

Model of Tourist Behavioral Intention through Tourist Emotion and Tourist Involvement

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ARTICLE INFO	ABSTRACT
<p>Keywords: Tourist Behavioral Intention, Tourist Emotion, Tourist Involvement.</p>	<p><i>This research aims to analyze the behavior model of tourists in Bali when visiting Health Spas from a positive legal perspective. Traveler behavioral intent is an important factor in measuring the success of a travel company, as it can influence the decision to revisit and recommend destinations to others. The data collection method was carried out through questionnaires, while data analysis was carried out using the Structure Equation Model (SEM) method. The results of the study show that the emotions of tourists positively and significantly affect behavioral intentions. However, the image of tourist destinations cannot be a mediating variable between tourist emotions and behavioral intentions. The image of tourist destinations and perceived value can mediate the relationship between tourist emotions and behavioral intentions. Tourist involvement also has a positive and significant effect on behavioral intentions through the value felt by tourists. This research provides implications that tourist destination managers need to consider emotional factors and perceived value perceived by tourists in their marketing strategies.</i></p>

INTRODUCTION

Behavioural intention is one factor that needs to be considered for research because consumers can play an essential role in measuring the company's success (Zhang, 2014). Revisit intention is one of the main manifestations of service provision (R.L., 2014). In the service industry context, consumer behavioural intentions are represented by the intention to revisit and provide recommendations to friends, family, and others (Zaman, etc, 2018). People can enjoy the benefits of food, clothing, household appliances, music, art, sports, entertainment, and beauty treatments (Lee et al., 2016).

In the service industry, behavioural intention represents the likelihood that customers will repurchase from a service provider shortly and support the service provider by giving positive word of mouth (Hutchinson, etc., 2011).

Forming a health tourism market in terms of recovery has also proven to be in high demand (Kwif, 2015). In addition, previous studies have shown that tourism markets can alleviate life stress, such as the lack of balance between stressful lifestyle habits and unhealthy lifestyles. A healthy lifestyle is a human condition dominant in a healthy vacation atmosphere (Brymer, etc. 2013) This proves that people prefer to go to a spa during their vacation to refresh their minds and body before returning to their routine after the vacation.

Currently, tourist emotions are increasingly attracting the attention of tourism researchers. Tourism researchers emphasize that emotions have a significant influence in determining tourists' behavioural intentions. (Xiang, 2016). Research investigating emotions' influence on travellers' destinations still needs to be discovered in the tourism literature (Prayag, etc, 2017).

A study on spas revealed that tourist emotion significantly influences destination image and behaviour intention (Hosany, etc, 2013). In contrast to the research results (M. L E, 2016), there is a relationship between destination image and behaviour intention, while tourist emotion has no significant effect. While (Chi etc., 2011)

argue that destination image only influences behavioural intention. In line with the research results (Chew et al., 2014), destination image only influences behavioural intention.

Indonesia has tremendous potential in the tourism sector, especially in the spa and wellness industry, as regulated by Permenparekraf Number 24 of 2014. Spa and Wellness tourism is developed by the community where they live. Therefore, the Ministry of Tourism supports efforts to optimize Spa in Indonesia as a supporter of tourism (Ministry of Tourism, 2019).

Indonesia's health tourism development includes medical tourism based on traditional health services and SPA-based herbs, fitness tourism or health sports, and scientific tourism based on meetings, incentives, conventions, and exhibitions (MICE) (Karunia, 2021).

According to research results (Kurniawan, 2018), 80% of tourists recognize Bali as a famous spa in Indonesia. At Heavenly SPA by Westin, it was announced that Bali was the Global Winner of Best Luxury Wellness Spa at the World Luxury Spa Awards in 2017.

With its culture and natural beauty, tourism in Bali has a proud competitiveness so that it can increase the number of tourists. Bali in 2020 and 2021 experienced a decline in the number of visits. This is a problem for the tourism office in Bali because Bali has millions of exciting potentials in each region, starting from natural beauty and unique culture. The following table shows the number of tourists who visit Bali.

Table 1: Number of tourist visits to Bali

Year	Visitor		Total
	International	Domestic	
2019	6,275,210	10,545,039	16,820,249
2020	1,069,475	4,596,157	5,665,632
2021	51	4,301,592	4,301,643
2022	2,155,747	8,052,974	10,208,721

Source: (Provincial et al. of Bali, 2023)

From the table above, it can be seen that with covid 19, Bali tourists experienced a decline and increased again in 2022 after conditions returned to normal because Bali has its charm as one of the tourism destinations in Indonesia. Various types of tourism can be found in Bali, such as shopping, culinary, heritage, beach tourism, and SPA. With the development of the tourism industry in Bali, the number of SPAs is also increasing. The number of SPAs in Bali, according to Ethnowellness Nusantara, is 1,100 Spas. After the covid 19 pandemic, as many as 374 (34%) SPAs in Bali could not bounce back (between 2023).

