

# TOURISTS INVOLVEMENT INFLUENCE ON BEHAVIORAL INTENTION THROUGH TOURIST PERCEIVED VALUE ON SPA TOURISTS IN WEST JAVA

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## ABSTRACT

*In the tourism industry, recuperation is a main instrument in the transformative economy era as desires have evolved into basic needs. Spa is one of tourist's favorite attractions for healing and spiritual pleasure. This study aims to determine the effect of tourist involvement on behavioral intention through tourist perceived value in visiting spa during the COVID-19 pandemic in West Java. This study adopts tourist involvement, tourist perceived value, and behavioral intention as the variables. The data were processed using SPSS and the structural equation modeling (SEM). It was found that tourist perceived value mediates tourist involvement and behavioral intention.*

**Keywords:** Tourist Involvement, Tourist Perceive Value, Behavioral Intention, Spa, Health Tourism

## INTRODUCTION

Behavioral intention is still a fascinating topic to study. It was found that only a little study has been done on health tourism in the United States. In this case, behavioral intentions and market growth stimulus, especially in the United States, still need to be investigated further (Hudson et al., 2017).

Indonesia has an extraordinary human resource potential in its tourism sector where the spa industry is included in the three areas of the tourism industry. Its business standards are regulated by the Minister of Tourism and Creative Economy Regulation Number 24 of 2014 where spa has eight managerial standards. In Indonesia, spa and wellness industry have the potential to boost the tourism sector to be more competitive at regional and global levels. Spa and wellness tourism is developed for health maintenance and improvement. It means that before going to the doctor, people can have a treatment at a spa. Therefore, the Ministry of Tourism has supported the efforts to optimize the spa in Indonesia as a tourist attraction (Kemenpar, 2019).

It is also confirmed that tourists' emotions are capable to attract tourism practitioners and researchers (Sharma & Nayak, 2018). Gradually, practitioners have emphasized strategies that could evoke tourist's emotions. It is because emotions can significantly influence a tourist's future intention (Viglia & Minazzi, 2016). However, studies that investigate the emotional influence on tourist destinations are not common (Prayag et al., 2017).

## **Behavioral Intention**

Behavioral intention determines tourists' return to a facility or program (Baker & Crompton, 2000). Behavioral intention is the purchase frequency or the proportion of total purchases of customers who are loyal to a particular brand. Furthermore, Zeithaml et al. (1996) explain that there are several indicators to measure behavioral intention, which are:

### **Revisit Intention**

Revisit intention can be defined as the possibility of a consumer to come back to a certain place. The factors include a recommendation from another party that can influence someone to make the purchase process.

### **Positive Word of Mouth**

Word of mouth communication tends to be more persuasive because the one who conveys the message has no interest in the actions of the recipient.

### **Willingness to Recommend**

Customers who positively evaluate the quality of a product or service are more likely to spread the information that they are willing to recommend to others and intend to revisit them in the future.

### **Tourist Perceived Value**

(Tjiptono et al., 2016) explain that a perceived value is the quality perceived by the market and adjusted for the relative price of a company's products. Based on (Tjiptono et al., 2016), the four indicators employed to measure customer perceived value are as follows:

- Emotional value, which is a product's capability to evoke a consumer's positive feeling.
- Social value, which is a value generated by a product's capability to enhance a consumer's self-social concept.
- Quality/performance value, which is a value generated by the customer's perception of the quality and performance expected from the product or service.
- Price/value for money value, which is generated by the product due to short-term and long-term cost reductions. The value attribute for costs includes costs comparison with the product's benefit and the costs comparison with similar products from other companies.

### **Tourist Involvement**

Cevdet and Erkut (2015) state that involvement is an interest, enthusiasm, motivation, and perceived relevance in an object and the extent to which an individual's interest and concern for an object. Involvement measures that have been adopted in various studies include:

- Importance: Healing experience of spa wellness tour.
- My lifestyle: Spa tourism health lifestyle.
- Always prefer: Regardless of the destination, always prefer spa health tourism.
- Fact: The fact that spa health tourism can improve health.
- People Judge: People are rating on spa health tourism.

## METHODS

This study was conducted at a spa and resort in West Java. The subject of this study is a spa visitor in West Java. This study employed descriptive and verification methods. A structural equation model using AMOS was used to analyze the data.

## RESULTS AND DISCUSSION

### Tourist Involvement Significantly and Positively Influences Tourist Perceived Value

Based on the analysis result, it was found that tourist involvement significantly influences tourist perceived value with a positive relationship. It can be observed from the CR (Critical Ratio) score of 3.903 that is higher than the t-table score for 0.05 level, which is 1.960, and the probability (p-value) of 0.000, which is lower than 0.05 ( $\alpha = 5\%$ ). Therefore, it can be concluded that tourist involvement significantly influences tourist's perceived value.

### Tourist Perceived Value Significantly and Positively Influences Behavioral Intention

It was found that tourist perceived value significantly influences behavioral intention with a positive relationship. It can be seen from the CR (Critical Ratio) score of 2.821 that is higher than the t-table score for 0.05 level, which is 1.960, and the probability (p-value) of 0.005, which is lower than 0.05 ( $\alpha = 5\%$ ). Therefore, it can be concluded that tourist perceived value significantly influences behavioral intention.

### Tourist Involvement Significantly and Positively Influences Behavioral Intention

Based on the result, it can be inferred that tourist involvement significantly influences behavioral intention with a positive relationship. It is shown by the CR (Critical Ratio) score of 10.706 that is higher than the t-table score for 0.05 level, which is 1.960, and the probability (p-value) of 0.000, which is lower than 0.05 ( $\alpha = 5\%$ ). Therefore, it can be concluded that tourist involvement significantly influences behavioral intention.

### Tourist Involvement Significantly and Positively Influences Behavioral Intention through Tourist Perceived Value

To answer the hypothesis, Sobel test was employed (Table 1).

		<b>Input</b>	<b>Test Statistic</b>	<b>P- value</b>
T <sub>a</sub>	3.903	Sobel test	2.28632353	0.0222353
T <sub>b</sub>	2.821	Aroian test	2.23857004	0.0251839
		Goodman test	2.33726953	0.0194252
		Reset all	Calculate	

Sobel test result reveals the t-statistic score of 2.286, which is higher than 1.960. Therefore, it can be concluded that tourist perceived value mediates tourist involvement and behavioral intention.

## CONCLUSION

Based on the analysis table, the partial effect of each variable can be concluded as follows: tourist involvement significantly influences tourist perceived value, then tourist perceived value significantly influences behavioral intention, and tourist involvement significantly influences behavioral intention. On the other hand, tourist perceived value is the mediating variable between tourist involvement and behavioral intention.

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