

How Experience Quality, Prior Knowledge and Perceived Value Affect Revisit Intention to Batavia Jakarta

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ABSTRACT

Heritage tourism at Old City of Jakarta is still far behind from the Old City in Singapore and Shanghai, so this research was conducted to see the opportunity that revisit intention to Kota tua Jakarta can be increased through the right business strategy. This study aims to determine the effect of the experience quality and prior knowledge variables on revisit intention through perceived value. Primary data was obtained from the results of 406 tourist domestic questionnaires who visited the Jakarta Old Town. Data were collected from February to March 2022. The data is processed using SEM-PLS with SmartPLS application. By using purposive sampling method, it was concluded that the variables of experience quality and prior knowledge had a positive and significant effect.

1. INTRODUCTION

The Old City of Jakarta with its old city landscape has great business potential. The revitalization and adaptive reuse are being promoted by the government. They are expected to be able to increase the business potential of the Jakarta Old City. Rasoolimanesh et al., (2017) concluded that the commercialization of historical heritage can generate income and increase community economic development, create jobs, raise living standards while promoting and preserving heritage. Jakarta's Old Town tourism is still far behind the Old Town in Singapore and Shanghai (Wardhani & Bahri, 2020; R. W. M. Wong, 2007). This situation worsened when the Covid-19 pandemic hit the world. Although since 2015 the Old City area has been declared the New Bali (Ministry of PUPR, 2020), this does not make the Old City of Jakarta tourists come to visit or make repeated visits and even provide reviews on social media. It is noted that only 2001 reviews as of 30 April 2021 on www.tripadvisor.com and it is lag behind Singapore's Old Town reviews of 14,396. Data obtained from the Old Town Area Manager, there is a decrease in the number of Fatahillah Park tourists visiting from 2018 of 9,737,063, 2019 of 5,941,077 and in 2020 of 1,001,357. The concept of adaptive reuse or reuse of buildings into other functions indirectly increases competition to attract tourists (J. Wong, 2012). There are several buildings that have been converted into cafes so that further exploration is needed on the factors that influence the intention to visit buildings with the concept of adaptive reuse. Several studies on tourist behavior in the intention to visit destinations or cultural heritage sites have been conducted in Hong Kong (G. Li et al., 2013), Taiwan (Hsieh, 2012; M. Li et al., 2010), United Kingdom (Alonso et al., 2015). However, the factors that influence the intention of repeat visits by considering into account the concept of adaptive reuse in the Old Town area are still not widely available, so this study attempts to fill this gap.

2. THE PROPOSED METHOD

Revisit Intention

Behavioral Intention represents an individual's effort to achieve the desired goal and is a direct predictor of consumer behavior (Jin, Lee, & Lee, 2015). Ajzen and Fishbein (1980) stated that the intention to perform a certain behavior is significantly influenced by attitudes and subjective norm towards that behavior. Through individual perceptions and their cognitive resources, consumers form beliefs and emotions about product/service attributes and develop an overall attitude towards liking or disliking the product/service. In the context of tourism, Sparks (2007) conceptualized that intention to visit can be predicted according to the extent to which a person positively values the experience and has a positive attitude towards the experience, how one expects family and friends to approve of it. behavior, and whether a person believes that he or she has sufficient resources to perform the behavior. Matzler, Strobl, Stokburger-Sauer, Bobovnick, and Bauer (2016) and Wong, Lee, and Lee (2016) describe visit intention as the possibility of visiting a tourism destination in the near future. Factors influencing visiting intentions differ based on different types of tourism (Rondan-Cataluña & Rosa-Diaz, 2014; Sparks, 2007) and change with respect to specific tourism destinations and locations, which are characterized by different features, various external factors, and past marketing efforts (Rondan-Cataluña & Rosa-Diaz, 2014).