Facing the era of adaptation of new habits, Ethnowellness Nusantara and Indonesia Wellness Spa Professional Association (IWSPA) conducted training for 10 thousand workers in the business and Spa industry; this training provides direction on how existing SPA in the form of making herbs, massage, massage, physical exercise and mental exercise by existing traditions according to Balinese customs.

Based on the results of previous studies, there are inconsistencies between the results of one study and another. Research (Koenig, etc., 2014) shows no positive and significant influence between emotion and behavioural intention, in contrast to the results of research (Namkung etc, 2010) shows that emotion has a positive and significant influence on behavioural intention.

Research (Z. Huang, 2020) shows no significant relationship between involvement and behavioural intention, in contrast to the study results (Lim & Rozali, 2020) shows that involvement due to online reviews can increase behavioural intention.

(Şahbaz, 2019) found that destination image has a significant effect on revisit intentions. In contrast, the research results (Pujiastuti, 2020) show that destination image has no significant effect on behavioural intention. This study aims to analyze juridically the regulation of sexual violence crimes in a positive legal perspective in Indonesia, focusing on existing problems and efforts that can be made to improve them. The benefits of this research are to contribute to the development of legal science, especially in the field of criminal law and protection of victims of sexual violence, as well as provide recommendations that can be used by policymakers in developing better and more effective regulations.

METHOD

This study uses a descriptive survey method with a total sample of 370 samples—data collection using questionnaires distributed to tourists in Bali. The statistical analysis technique used in this study uses a structural equation model approach.

RESULTS AND DISCUSSION

Table 1. Goodness of Fit Test Results

No.	Goodness-of-Fit Measures	Cut-off value	Results	Model Evaluation
Absolute Fit Measures				
1	Chi-square Statistic	< 28.869	2470.791	Bad Fit
2	Significance probability	>0.05	0.000	Bad Fit
3	DF	> 0.05	622	Good Fit
4	Goodness of Fit Index (GFI)	GFI ≥ 0.90 good fit 0.80 ≤ GFI < 0.90 marginal fit	0.682	Bad Fit
5	Error of Approximation (RMSEA)	RMSEA < 0.05 close fit 0.05 ≤ RMSEA < 0.08 good fit	0.090	Bad Fit
6	Trucker-Lewis Index (TLI)	TLI ≥ 0.90 good fit 0.80 ≤ TLI < 0.90 marginal fit	0.844	marginal Fit
7	Adjusted Goodness of Fit Indicates (AGFI)	≥ 0.90 good fit	0.640	Bad Fit
8	Comparative Fit Index (CFI)	CFI ≥ 0.90 good fit 0.80 ≤ CFI < marginal fit	0.855	marginal Fit
9	Parsimonious Goodness of Fit Index (PGFI)	PGFI < GFI	0.603	Good Fit
10	Normed Fit Index (NFI)	> 0.90	0.816	marginal Fit
11	RMR	≤ 0,05	0.093	marginal Fit
12	IFI	≥ 0,90	0.855	marginal Fit
13	RFI	≥ 0,90	0.802	marginal Fit
14	CMIN/DF	≤ 2,0	3.979	Good Fit

Source: Data Processing Results, 2023

From the Test Results Table by going through three overall *fit* model criteria, namely the RMSEA value of $0.098 < 0.08$ (*wrong Fit*), the AGFI value of $0.635 \geq 0.90$ (*wrong Fit*), the TLI value of $0.816 \geq 0.90$ (*Marginal Fit*). It is proven that the results of *goodness of fit* testing show that the *goodness of fit* is based on the recommendations and more than the *cut of value*, so it can be said that the overall model is *fit*. Thus, this research model is declared *fit* to confirm the theory built based on existing observational data; in other words, the research model is acceptable.

Measurement Model

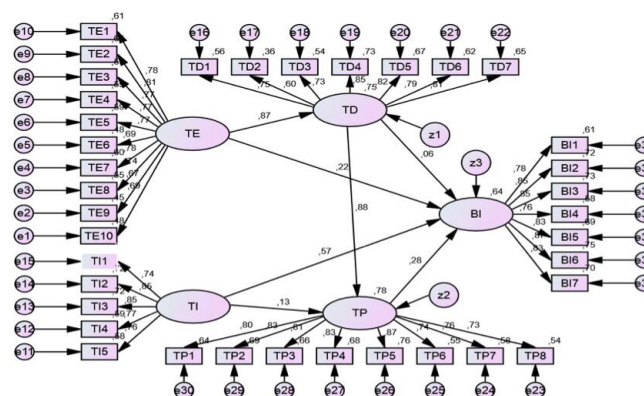


Figure 1. Model Structure

The data consists of 370 samples with a total of 37 statement items, ten tourist emotion variable statement items, five tourist involvement variable statement items, seven tourist destination image variable statement items, eight tourists perceive value variable statement items and seven behavioural intention variable statement items.

