

Tourist Experience Model Saung Ciburial Tourism Village

Fitri Lestari

Management, School of Economics (STIE) Ekuitas, Bandung, Indonesia)

Email: fitri.lestari@ekuitas.ac.id

Ridlwani Muttaqin

Management, University of Indonesia Membangun (INABA), Bandung, Indonesia)

Email: ridlwani.muttaqin@inaba.ac.id

ARTICLE INFO

Research Paper

Article history:

Received: 12 July 2022

Revised: 26 July 2022

Accepted: 20 August 2022

HOW TO CITE

Lestari, F. ., & Muttaqin, R. .
Tourist Experience Model Saung
Ciburial Tourism Village. Adpebi
International Journal of
Multidisciplinary Sciences, 1(2)
<https://doi.org/10.54099/aijms.v1i2.241>

ABSTRACT

Purpose – This study aims to analyze the S-O-R Model in the Ciburial tourism village in Garut Regency with the dimensions of Experience: 4Es yaitu Education, Entertainment, Esthetics dan Escapism, affect the intervening variable Feeling of Happiness (fun) and its impact on the dependent variable Behavioral Intention. So that it can explain these factors in encouraging tourist attraction to visit the Ciburial tourism village of Garut Regency in the Covid-19 situation.

Methodology/approach – The research method used is quantitative with an explanatory research design. The population in this study were tourists from the Tourism Village of Garut Regency, amounting to 718 visitors with a total sample of 195 people.

Findings – It was found that the influence of the independent variables Experience 4Es, namely Education (X1), Entertainment (X2), Esthetics (X3) and Escapism (X4), affect the intervening variable feeling of happiness (fun) (Y) and its impact on the dependent variable Behavioral Intention (Z).

Novelty/value – As the S-O-R model has become an important factor in tourist villages over the past few years, it is very important to understand how to retain visitors. Keywords Experience, fun, promotion, Behavioral Intention, Tourism Village.

Keywords: Experience, fun, promotion, Behavioral Intention, Tourism Village

This work is licensed under a Creative Commons Attribution-Noncommercial 4.0 International License.

INTRODUCTION

The COVID-19 pandemic condition requires the tourism sector to have an important role in the recovery of the national economy. This requires tourism sector actors to always innovate and improve, especially in providing some of the supporting facilities needed in tourist destinations. One way that tourist attractions are able to increase income, create jobs, and receive tax is that precision and accuracy are needed to turn a challenge into an opportunity.

The tourism village is a sustainable tourism development program that must have a unique idea concept, have a different selling value from other destinations currently being developed by the

Ministry of Tourism and Creative Economy and a commitment to form community based tourism. This motivates the development of tourist villages throughout Indonesia to improve the tourism potential in their respective villages. Regency. Garut has tourism potential, with support and encouragement from the local government, several villages have developed their regional potential as a tourist area. Namely, the Saung Ciburial Tourism Village, located in Garut Regency, is an alternative for tourists when visiting. Currently, competition is no longer seen in terms of price, product and quality, but sustainable tourism is seen from a tourist experience which is an innovation (Güzel, 2014). Experience is a person's emotion that cannot be forgotten. (Prayag et al., 2013) explains that emotions have a role in tourism. Emotions are formed from various tourist experiences. As stated by (Luturlean et al., 2018) customer experience can be placed in the context of the customer's life to produce value or a consistent pattern of thinking. Based on previous research on experiences that have been carried out on distribution channels (S. Kim et al., 2011), retailers (Bagdare & Jain, 2013), technology (Zhara K & Baiquni, 2017). Although over the years consumer research has assumed highly rational models of buying behavior (Hosany & Witham, 2010), in recent years cognitive models alone have been deemed inadequate in explaining consumption, which includes both rational and emotional judgments (Fernandes & Cruz, 2016). Prahalad & Ramaswamy (2004) in the journal (Fernandes & Cruz, 2016) make an important shift from conceptualizing experience as a focus on the company, to co-creation of experience through interaction. Thus tourists can create their own unique experiences or become an important part as co-producers (Chen et al., 2020). Tourist villages become tools for creating experiences, the most important thing that tourists seek and expect. In this case the stimulus-organism-response (S-O-R) becomes the basis of experience, emotion and recommendation. Based on the description of the background, the objectives of this study are:

1. To know the experience through 4E (Education, Entertainment, Esthetics and Escapism)
2. To know the feeling of happiness (fun)
3. To find out behavioral intention
4. To find out the effect of 4E (Education, Entertainment, Esthetics and Escapism) on fun and its impact on behavioral intention.

