

The Influence of Experience Quality and Destination Image on The Behavioral Intentions of Lagundri Beach Tourists with Satisfaction as a Mediation

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ABSTRACT

The current development of the tourism business is changing human lifestyles, especially in enjoying life and using free time with recreational activities. This research explores the relationship between the quality of experience obtained by tourists at Lagundri Beach and their intention to behave again, with satisfaction acting as a potential mediator. Through a quantitative approach and the use of questionnaires as a data collection tool from a sample of 156 people, this research seeks to fill the gap in understanding of the factors that influence tourists' behavioral intentions to return to this destination, especially the quality of experience and mediated by satisfaction. The results of the analysis show that the quality of experience enjoyed by tourists at Lagundri Beach has a significant influence on their level of satisfaction. Not only that, satisfaction also turns out to be a significant mediating factor in the relationship between the quality of experience and tourists' behavioral intentions to return. These findings not only provide important insights for the tourism industry in its efforts to improve the tourist experience at Lagundri Beach, but also provide a theoretical contribution in understanding the dynamics of tourist behavior and its influence on future travel decisions.

Keywords: Quality of Experience, Behavioral Intention, Satisfaction

1. INTRODUCTION

In light of the fact that international tourists successfully visited the country in 2023, it would appear that tourism in 2024 offers a hopeful hope. It was anticipated that there would be 8.5 million tourists visiting in 2023, but the actual number of people who visited was 9.49 million. Because of this tendency, there is reason to be optimistic about the fact that the behavioral intentions of tourists in Indonesia are improving [1]. Of course, tourists' desire to visit is mainly influenced by the quality of the experience experienced by them. tourists to a place, as felt by tourists at Lagundri Beach. Interestingly, Lagundri Beach, as a beautiful beach and local residents who are friendly to visitors, forms a special experience that is always remembered by tourists. Located in Nias, Indonesia, it is a destination tourism that attracts the interest of both local and foreign tourists. The quality of tourists' experiences is an important aspect that influences their decisions to visit and behave in tourist destinations

Additionally, it is recognized that human beings require more than that; they require the opportunity to unwind, enjoy themselves, and participate in pursuits that offer them happiness and pleasure in their life [2]. Quality of experience includes various elements, such as service, facilities, and interaction with the environment and local community. Research that particularly explores the relationship between experience quality, satisfaction, and behavioral intentions of tourists at Lagundri Beach is relatively restricted. Several prior studies have brought attention to the significance of experience quality in the context of tourism; nevertheless, there is still a lack of research that directly examines this relationship.

There is a significant possibility that Lagundri Beach may emerge as a prominent tourist destination; nevertheless, in order to realize this potential, it is essential to acquire a more in-depth

comprehension of the preferences and actions of tourists. It is possible for factors such as the quality of experience that tourists acquire during their visit to Lagundri Beach to have a major impact on their level of happiness, as well as their intention to return to the location or to promote it to others. The purpose of this study is to evaluate the influence of experience quality on the behavioral intentions of tourists at Lagundri Beach, with satisfaction serving as a mediator in the relationship between the two.

It has been demonstrated in previous studies that satisfaction serves as a mediator between the experiences that tourists have and the behaviors that they want to engage in. On the other hand, the specific circumstances of particular tourist locations, such as Lagundri Beach, can contribute to the production of differing conclusions. As a result, with the help of this research, more specific insights will be provided on the ways in which the quality of the experiences that tourists have at Lagundri Beach effects their level of pleasure, which in turn influences their intentions regarding their behavior.

By understanding the relationship between the quality of experience, satisfaction, and behavioral intentions of tourists at Laundry Beach, tourism stakeholders, such as destination Penge Lola and local governments, can take appropriate steps to improve the tourist experience and promote the sustainability of tourism in the area. This research can also provide a significant theoretical contribution in the context of tourism literature, especially in understanding the factors that influence tourist behavior in certain tourist destinations.

In this context, this research will test the hypothesis that the quality of tourists' experiences at Lagundri Beach has a positive influence on their satisfaction, which then influences their behavioral intentions at the destination. In addition, this research will also identify specific elements of experience quality that most influence tourist satisfaction and behavioral intentions at Lagundri Beach.

