed when tourists have visited the Tourism Village so that it can cause post-visiting behavior intention (Pujiatuti, 2017). The results of this study indicate that the intention to revisit or recommend to others cannot be influenced by Destination Image. Destination Image can only influence tourists when tourists have made a decision and have visited the tourist attraction.

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

The results of the third hypothesis test have proven that "Tourist experience has no significant effect on Tourist Satisfaction". The results of this study support the findings of previous studies conducted by Peujastuti (2017), Martalia et al. (2022) and Murphy et al. (2011) which stated that customer experience has no effect on satisfaction. However, this is contrary to research conducted by Altunel and Erkut (2015), Prayag (2013), Manhas and Rampit (2013), and Chou (2013) which stated that Tourist Experience has an effect on Satisfaction.

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

Second, the majority of tourists are foreign tourists (81.63%). In general, foreign tourists have visited several tourist destinations with various purposes. One of them the main goal is to gain experience that can be obtained from various destinations tourism that has never been visited and has a very different atmosphere compared to the daily life of foreign tourists. This is in line with



the 10 things that foreign tourists like the most when they finish their vacation in Indonesia as reported by Rahman (2022) from "The Culture Trip", including the natural beauty and uniqueness of culture and the friendliness of the people in tourist villages. Foreign tourists prioritize pleasure after enjoying tourist attractions (experience) over satisfaction.

Third, almost all foreign tourists (respondents) who visit tourist villages are backpackers, whose main aim is to visit places that are considered interesting, exploring local culture, and like to seek new challenges. Foreign tourists who visit tourist village only a few days and stay in a home stay with a relatively cheap rate. In addition to visiting the three-colored lakes of Kelimutu, foreign tourists enjoy the natural panorama, visit waterfalls, and bathe in hot water available in several springs. Including visiting traditional houses, and watching traditional dances while enjoying local food. While enjoying the tourist attractions in the tourist village, foreign tourists directly interact with the community - although language is a barrier - but quite intense.

In essence, a tourism product is an experience, because tourists do not only buy a product but more than that, they "also buy an experience", as stated by Rojas and Camarero (2008), that tourists seek a total experience, including recreation, culture, education, and social interaction. Therefore, tourist behavior is not determined by the level of satisfaction but by the experience gained (including social and emotional relationships) that occurs in tourist villages). Thus it can be understood that experience – within the limits certain – also has no effect on satisfaction.

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

The implications of this research for managers of Tourism Villages are how to use experience co-creation to create a valuable experience and as a differentiation strategy. Experience co-creation focuses on tourists as active participants in the build their own experiences because of personal interactions and direct interactions with tourism Village. Ultimately, tourists create value for themselves by creating their experiences with the tourism village. Tourists and tourism villages work together to create better offerings. Tourists are no longer considered as targets to achieve positioning but can be seen as active resources that must be involved in the value creation process. Tourists can contribute to realizing innovative products and services that can help create unforgettable experiences.

The results of the fourth hypothesis test have proven that "Experience has a significant effect on Behavioral Intention". This shows that the 95% Confidence Interval (CI) does not contain a



value of zero (0). The findings of this study support previous research by Prakoso et al. (2020); Noerhanafati et al. (2020), Pujiastuti et al. (2020), Wicaksana et al. (2019), Pujiastuti (2017), and research by Manhas and Ramjit (2013) which states that the experience tourists influence behavioral intentions. But contrary to research findings which has been done by Martalia et al. (2022, and Murphy et al (2011) which states that experience has no effect on behavioral intentions.

The findings of this study reaffirm that experience has a significant influence and positive on behavioral intentions shows that good and pleasant experiences can certainly influence behavioral intentions in the future. If tourists feel a happy and pleasant experience, it will encourage tourists to have positive behavioral intentions (wanting to visit again or recommend to relatives or close friends). On the other hand, if tourists experience an unhappy or unpleasant experience, it is certain that tourists will not have the intention to behave in the future. Thus, it can be said that tourists with positive experiences will be more likely to review the tourist village, or recommend the village to others.

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

The results of the fifth hypothesis test have proven that "Tourist Satisfaction has no significant effect on Behavioral Intention". The results of this study support the findings of previous studies conducted by Martalia et al. (2022), Pujiastuti (2017), and Murphy et al. (2011) which stated that tourist satisfaction has no effect on behavioral intention. However, this is contrary to research conducted by Banki et al. (2014), Tang (2013), Canny (2013), Lo et al. (2012), Reichheld and Sasset (1990), and many other research results which state that satisfaction has a significant effect on behavioral intention.

In addition to several previous studies that found that satisfaction has no significant effect on behavioral intentions, Keaveney (1995) and Reichheld (1993) stated that customers will switch products or services and make new purchases even though they are satisfied with previous purchases. Grascia, Pieters, Zeelenberg and Bigne (2012) as quoted by Pujiastuti (2017) also stated that tourists, although satisfied and not regretting choosing a destination, can switch to



other destinations in order to find variety. This condition is very likely to occur in a very competitive market environment, encouraging customers to switch to competitors, in addition to wanting to get more satisfying results, customers also want to get new experiences while comparing with products or destinations that have been visited. Thus it can be said that the intention to behave is not only determined by the satisfaction factor, but there are still many other factors including wanting to get more and more diverse tourist destinations.

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

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

4. CONCLUSION

A comprehensive understanding of the behavioral intentions of tourists can be said to be very important, especially from the perspective of tourism managers, local governments and other stakeholders who are facing very tight competition with other tourist destinations. The findings of this study require tourism destination managers to continue to improve and/or maintain the attractiveness and image of the destination by involving all parties in an integrated manner.

The development of a pentahelix model tourist village by synergizing and increasing the role of the local community (community, government, academy, business, and media) needs to be accelerated with a priority scale: maintaining and caring for the tourist objects that are most in demand by tourists, including natural scenery, waterfalls, hot water (in several water sources), as well as traditional houses and traditional dances.

Local communities as the main stakeholders, because they are an inseparable part of the destination image, must continuously improve their knowledge and awareness of the importance and strategy of destination image in the tourism industry.

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Community Based Tourism Development Model

(CBT) which has been initiated by Swisscontac with one of its main instruments being the establishment and institutionalization of the Tourism Awareness Group (PokDarWis) in Waturaka Tourism Village needs to be strengthened in its role and always modernized in accordance with the very dynamic development of communication and information technology. The same model or approach also needs to be developed in Woloara tourism village and other tourism villages throughout Indonesia.

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