Experience Quality

Experience quality is a unique dimension of the experience offered by tourism (Domínguez-Quintero et al., 2020; Lu et al., 2022). This dimension concerns the psychological outcomes of tourists according to their emotional responses rather than evaluations of functional or utilitarian standards of the product/service received (Jin et al., 2015). Calver & Page, (2013) emphasize the importance of experiential quality in heritage tourism by describing the ability of heritage to 'stimulate emotional responses' and allow visitors to interact with stories of attractions and collections. Experience quality combines hedonic values in the form of enjoyment, fantasy, pleasure, and discovery (Calver & Page, 2013). Chen & Chen, (2010) conceptualize experience quality as tourists' affective responses to desired socio-psychological benefits, such as pleasure, peace of mind, and experiential education. They also emphasize that experience quality is a psychological outcome resulting from tourist participation in tourism activities but is not an attribute that can be controlled by service suppliers. In addition, experience quality has been shown to be a pull factor in wine tourism (Fernandes & Cruz, 2016), heritage tourism (Lu et al., 2022; Mansour & Ariffin, 2017), nature tourism (Moon & Han, 2018), and tourism. dark (Sharma, 2020). An empirical study on the quality of experience conducted by Lin and Wang (2012) confirmed that the quality of the experience of purchasing ceramics has a positive effect on the intention of tourists to visit the ceramic area. Based on the literature mentioned above, it is presumed that:

H1: Experience Quality has a positive and significant effect on Perceived Value

Prior Knowledge

People have a tendency to avoid risk by buying products/services they have prior knowledge of, such as products/services they have tried, seen, or heard of (Tasci & Knutson, 2004). In the context of tourism, prior knowledge of the features, objects, and services at a destination can provide a sense of security to tourists (Tasci & Knutson, 2004). Prior knowledge of a place can be acquired through education or formal media, such as the film 'The Lord of the Rings' which increases tourists' knowledge and arouses their interest in visiting New Zealand (Buchmann et al., 2010) and the reality show featuring India which provides knowledge of destinations and influences the attitudes of Belgian students towards visits to India (Tessitore et al., 2014). Increased knowledge or changes in perceptions and attitudes towards a destination can influence tourists' decisions to visit that destination (Tessitore et al., 2014). In the heritage context, media with a heritage theme trigger the enthusiasm of the wider community about that particular heritage, the knowledge imparted, and an increase in intention to visit (Calver & Page, 2013). In the context of

enduring travel engagement, tourists seek travel information prior to departure (Ferns & Walls, 2012). Pre-trip information search increases tourists' knowledge and has a direct positive influence on their understanding of destination choice, thereby influencing tourists' intention to visit (Ferns & Walls, 2012). Zhang et al., (2014) are of the view that tourists' knowledge about the image of a tourist destination such as a city can affect their intention to visit. In addition, Alderighi et al., (2016) confirmed that knowledge of regional specialties (based on their place of origin) influences the decision to visit a destination country. Perceptions will change as knowledge increases (Tessitore et al., 2014). If tourists have high initial knowledge about a destination, then the intention to visit will increase (Tessitore et al., 2014). Therefore, the following hypothesis is proposed: H2: Prior Knowledge has a positive and significant effect on Perceived Value

Perceived Value

Consumer value is also known as 'perceived value', the definition of which varies in the marketing literature. Marketing researchers have paid significant attention to perceived value as a key construct that helps understand consumer behavior (Kim et al., 2015; Woo et al., 2015). Chiu et al., (2014) define perceived value as the benefits and costs perceived by customers from tangible and intangible products combining aspects of quality, service, and price. The majority of researchers define perceived value as a 'cognitive trade-off' between the price paid and the quality received (Gallarza et al., 2017). In the tourism context, the literature has widely accepted the definition of perceived value proposed by Zeithaml, (1988) namely, the 'overall assessment of' the usefulness of a product (or service) based on perceptions of what is received and what is given". Chiang & Jang, (2007) define perceived value as the benefits derived from what a person has paid for. If the benefits obtained are considered higher than the price paid, then the purchase has a high value (Chiang & Jang, 2007). Understanding how perceived value affects tourists' intentions to visit in a tourism context is vital (Sparks, 2007) so that service providers can strengthen product/service features to suit the needs of tourists. Values are derived not only from objects or sights but also from moments of interaction with places and other people, which shape the experience of objects or sights (Buchmann et al., 2010). Gallarza & Gil, (2008) also show that perceived values vary for different products; For example, when the purpose of the trip changes, the perceived value changes accordingly. Perceived value changes according to the transient state of consumption (Gallarza & Gil, 2008). Many empirical studies in the tourism context have used perceived value to predict behavioral intentions (Habibi et al., 2018; Su et al., 2021). In addition, many researchers also agree that perceived value has a significant influence on tourist behavioral intentions (Jin et al., 2015; Jin, Lee, & Lee, 2013). Based on the above studies, the following have been hypothesized: H3: Perceived value has a positive and significant effect on revisit intention.