Based on the background explained above, the problem formulation for this article is as follows:

1. Quality of Experience influences Behavioral Intentions
2. Destination image influences behavioral intentions
3. Quality of Experience influences Satisfaction
4. Destination Image Influences Satisfaction
5. Quality of Experience influences Behavioral Intentions mediated by Satisfaction
6. Destination image influences behavioral intentions, mediated by satisfaction

2. LITERATURE REVIEW

2.1 *Quality of Experience*

According to [3] Experience quality is the use of services that are deliberately designed and arranged in such a way that customers not only buy the product or service, but also experience the emotional or intellectual journey that accompanies it. This opinion combines all experiences, both emotional and physical experiences." Furthermore, [4]. states that the quality of experience includes the feelings, thoughts, perceptions and actions of consumers during interactions with certain brands or tourist destinations, which ultimately form their overall impression.

[5] defines quality of experience as including aspects such as reliability, responsiveness, assurance, empathy, and physical evidence, all of which contribute to consumers' overall perception of service quality. Perceived quality of experience is also the psychological and social impact of actions or events experienced by individuals [3] and has been considered as part of service experience. The quality of experience is defined as all aspects experienced by a person so that they contribute to the overall perception of that person's experience.

2.2 *Behavioral Intention*

According to [6]. Behavioral intention is a subjective measure of a person's likelihood to perform a particular action, which depends on the individual's perception of the consequences of that behavior.

In accordance with [7]. Individual attitudes, subjective norms, and perceived behavioral control all play a role in shaping a person's behavioral intention, which can be defined as the goal of a person to engage in a particular behavior.

Meanwhile, behavioral intentions is a person's desire to use a particular information technology, which is influenced by perceived relative benefits, complexity, and previous experience with the technology.

Behavioral intentions can be defined as planned behavioral intentions which are influenced by a person's thoughts, attitudes and knowledge so that they produce certain behavior.

2.3 *Destination Image*

According to [4], the concept of destination image can be defined as "an interconnected perception of the attributes and benefits of a destination that prospective tourists have." In addition, they highlight the fact that the image of a destination can be changed by a variety of elements, such as personal experiences, the media, and interactions with other individuals.

Meanwhile, [6] stated the concept of destination image by emphasizing that it is not just a perception, but also a process of social construction. According to him, destination image is "a complex mental picture formed through the influence of various sources of information, experience and social interactions, which influences a person's perception of a particular destination."

Following that, [8] provided a definition of destination image, which was described as "the mental image that individuals have about a destination that can influence their travel behavior and decisions." They noted that the image of the place is one of the most important variables that guides tourists' decisions regarding travel and their preferences regarding destinations.

2.4 *Satisfaction*

[9]. defines tourist satisfaction as "a positive emotional or affective reaction to a consumer's experience resulting from a comparison of individual expectations previous experiences and their perceptions of product or service performance.

[2] describe tourist satisfaction as "the subjective level of satisfaction felt by customers after experiencing a product or service, which influences brand loyalty and future purchasing behavior.

[10] states that tourist satisfaction is "an overall rating of customers' tendency to evaluate their tourism experience as positive or negative, based on their perception of service quality and their previous expectations. "

Tourist satisfaction can be defined as the consumer's perception of the comparison of expectations and the reality of the product/service felt at a particular place, situation or condition.

2.5 Theory of Planned Behavior (theory of planned behavior)

The Theory of Planned Behavior which was coined [6]. is a theory that explains the psychological framework used to understand and predict human behavior.

The three primary elements that have an impact on human behavior are attitudes toward conduct, subjective norms, and perceived behavioral control, according to the Theory of Planned Behavior (TPB). In other words, a person is likely to perform an action if they have a strong intention to do it, if they feel pressure from social norms to do so, and if they feel they have control over the action.

2.6 Tourism Experience Theory (Tourism Experience Theory)

Tourism Experience Theory is a concept that understands tourist travel as a holistic experience that involves interactions between tourists and various aspects of the environment, culture and tourist activities at the destination [11]. This theory emphasizes that positive tourism experiences can influence tourists' intentions to return to the same destination or recommend it to others. In addition, tourism experiences can also influence tourists' attitudes and behavior towards the local environment and culture.