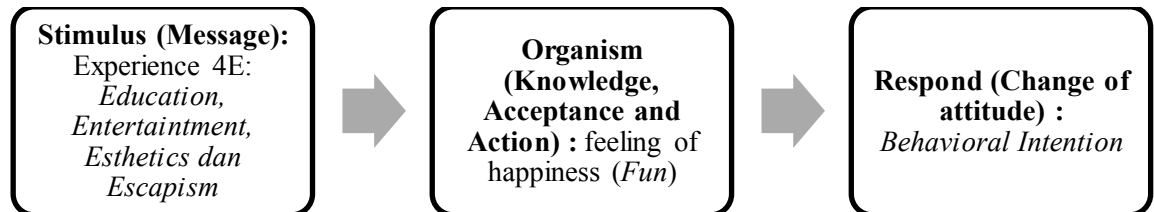
This research is expected to contribute

1. As a framework for optimizing the Ciburial Tourism Village
2. As a guideline for policy makers in determining programs for tourism villages.

LITERATURE REVIEW

The S-O-R concept consists of Stimulus-Organism-Response. The belief of this concept is a response which is a back reaction from an individual consumer when receiving a stimulus from the media (M. J. Kim et al., 2020). Stimulus is a trigger that arouses visitor/consumer desires, Organism is the way visitors/consumers conduct internal evaluations, Response is the reaction of visitors/consumers to the stimulus and organism received (Chan, et al., 2017). One can expect or predict an effect link between mass media messages and audience reactions through positive action approach behavior or vice versa (M. J. Kim et al., 2020), it can also be said that the effect is a special reaction to the response stimulus, so that one can expect and estimate the congruence between the message and the communicant's reaction as a stimulus factor (Asilah Emir, et al., 2016). This theory originally came from psychology, which later became a theory in communication. This is a natural thing because the material object of psychology and communication science is the same, namely humans whose soul includes components: attitudes, opinions, behavior, cognition, affective, and konasi (Effendy, 2003).

Figure 1: SOR Model



The application in this research is regarding the influence of experience through 4E (Education, Entertainment, Esthetics and Escapism) on feelings of happiness (fun) and its impact on behavioral intention, it can be determined as follows:

S (stimulus): Tourists get experience in the Saung Ciburial Tourism Village

O (organism): Visitors get a happy feeling

R (response): Loyalty / willingness of tourists to the object visited

The stimulus in this study is the experience through 4E (Education, Entertainment, Esthetics and Escapism) in the tourist village of Saung Ciburial because this gives an impression that can affect tourists or not affect visitors. Organisms: reactions from experiences in the form of knowledge, acceptance, actions that cause feelings of happiness for tourists who visit the tourist village of Saung Ciburial. Response: the attitude produced by someone after visiting a tourist village, so that finally the visitors are able to maintain loyalty and are willing to recommend Ciburial tourism village to others. The assumption of this theory explains that the cause of behavior change depends on the quality of the stimulus (stimulus) experienced by the organism. This means that the quality of the source of experience (exercise) such as Education, Entertainment, Esthetics and Escapism greatly determines the success of changing the behavior of a person, group or society. The stronger the quality of the stimulus delivered, the more tourists' response will increase.

According to (Indrianita, 2016) that experience has four indicators, including:

1. Education Dimension is a dimension with a focus on creating experiences that are educational in nature so that consumers can absorb an event that occurs in it, by means of interactive involvement both intellectually (intellectual) / in the form of physical training (Indrianita, 2016).
2. Entertainment Dimension is one of the oldest or primitive forms of experience-forming elements. And entertainment is one of the most advanced and developing dimensions in today's business environment (Indrianita, 2016).
3. Esthetics Dimension is to see that consumers can be carried away in an event, occurrence or a certain environment, but the role of consumers in experiencing an esthetics experience will be passive. Consumers will not be able to give any influence to the incident or events. This will lead to an experience involving feelings. The key concepts in this aesthetic dimension are: style, taste, beauty, design, art (Indrianita, 2016).
4. Escapism Dimension is more or less marked by action, thrill, and adrenaline. This out-of-the-box experience requires greater involvement and participation. Consumers who participate in experiences other than reality not only initiate but also experience the overall activity

(Indrianita, 2016).