To better understand the method used, the researcher simplified the form of the research construct as shown in the image below:

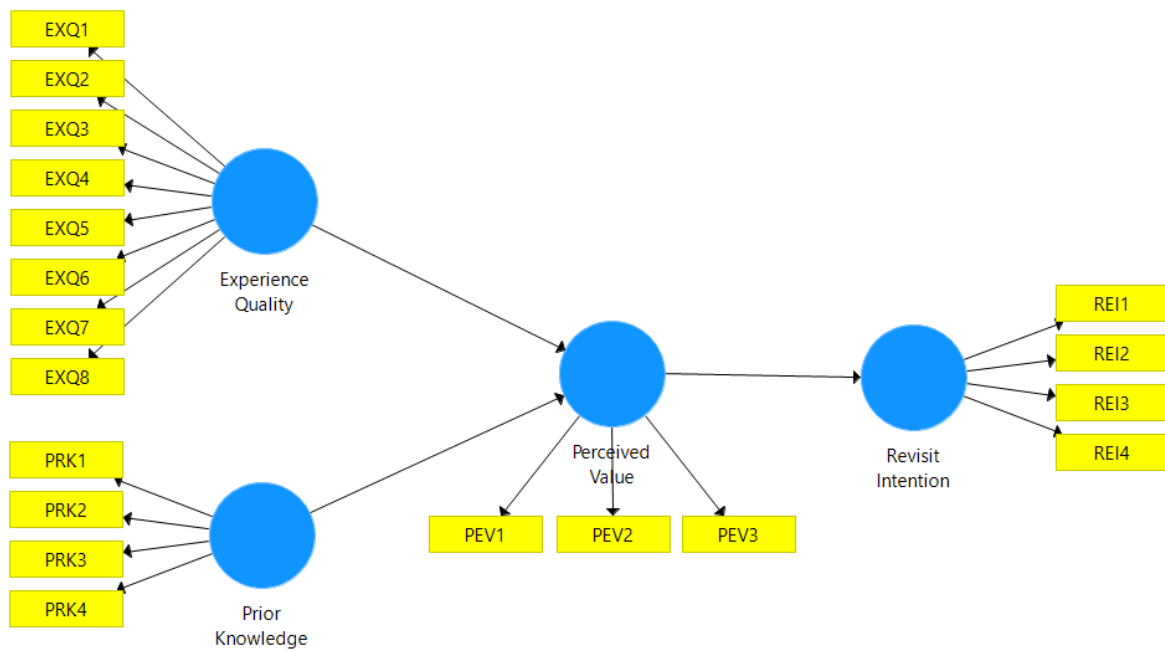


Figure 1 Research Model

3. METHOD

This study aims to describe and examine the effect of the variables of experience quality, prior knowledge and perceived value on the interest of repeat visits. This research belongs to the type of explanatory research that examines the hypothesized relationship between variables. The explanatory design is intended to explain a generalization of the sample to the population or to explain the relationship, difference or influence of one variable on another variable. Explanatory research can also be used to develop and refine theories and even weaken or invalidate theories (Creswell, 2013). This research was conducted through a quantitative approach with data analysis techniques using Structural Equation Modeling with the help of the SmartPLS application. In this study, there are two sources of data, namely primary and secondary data. Primary data was taken from interviews and questionnaires distributed to 406 domestic tourists who came to visit a café or building with an adaptive reuse concept in the Old City area of Jakarta. This amount was determined through the formulation of Hair (2018) with a sampling technique, namely Purposive Sampling (Hair et al., 2014). While secondary data is taken through journals, proceedings, books, magazines, websites and other sources.

4. RESULTS AND DISCUSSION

Responden Characteristic

The researcher distributed 450 questionnaires but only 415 returned and only 406 data were considered valid (all questions were answered perfectly). The primary data collected consisted of 250 men and 156 women. Visitors to Kota Tua Jakarta are dominated by young people aged between 21 and 25 years, with a percentage of 32%. The second highest order is aged between 15 years to 20 years, which is 27.3%. Most visitors to Kota Tua Jakarta have their last education in high school, which is 48.5%. The researcher sees this situation and assumes that visitors to Kota Tua Jakarta are dominated by students or employees who have just worked and started their careers. The average marital status of visitors to Kota Tua Jakarta is single with a percentage of 61.6%.