2.7 Destination Image Theory (Destination Image Theory):

Destination Image Theory is a conceptual approach that pays attention to the perceptions held by individuals or groups towards certain tourist destinations [9]. A destination's image is formed by various factors such as tourism promotion, personal or other people's experiences, the media, and stories from other people. This image can include aspects such as natural beauty, culture, infrastructure, security and service quality. This theory emphasizes that the destination image can influence tourist behavior, including intentions to visit a destination, selection of tourism activities, and spending levels.

2.8 Tourist Satisfaction Theory (Tourist Satisfaction Theory)

The Tourist Satisfaction Theory is a notion that seeks to analyze the level of satisfaction that tourists feel regarding their experience when they are visiting a particular location [12]. According to this hypothesis, the level of satisfaction that tourists have during and after their journey can have an effect on their behavior, including whether or not they intend to return to the same destination or suggest it to any other individuals.

The results of this study demonstrate that tourists' behavioral intentions at Lagundri Beach can be influenced by satisfaction, which acts as a mediator between the quality of the experience and the image tourists have of the destination. It is possible for tourists' level of contentment with their time spent at Lagundri Beach to operate as a mediator between the impact of the quality of the experience and the image of the

destination on their likelihood of returning to the tourist destination or recommending it to others.

Based on the results of the literature review and relevant articles, the concept of this research is as follows

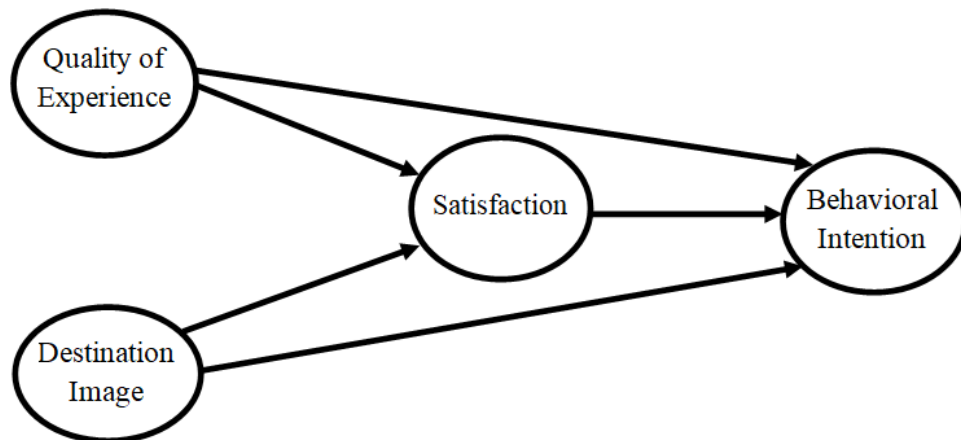


Figure 1: Conceptual Framework

Based on the problem formulation and conceptual framework, the hypothesis built in this research is:

1. Quality of Experience influences Behavioral Intentions
2. Destination image influences behavioral intentions
3. Quality of Experience influences Satisfaction
4. Destination Image Influences Satisfaction
5. Quality of Experience influences Behavioral Intentions mediated by Satisfaction
6. Destination image influences behavioral intentions, mediated by satisfaction

3 METHODS

Using Smart PLS Software, this research is quantitative in nature and employs a structural equation modeling (SEM) design. Researchers are able to create and analyze the link between constructs in a structural model by utilizing a partial least squares technique through the use of a statistical analysis method known as smart PLS. Through the use of Smart Partial Least Squares (PLS), Structural Equation Modeling (SEM) was established. Researchers are able to create and analyze the link between constructs in a structural model by utilizing a partial least squares technique through the use of a statistical analysis method known as smart PLS. In order to determine the importance of each link between study variables, the data that was collected was analyzed using Smart PLS version 3, which is a piece of software that is designed for Structural Equation Modeling (SEM). Because variance is based on statistical algorithms, fit indices are not required [13]. Smart PLS allows latent variable analysis using indicator measurement techniques, reliability and validity testing, as well as estimating relationships between variables [14].