Happy (fun) in transpersonal psychology is someone who feels perfectly happy because he as a whole has the good and perfect (Abu Bakar MS, 2018). Perfect happiness comes and completely satisfies all our desires, while happiness is called imperfect if it does not satisfy all our desires or, if it can satisfy all desires, but does not satisfy desires completely. In order to avoid confusion, it should be noted seriously here that moral philosophy views only natural happiness. Natural happiness is the satisfaction of all desires that are included and arise from the naked human nature (man's bare nature) (Abu Bakar MS, 2018).

Behavioral intention is an aspect of loyalty that refers to the level of commitment that customers have to products, services, brands or businesses (Dedeoglu et al., 2018). According to Zeithaml, et al in (Hutama, Christanto Leoma & Subagio, 2014) behavioral intention is the willingness/willingness to recommend services to others and the willingness to make repeat purchases. Meanwhile, according to (Purwianti & Tio, 2017) behavioral intention is the ultimate goal. If a product has a favorable behavioral intention, the company will be able to survive and win the competition. One of the beneficial behavioral intentions is a positive attitude about a product or service provider. Based on some of the opinions expressed above, it can be concluded that behavioral intentions are a person's attitude to be willing to accept and do something

METHOD

The research uses quantitative methods. Data processing and hypothesis testing using SPSS version 23. The sampling method is by judgment sampling. The total population of tourist village tourists Kabupaten Garut, Indonesia, the average monthly is 718 subscribers. Samples taken as many as 195 people were arrested using the Slovin. formula (Iskamto et. all 2021).

RESULT AND DISCUSSION

The sample in this study were 195 people who were respondents in this study. The sample in this research is the wisatawan desa wisata Kabupaten Garut, Indonesia. In this study, respondents are divided into several characteristics. From these respondents, a description of the respondent can be made as follows:

Table 1: Characteristics of Respondents

Data	Frequency	Percentage (%)
Gender		
Men	52	26.7
Woman	143	73.3
Age		
≤ 25	31	15.9
26-34	98	50.3
35-43	64	32.8
≥ 44	2	1.0
Income		
≤ Rp. 4.000.000	113	57.9
Rp. 4.000.000-Rp. 8.000.000	66	33.8
> Rp. 8.000.000	16	8.2
Total	195	100

From table 1. above, it can be seen that the respondents were dominated by women, the largest number of respondents was women as many as 143 people with a percentage of 73.3%. While the male

respondents were 52 people or 26.7%. Female tourists dominated. The first order of age dominance was between 26-34 years as many as 98 people or 50.3%. Then the second order is those aged around 34-43 years as many as 64 people or about 32.8%. After that, the age of 17-25 years ranks third as many as 31 people or by 15.9%. And the last one is visitors who are 52-60 years old as many as 2 people or 1%. Most income from Rp. 4,000,000 totaling 113 people or 57.9%. The second most are those who earn around Rp. 4,000,000 - Rp. 8,000,000 as many as 66 people or 33.8%. And the lowest is the income above Rp. 8,000,000 as many as 16 people or 8.2%.

From table 2 below shows that the value of R^2 0.646 means that 64.6% of the influence of the independent variables experience through 4E (Education, Entertainment, Esthetics and Escapism) on Feeling of Happiness (fun) and its impact on Behavioral Intention is 64.6% and the remaining 35.4% is influenced by other variables not examined.

Table 2: Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.804 ^a	.646	.642	2.33579	1.871

a. Predictors: (Constant), Y_Fun, X_Experience

b. Dependent Variable: Z_Behavioralintention

Partial Test (t) is used to determine whether there is a significant (significant) relationship or influence between the independent variables Experience through 4E (Education, Entertainment, Esthetics and Escapism) on Feeling of Happiness (fun) and its impact on Behavioral Intention.