Results

Researchers took several steps to measure the rate of repeat visits with the help of the SmartPLS application. The first step is to calculate the PLS Algorithm and produce good construct reliability and validity with an Extracted Average Variant number above 0.50 (Chin, 1998). In addition, the calculation results obtained Cronbach Alpha, Composite Reliability is good and has met the basis for calculating good reliability and validity (table 1) so that the measurement can be continued to the next stage.

Table 1. Construct Reliability and Validity

| | Cronbach's Alpha | Rho_A | Composite Reliability | Average Variance Extracted |
|--------------------|-------------------------|--------------|------------------------------|-----------------------------------|
| Experience Quality | 0,908 | 0,910 | 0,926 | 0,610 |
| Prior Knowledge | 0,834 | 0,837 | 0,890 | 0,669 |
| Perceived Value | 0,859 | 0,860 | 0,914 | 0,780 |
| Revisit Intention | 0,884 | 0,886 | 0,920 | 0,742 |

Source: by researcher 2022

The measurement of the next stage is to see the results of the discriminant validity calculation which aims to determine the extent to which the construct can have a satisfactory discriminant value. The trick is to make a comparison of the intended loading value with the loading value of other constructs. The intended loading value must produce a loading value that is greater than the loading value of other constructs (Hair et al., 2014). The loading value in question can be seen in tables 2 and 3.

Table 2. Fornell Larcker Criterion

| | Experience Quality | Perceived Value | Prior Knowledge | Revisit Intention |
|--------------------|---------------------------|------------------------|------------------------|--------------------------|
| Experience Quality | 0,781 | | | |
| Perceived Value | 0,700 | 0,883 | | |
| Prior Knowledge | 0,598 | 0,630 | 0,818 | |
| Revisit Intention | 0,703 | 0,759 | 0,640 | 0,861 |

Source: by researcher 2022

Table 3. Crossloading Value

| | Experience Quality | Perceived Value | Prior Knowledge | Revisit Intention |
|------|---------------------------|------------------------|------------------------|--------------------------|
| EXQ1 | 0,792 | 0,563 | 0,489 | 0,564 |
| EXQ2 | 0,814 | 0,578 | 0,490 | 0,551 |
| EXQ3 | 0,769 | 0,495 | 0,445 | 0,509 |
| EXQ4 | 0,772 | 0,524 | 0,454 | 0,474 |
| EXQ5 | 0,750 | 0,499 | 0,434 | 0,522 |
| EXQ6 | 0,802 | 0,541 | 0,466 | 0,545 |
| EXQ7 | 0,801 | 0,592 | 0,482 | 0,628 |
| EXQ8 | 0,742 | 0,564 | 0,467 | 0,585 |
| PEV1 | 0,644 | 0,894 | 0,572 | 0,696 |
| PEV2 | 0,608 | 0,894 | 0,528 | 0,656 |
| PEV3 | 0,601 | 0,861 | 0,568 | 0,656 |
| PRK1 | 0,513 | 0,546 | 0,845 | 0,575 |
| PRK2 | 0,487 | 0,492 | 0,855 | 0,501 |
| PRK3 | 0,488 | 0,539 | 0,826 | 0,530 |
| PRK4 | 0,466 | 0,478 | 0,740 | 0,479 |
| REI1 | 0,627 | 0,670 | 0,518 | 0,874 |
| REI2 | 0,630 | 0,672 | 0,520 | 0,887 |
| REI3 | 0,558 | 0,605 | 0,634 | 0,806 |
| REI4 | 0,605 | 0,664 | 0,541 | 0,876 |

Source: by researcher 2022

Based on Table 3, it can be seen that the cross-loading value between the question item variables of experience quality, prior knowledge, perceived value and revisit intention, there is no relationship between crossloading whose value is greater than the loading value of other constructs. The last step is to look at the R Square, which is a way to assess how much the endogenous construct can be explained by the exogenous construct. The value of the coefficient of determination (R Square) is expected to be between 0 and 1 where according to Hair et al., (2014) if the R Square value is more than 0.75 then it is said to be substantial. However, if it is greater than 0.50 and smaller than 0.75, it can be declared moderate. Meanwhile, if it is below 0.25 then the relationship between the variables is declared weak. The following data presents R Square and R Square Adjsuted in table 4.