4 RESULTS AND DISCUSSION

4.1 Sample Demographics

The demographic profile of respondents provides valuable insight into the characteristics of tourists visiting Lagundri Beach, based on gender, age, education level, nationality, length of stay and purpose of visit. The gender distribution is relatively balanced, with 85 male respondents (50.9%) and 82 female respondents (49.1%), indicating that Lagundri Beach attracts both genders

equally. In terms of age, the majority of tourists fall into the young and middle-aged category, with 26.9% aged 18-25 years old, 34.7% aged 26-35 years old, 25.1% aged 36-45 years old, 9.0% aged 46-55 years old, and 4.2% aged 56 years old and above, indicating that this tourist destination is very popular among younger tourists. The educational background of the respondents showed that 21.0% had a high school education, 17.4% had a diploma or intermediate diploma, 45.5% had a bachelor's degree, and 16.2% had a master's degree or higher, indicating that Lagundri Beach attracts highly educated tourists. In terms of nationality, 61.1% of respondents were Indonesians, while 38.9% were foreign tourists, with the largest groups of foreign visitors coming from Australia (12.0%), Germany (7.2%), and the United States (4.8%). Length of stay varied, with 29.3% staying for 1-3 days, 50.3% staying for 4-7 days, and 20.4% staying for 8 days or more, indicating that most tourists stayed for a moderate period of time between 4-7 days. Regarding the purpose of visit, 64.7% of respondents came for leisure and recreation, 26.9% for surfing, and 8.4% for cultural exploration, which confirms that Lagundri Beach is a major destination for leisure with surfing as the main attraction.

4.2 Structural Model Analysis (Inner Model)

The purpose of conducting inner model analysis is to evaluate the reliability of each item by examining the cross-loading factor. The results indicate that the loading factor value for each construct is high, with each loading factor exceeding the cutoff value of 0.70, as depicted in Figure 1 below.