Table 3: Partial Significant Test Results (t test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.997	1.139		3.509	.001
X_Experience	.366	.023	.739	16.142	.000
Y_Fun	.181	.055	.149	3.258	.001

a. Dependent Variable: Z_Behavioralintention

Table 3 shows the results of The first beta coefficient is 0.739, partially the Experience variable has a value of $t_{count} = 16,142$ $t_{table} = 1.65$ with a Sig value of 0.000. Then it can be concluded that the Sig value of 0.000 is smaller than the probability value of 0.05 or the value of $0.05 > 0.000$, then H_0 is rejected and H_a is accepted. This shows that Experience has a positive and significant effect on the happy feelings of tourists from the Ciburial tourist village in Garut Regency.

The second beta coefficient is 0.149, partially the Behavioral Intention variable obtains a value of $t_{count} = 3.258$ $t_{table} = 1.65$ with a Sig value of 0.001. Then the value of Sig 0.001 is smaller than the probability value of 0.05 or the value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. This shows that Behavioral Intention has a positive and significant effect on the feelings of happiness of tourists in the Ciburial tourist village in Garut Regency.

The F test is carried out to determine the effect of the independent variables on the dependent variable

together, namely by using F count. F test analysis is done by comparing Fcount and Ftable. However, before comparing the F value, the level of confidence ($1 - \alpha$) and the degree of freedom = $n - (k + 1)$ must be determined so that the critical value can be determined. Alpha (α) used in this study is 0.05 with a two-sided hypothesis (2 tails).

Table 4: Simultaneous Significant Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	337.324	2	168.662	19.274	.000 ^b
Residual	1680.163	192	8.751		
Total	2017.487	194			

a. Dependent Variable: Z_Behavioralintention

b. Predictors: (Constant), Y_Fun, X_Experience

In table 4 above, it can be seen that the F-count is 19.274 with a significant level of 0.000, therefore in the calculation of $F_{count} > F_{table}$ ($19.274 > 2.65$) and the significance level is $0.000 < 0.05$. This shows that H_0 is rejected and H_a is accepted, which means that the independent variables consisting experience through 4E (Education, Entertainment, Esthetics and Escapism) and Feeling of Happiness (Fun) together have a positive and significant effect on the dependent variable (Behavioral Intention).

CONCLUSION

Based on the results of this study, several conclusions are obtained which are briefly presented as follows. Based on the F test, the independent variables consisting of Experience through 4E (Education, Entertainment, Esthetics dan Escapism) dan Fun together have a positive and significant effect on the dependent variable (Behavioral Intention). From the results of the partial test (t test), the significant value of all variables Experience 4E (Education, Entertainment, Esthetics dan Escapism) dan Fun have a positive and significant effect on Behavioral Intention. In testing the coefficient of determination (R^2) is obtained The value of 0.646 means 64.6% of the influence of independent variables experience through 4E (Education, Entertainment, Esthetics dan Escapism) and Feeling of Happiness (Fun) on Behavioral Intention is 64.6% and the remaining 35.4% is influenced by other variables not examined. It can be seen that the F-count is 19.274 with a significant level of 0.000, That the influence of the independent variables Experience 4Es, namely Education (X1), Entertainment (X2), Esthetics (X3) and Escapism (X4), affect the intervening variable feeling of happiness (fun) (Y) and its impact on the dependent variable Behavioral Intention (Z).

ACKNOWLEDGMENT

LPPM School of Economics (STIE) Ekuitas provides research funds that have been prepared by the campus, LPPM or other institutions to finance research all STIE Ekuitas academics every year.