The Assessment of Structural Model

Hypothesis testing uses the *t-value* with a significance level of 0.05 (5%) and a degree of freedom of *n* (sample). The *t-value* in the IBM SPSS AMOS program is the *Critical Ratio* (C.R.) value. If the *Critical Ratio* (C.R.) value ≥ 1.967 or the probability value (*P*) ≤ 0.05 , then *H*₀ is rejected (the research hypothesis is accepted). The overall Model Parameter Estimation results are as follows:

Table 2. Overall Model Parameter Estimation Results

No.	Model			Estimate	S.E.	C.R.	P	R2
1	TD	<---	TE	1.130	0.093	12.149	***	0.845
2	TP	<---	TI	0.096	0.038	2.503	0.012	0.123
3	TP	<---	TD	0.738	0.062	11.966	***	0.807
4	B.I.	<---	TD	0.068	0.144	0.471	0.638	0.050
5	BI	<---	TP	0.364	0.131	2.783	0.005	0.246
6	BI	<---	TE	0.107	0.183	0.584	0.561	0.059
7	BI	<---	TI	0.665	0.097	6.870	***	0.578

Source: Data Processing Results, 2023

Hypothesis Testing

Based on the existing theory and this research, the authors put forward the following research hypothesis:

H1: Tourist emotion has a positive effect on behavioural intention

H2: Tourist emotion positively affects behavioural intention through tourist destination image.

H3: Tourist emotion positively affects behavioural intention through tourist destination image and perceived value.

H4: Tourist involvement has a positive effect on behavioural intention

H5: Tourist involvement positively affects behavioural intention through tourist perceived value.

The study results show that the tourist emotional health tourism spa scored 76.3%, which is a high category. This shows that Spa health tourism in Bali gets delicious emotions from its visitors. Emotion is considered satisfaction derived from customer assessments of perceived service quality components; services can affect customers' positive and negative emotions related to their behavioural intentions to visit certain health services (Ng & Russell-Bennett, 2015)..

Based on the study results, it is known that the tourist involvement in spa health tourism is at a score of 72.3%. This result shows that spa health tourism in Bali has gotten much involvement from its visitors. Involvement is the extent to which consumers are involved in various aspects of the consumption process (Broderick & Mueller, 1999).

Based on the results, it is known that the tourist destination image of Spa health tourism gets a score of 79.9% in the High category. These results show that Spa health tourism in Bali has succeeded in getting a perfect destination image from its visitors. Destination image plays a vital role in influencing travel behaviour and the choice of tourist destinations, and it is a significant factor in tourism (Brymer, 2013).

Based on the study's results, it is known that the visitor's perceived value of Spa health tourism gets a score of 79.1% in the High category. These results indicate that Spa health tourism in Bali has achieved good value from its visitors. Perceived value is a concept that includes utilitarian and affective elements of all relational activities, including the receipt of services (Chee, 2018)

Based on research on behavioural intention, spa health tourism scores 76.8%, which is a high category. These results indicate that spa health tourism in Bali has successfully attracted excellent behavioural intentions from its visitors. The behavioural intention is to revisit or repurchase to recommend cultural tourism products to others (Ghaith et al., 2016).

The results of the soil test calculation show a value of $0.440 < 1.960$. This shows that the effect of tourist emotion on behavioural intention through tourist destination image is not significant, as evidenced by testing both Sobel (0.65), Aroian (0.66), and Goodman Test (0.65), which show numbers more significant than α 5%. Thus, it means that tourist destination image cannot become a mediating variable between tourist emotion and behavioural intention. The results of this test are not in line with previous research, which states that there is an influence between tourist emotion and behavioural intention through tourist destination image (Sharma & Nayak, 2019).

The Sobel test results show a value of $0.2464 < 1.960$. This shows that tourist destination image and perceived value can become mediating variables between tourist emotion and behavioural intention. This is significant, as evidenced by the value in the p-value column, namely all tests, both Sobel (0.005), Aroian (0.005), and Goodman test (0.005), which show numbers smaller than α 5%. The results of this hypothesis align with previous research, which suggests a positive influence between tourist emotion and behavioural intention through tourist destination image and perceived value (Allameh et al., 2015).

The Sobel test results obtained a value of 2,286, which is more significant than 1,960. Thus, tourist perceived value can mediate between tourist involvement and behavioural intention. This research is significant, as evidenced by the value in the p-value column, namely all tests, both Sobel (0.02), Aronian (0.02), and Goodman test (0.01), which show numbers smaller than α 5%. The results of this hypothesis align with previous research, which suggests a positive influence between tourist involvement and behavioural intention through tourist perceived value (Wang & Wang, 2012).

CONCLUSION

Tourist emotion has a positive and significant influence on behavioural intention, but tourist destination image cannot mediate between tourist emotion and behavioural intention. Tourist emotion has a positive and significant influence on behavioural intention through tourist destination image and tourist perceived value. Tourism destination image and perceived value can mediate between tourist emotion and behavioural intention. Tourist involvement has a positive and significant influence on behavioural intention through tourist perceived value; tourist perceived value can be a mediating variable between tourist involvement and behavioural intention.

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