Table 4. R Square Value

| | <i>R Square</i> | <i>R Square Adjusted</i> |
|-------------------|-----------------|--------------------------|
| Perceived Value | 0,559 | 0,557 |
| Revisit Intention | 0,576 | 0,575 |

Source: by researcher 2022

From table 4, it can be concluded that experience quality and prior knowledge affect the perceived value of 55.9%. Meanwhile, experience quality and prior knowledge affect revisit intention through perceived value of 57.6%. The next step is to look at the path coefficient value, which is a value that shows the direction of the variable relationship whether it is positive or negative. The path coefficient has a range of values between -1 and +1. The path coefficient value for the experience quality variable on the perceived value is a numerical value of 0.503. The path coefficient of prior knowledge to perceived value is 0.330, while the perceived value to revisit intention has a path coefficient value of 0.759. The three path coefficient values indicate that all variables have a positive direction of influence. The last step is to find the significance value by calculating the Bootstrapping value which can be seen in table 5.

Table 5. Bootstrapping

| | Original Sample (O) | Sample Mean (M) | Standard Deviation | T Statistic | P Values |
|--------------------------------------|----------------------------|------------------------|---------------------------|--------------------|-----------------|
| Experience Quality → Perceived Value | 0,503 | 0,507 | 0,061 | 8,277 | 0,000 |
| Prior Knowledge → Perceived Value | 0,330 | 0,326 | 0,059 | 5,614 | 0,000 |
| Perceived Value → Revisit Intention | 0,759 | 0,757 | 0,030 | 25,232 | 0,000 |

Source: by researcher 2022

The hypothesis is accepted if the P Values < 0.05 and the t statistic > 1.96 (Hair et al., 2014). Based on table 5 Bootstrapping above, it can be concluded that all P Values are at 0.000 so it can be ascertained that all hypotheses, namely H1, H2, H3 are accepted or supported. Meanwhile, the t-statistic value of all variable items has also exceeded 1.96 so that all variables have a significant effect.

Discussion

This study found that experience quality has a positive and significant effect on perceived value. This means that the first hypothesis has been accepted. Domestic tourists visiting Jakarta's Old Town Area. Tourists think that the architectural design of old buildings that are reused can

relieve stress. After working for a week, enjoying the beauty of an old, well-maintained building can foster a sense of calm. Healthy air because the Kota Tua area is an emission-free area is also one of the reasons tourists visit the Jakarta Old Town Area. Respondents also thought that the old buildings in the Old City area of Jakarta encourage their interest in history and art. The results also conclude that the second hypothesis, namely prior knowledge, has a positive and significant effect on perceived value. Respondents assumed that they already knew about facilities such as restaurants in the Old City area of Jakarta. In addition, respondents were well aware of the existence of public facilities such as parking areas, toilets or places of worship in the Kota Tua area before they visited the Kota Tua area in Jakarta. The last hypothesis is also stated that perceived value affects revisit intention positively and significantly. Respondents thought that visiting the Old City area of Jakarta had a meaningful meaning. This means that the respondents have appreciated the hard work of the ancestors of the Indonesian nation in fighting for independence. Respondents also thought that the Dutch Europeans contributed to the development of Jakarta. Respondents also felt that traveling to the Old Town area of Jakarta was commensurate with the experience gained. Experience related to the history of the development of the city of Jakarta as the center of government is also one of the reasons.

5. CONCLUSION

This study provides theoretical and managerial implications for understanding the behavior of tourists' intentions to visit the adaptive reuse concept building in the Old City area of Jakarta. In particular, the theoretical relationship between the variables of experience quality, prior knowledge, and perceived value as moderating variables can affect the intention to return to historical tourist destinations. This study also adds empirical evidence to research on cultural heritage buildings, particularly in the Jakarta Old Town area, which contributes to understanding the profile of tourist preferences. The fact that experience quality and prior knowledge proved significant in predicting intention to visit heritage hotels suggests that more attributes related to tourism type characteristics should be included in the study to better predict outcomes. Apart from the conclusions of the study, there are some limitations of the study. This study uses purposive sampling so that it cannot be generalized even though the sample size is quite large. With the presentation of the discussion in the previous sub-heading, it is hoped that policy makers, especially the DKI Jakarta Provincial government can assemble a business strategy for the development of the historical tourism industry. With the advantages of cultural heritage buildings, it is hoped that the involvement of third parties to care for and preserve them is expected. These buildings can also be used as new business areas without destroying or changing their original form so that the commercialization of the Jakarta Old Town Area can develop.

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