REFERENCES

- Abu Bakar MS. (2018). PSIKOLOGI TRANSPERSONAL; Mengenal Konsep Kebahagiaan dalam Psikologi Oleh Abu Bakar MS. *Psikologi Transpersonal*, 8(2), 162–180.
- Asilah Emir, Hazwani Halim, Asyikin Hedre, Dahlan Abdullah*, Azila Azmi, S. B. M. K. (2016). Factors Influencing Online Hotel Booking Intention: A Conceptual Framework from Stimulus-Organism-Response Perspective. *International Academic Research Journal of Business and Technology*, 2(2), 129–134.
- Bagdare, S., & Jain, R. (2013). Measuring retail customer experience. *International Journal of Retail and Distribution Management*, 41(10), 790–804. <https://doi.org/10.1108/IJRDM-08-2012-0084>

- Chan, T. K. H. and Cheung, C. M. K. and Lee, Z. W. Y. (2017). The state of online impulse-buying research : a literature analysis. *Information Management*, 54(2), 204–217. <http://dx.doi.org/10.1037/xge0000076>
- Chen, X., Cheng, Z. feng, & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability (Switzerland)*, 12(5), 1–24. <https://doi.org/10.3390/su12051904>
- Dedeoglu, B. B., Bilgihan, A., Ye, B. H., Buoincontri, P., & Okumus, F. (2018). The impact of servicescape on hedonic value and behavioral intentions: The importance of previous experience. *International Journal of Hospitality Management*, 72(April 2017), 10–20. <https://doi.org/10.1016/j.ijhm.2017.12.007>
- Effendy, O. U. (2003). *Ilmu, teori dan filsafat komunikasi*.
- Fernandes, T., & Cruz, M. (2016). Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars. *Journal of Retailing and Consumer Services*, 31, 371–379. <https://doi.org/10.1016/j.jretconser.2016.05.002>
- Güzel, F. Ö. (2014). The Dimensions of Tour Experience, Emotional Arousal, and Post-experience Behaviors: A Research on Pamukkale in Turkey. *Procedia - Social and Behavioral Sciences*, 150, 521–530. <https://doi.org/10.1016/j.sbspro.2014.09.069>
- Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, 49(3), 351–364. <https://doi.org/10.1177/0047287509346859>
- Hutama, Christanto Leoma & Subagio, H. (2014). Analisa Pengaruh Dining Experience Terhadap Behavioral Intention Dengan Customer Satisfaction Sebagai Variabel Intervening. *Jurnal Manajemen Pemasaran*, 2(1).
- Indrianita, A. (2016). Pengaruh Customer Experience terhadap Memories dan Customer Loyalty Hotel Royal Senyur Resort Pasuruan. *Calyptra*, 2(2), 1–12.
- Iskamto, dedi, Arhipen Yapentra, Elida Gultom, Misdawati, Wetri Febrina, Budi santosa, and A. T. Bon. (2021). "The Exploratory Factor Analysis on Firms Performance of Micro and Small Enterprises." in Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management. Singapore: IEOM Society International.
- Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring Consumer Behavior in Virtual Reality Tourism Using an Extended Stimulus-Organism-Response Model. *Journal of Travel Research*, 59(1), 69–89. <https://doi.org/10.1177/0047287518818915>
- Kim, S., Cha, J., Knutson, B. J., & Beck, J. A. (2011). Development and testing of the Consumer Experience Index (CEI). *Managing Service Quality: An International Journal*, 21(2), 112–132. <https://doi.org/10.1108/09604521111113429>
- Luturlean, B. S., Hurriyati, R., Wibowo, L. A., & Anggadwita, G. (2018). Influencing factors in customers' intention to re-visit resort hotels: The roles of customer experience management and customer value. *Contributions to Management Science*, 191–207. https://doi.org/10.1007/978-3-319-59282-4_12
- Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and

- satisfaction in understanding behavioral intentions. *Journal of Destination Marketing and Management*, 2(2), 118–127. <https://doi.org/10.1016/j.jdmm.2013.05.001>
- Purwianti, L., & Tio, K. (2017). Faktor-Faktor Yang Mempengaruhi Behavioural Intention. *Jurnal Manajemen Maranatha*, 17(1), 15. <https://doi.org/10.28932/jmm.v17i1.415>
- Zhara K, M., & Baiquni, M. (2017). Pengalaman Berwisata Menggunakan Google Maps di Destinasi Pariwisata Yogyakarta. *Jurnal Bumi Indonesia*, Volume 6 N(2017), 8. <http://lib.geo.ugm.ac.id/ojs/index.php/jbi/article/view/777/750>