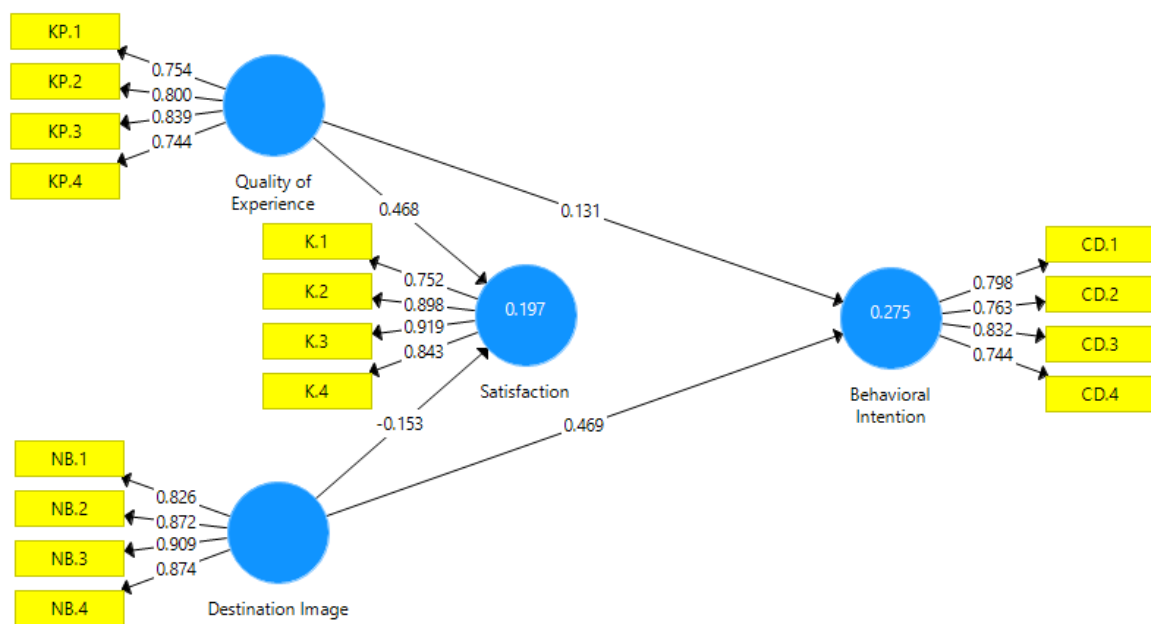


Figure 2. Outer Model

On account of the fact that it is greater than 0.70, the loading factor in this investigation satisfies the needs and criteria, as demonstrated in Figure 1. Furthermore, the purpose of validity and reliability tests is to perform measurements on latent variables and the indicators of those variables in order to construct the dimensions that are constructed. When it comes to measuring variables, the Cronbach's Alpha value is utilized to determine the degree of dependability that dimensions possess. Composite reliability values that are greater than 0.70 indicate that dimensions and indicators are considered reliable in measuring variables. This indicates that all variables in the estimated model meet the criteria for discriminant validity in this study. All items have Cronbach's alpha values that are greater than 0.70 and composite reliability values that are greater than 0.70, which indicates that they are reliable.

In addition, the R-square statistic is used to endogenous constructs in the inner model, and the Q-square statistic, also known as Stone-Geisser's, indicates the predictive significance of the data. The Q-square statistic is useful for making predictions about endogenous entities. The Q-Square statistic has predictive significance for the structural model since it measures the observations that are produced by the model in addition to the parameters that are known to be observed. If the Q-square value is more than zero, it shows that the model possesses predictive relevance. Conversely, if the Q-square value is less than zero, it suggests that the model does not possess predictive relevance. For the Q-square value, a value of 0.02 will be considered to be small, 0.15 will be considered to be medium, and 0.35 will be considered to be major. This value will only be applied to endogenous constructs that reflect indicators. The values of R-square are categorized as follows: 0.67 (strong), 0.33 (middle), and 0.19 (weak), as stated by reference [5].

Table 1. Coefficient Model

	R Square	Q2
Satisfaction (Z)	0.197	0.188
Behavioral Intention	0.275	0.267

As can be shown in Table 1, the R square value for Quality of Experience, Destination Image, and Satisfaction with Behavioural Intentions falls under the strong requirements ($>0.33 = \text{medium}$), and the Q square value falls within the big criterion. Due to these findings, it is possible to draw the conclusion that this study model is appropriate.

4.3 Discriminant Validity Test

In this context, the term "discriminant validity" will relate to the degree to which the construct variables that are being considered truly differ from one another in an empirical sense. The degree of difference between construct variables that overlap is another aspect of validity that is measured by this validity (Hair et al., 2017). Indicator cross-loading, the Fornell-Larcker criterion, and the heterotrait-monotrait correlation ratio are some other methods that can be utilized to assess the discriminant validity of a test.

When conducting an assessment of discriminant validity, it is necessary to make certain that the reflecting construct in the PLS path model has the strongest link with its own indicators (for example, in comparison to other constructs) [15]. The process of analyzing the findings of the calculating system will be a part of the PLS-SEM assessment of discernible validity. According to Henseler, Ringle, and Sarstedt (2015) association between heterotraits and monotraits. The heterotrait method monotrait correlation criterion is defined as the average value of indicators that are associated with all constructs. This is understood in reference to the (geometric) mean of the average correlation of indicators that measure the same construct. A determination of the discriminant validity between the two reflective constructs will be made if the heterotraits and monotraits score is 0.90 or lower.

Table 2. Discriminant Validity

	DI	S	QE	BI
Destination Image	0.785			
Satisfaction	0.510	0.871		
Quality of Experience	0.277	0.313	0.785	
Behavioral Intention	0.080	-0.007	0.420	0.855

In accordance with the heterotraits and monotraits criteria, the values in Table 2 which are derived from the results of the heterotraits and monotraits suggest that there are no concerns with

discriminant validity. Given this, it may be deduced that the heterotraits and monotraits criterion does not identify collinearity.

The following are the results of hypothesis testing both simultaneously and partially.

Table 3. Hypothesis Testing

		Original Sample	t-value	p-value	Significance
1	Quality of Experience → Behavioral Intentions	0.272	3.821	0.000	Significant
2	Destination Image → Behavioral Intentions	0.412	5.872	0.000	Significant
3	Quality of Experience → Satisfaction	0.185	2.182	0.000	Significant
4	Destination Image → Satisfaction	0.045	1.782	0.384	Not Significant
5	Quality of Experience & Destination Image (mediated by Satisfaction) → Behavioral Intentions	0.272	3.281	0.000	Significant
6	Satisfaction → Behavioral Intentions	-0.435	5.273	0.000	Significant

Among the tourists who visit Lagundri Beach, the SEM analysis gives important insights into the correlations between the quality of the experience, the image of the destination, the level of satisfaction, and the behavioral intentions they have. Behavioral Intentions are strongly influenced by Quality of Experience (path coefficient 0.272, t-value 3.821, p-value 0.000), which indicates that tourists are more inclined to return to the beach or suggest it to others when they think that the services provided there are of a high quality. Destination Image has an even higher positive effect on Behavioral Intentions (path coefficient 0.412, t-value 5.872, p-value 0.000), which suggests that good impressions of the beach's image increase the likelihood that individuals will return to the beach. In addition, the Quality of Experience has a modest impact on Satisfaction (path coefficient 0.185, t-value 2.182, p-value 0.000), whereas the Destination Image does not have a significant impact on Satisfaction (path coefficient 0.045, t-value 1.782, p-value 0.384). The path coefficient for the association between Quality of Experience and Destination Image on Behavioral Intentions is 0.272, the t-value is 3.281, and the p-value is 0.000. Satisfaction acts as a mediator throughout this relationship. It is interesting to note that contentment has a negative impact on behavioral intentions (path coefficient -0.435, t-value 5.273, p-value 0.000). This suggests that higher levels of satisfaction may diminish the likelihood of returning, which calls for additional research.

The following are the results of hypothesis testing both simultaneously and partially.

1. Quality of Experience has a significant effect on Behavioral Intentions with a value of = 27.2%.
2. Destination Image has a significant effect on Behavioral Intentions with a value of = 41.2%
3. Quality of Experience has a significant effect on Satisfaction = 18.5%
4. Destination Image has no effect on Satisfaction = 4.5%
5. Quality of Experience and Destination Image mediated by Satisfaction have an effect on Behavioral Intention mediated by Satisfaction = 27.2%
6. Satisfaction has a significant effect on Behavioral Intention = -43.5%

Discussion

Taking into consideration the findings presented above, it is possible to explain that the quality of experience has a partial influence on behavioral intentions. As a result, this demonstrates that the level of behavioral intentions of tourists is directly proportional to the quality of the experience that they have as tourists. Furthermore, the quality of the experience has an effect on behavioral intentions, and satisfaction acts as a mediator between the two things. The fact that

contentment is a good mediator is demonstrated by this outcome. A major influence on behavioral intentions is also exerted by the picture of the goal, which is mediated by the level of satisfaction obtained. The residents of South Nias are extremely familiar with the notion that Lagundri Beach is a tourist attraction, and the influx of tourists will be a favorable element in improving the behavioral intentions of tourists toward the beach. In the meantime, satisfaction has a substantial impact on behavioral intention. This is due to the fact that satisfaction is the result of individual preferences that are constantly evolving. It is therefore highly appropriate for satisfaction to serve as a mediating variable between the quality of the experience and the image of the destination in order to boost the behavioral intentions of tourists at Lagundri Beach.

CONCLUSION

In light of what has been discussed thus far, it is possible to draw the conclusion that the level of experience has a major impact on the behavioral intentions that are held. Additionally, the image of the destination has a considerable impact on the behavioral intentions of the individual. Satisfaction acts as a mediator between the quality of the experience and the image of the destination, which in turn has a substantial impact on those intentions to behave. However, there is no correlation between satisfaction and behavioral intentions.

Based on the above conclusions, it can be suggested that tourists need to improve the quality of experiences that support tourist visits to Lagundri Beach. An improved destination image is needed by tourists in deciding to visit Lagundri Beach through better facilities and increased hospitality from time to time. Satisfaction as a mediation of Experience Quality and Destination Image on Behavioral Intentions is very appropriate to increase visits to Lagundri Beach provided that tourist satisfaction with Lagundri Beach destinations is increasing. Meanwhile, satisfaction has no effect on behavioral intentions because the increasing satisfaction factor is determined by the quality of experience and destination image.

In order to achieve a thorough picture that is in accordance with the parameters of the chosen research location, it is recommended that suggestions be made to additional researchers in order to conduct research. These suggestions should include increasing the number of variables and the number of respondents. This will allow the coverage to become wider.

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