ANTECEDENTS OF DOMESTIC TOURIST VISIT INTENTION: AN INSIGHT FROM IJEN CRATER INDONESIA

Meta Bara Berutu[A], Osly Usman[B], Usep Suhud[C], Nofriska Krissanya[D],Dewi Agustin Pratama Sari[E]

ARTICLE INFO	ABSTRACT
	Purpose: This research examines the relationship between expectation, perceived value, social value, and visit intention in Indonesia's Ijen Crater, a renowned destination. Additionally, it sought to examine whether Ijen Crater's uniqueness could attract tourists' interest in visiting the location. **Theoretical framework:** This study uses a theoretical basis of consumer behavior to measure tourists through their values. **Design/Methodology/Approach:** The purposive sampling method was used to select participants aged 17-35 who have never visited Ijen Crater. Out of 248 responses collected through an online survey, 240 were evaluated using the PLS-SEM analysis process. A quantitative exploratory technique was employed to investigate the intention of Indonesian tourists to visit the region. **Findings:** The results showed that perceived values, expectations, and social values positively influence the intention to visit. However, expectations and social values did not significantly influence the intention to visit. **Research, practical & social implications:** Based on the research findings, our study emphasizes that social media is able to introduce these tourist attractions more broadly to the public so that people are able to see the beauty and meaningful experiences. **Originality/Value:** The research's originality lies in demonstrating that destinations unable to showcase their uniqueness cannot generate expectations of motivating tourists to visit. Moreover, destinations not offering core values can only provide tourists with the pleasure of attending festivals, which complement core tourism. Doi: https://doi.org/10.26668/businessreview/2023.v8i8.3023

ANTECEDENTES DA INTENÇÃO DE VISITA DE TURISTAS NACIONAIS: UMA VISÃO DA CRATERA DE IJEN, INDONÉSIA

RESUMO
Objetivo: Esta investigação analisa a relação entre expetativa, valor percebido, valor social e intenção de visita à Cratera de Ijen, na Indonésia, um destino de renome. Além disso, procurou examinar se a singularidade da Cratera de Ijen poderia atrair o interesse dos turistas em visitar o local.

[A] Master of Management. Faculty of Economics, Universitas Negeri Jakarta. East Jakarta, Indonesia.
E-mail: metabara@unj.ac.id Orcid: https://orcid.org/0000-0002-4830-9168
[B] Doctor of Management. Faculty of Economics, Universitas Negeri Jakarta. East Jakarta, Indonesia.
E-mail: oslyusman@unj.ac.id Orcid: https://orcid.org/0000-0002-0943-5006
[C] PhD in Management Marketing. Faculty of Economics, Universitas Negeri Jakarta. East Jakarta, Indonesia.
E-mail: usuhud@unj.ac.id Orcid: https://orcid.org/0000-0002-1728-0737
[D] Master of Management. Faculty of Economics, Universitas Negeri Jakarta. East Jakarta, Indonesia.
E-mail: nofriskakrissanya@unj.ac.id Orcid: https://orcid.org/0000-0001-7857-8118
[E] Master of Management. Faculty of Economics, Universitas Negeri Jakarta. East Jakarta, Indonesia.
E-mail: dewiagustin@unj.ac.id Orcid: https://orcid.org/0000-0003-0535-8012

Enquadramento teórico: Este estudo utiliza uma base teórica do comportamento do consumidor para medir os turistas através dos seus valores.

Conceção/Metodologia/Abordagem: Foi utilizado o método de amostragem intencional para selecionar participantes com idades compreendidas entre os 17 e os 35 anos que nunca visitaram a cratera de Ijen. Das 248 respostas recolhidas através de um inquérito em linha, 240 foram avaliadas utilizando o processo de análise PLS-SEM. Foi utilizada uma técnica exploratória quantitativa para investigar a intenção dos turistas indonésios de visitar a região.

Conclusões: Os resultados mostraram que os valores percebidos, as expectativas e os valores sociais influenciam positivamente a intenção de visita. No entanto, as expectativas e os valores sociais não influenciaram significativamente a intenção de visita.

Implicações para a investigação, práticas e sociais: Com base nos resultados da investigação, o nosso estudo salienta que os meios de comunicação social são capazes de apresentar estas atracções turísticas de forma mais ampla ao público, para que as pessoas possam ver a beleza e as experiências significativas.

Originalidade/Valor: A originalidade da investigação reside no facto de demonstrar que os destinos incapazes de mostrar a sua singularidade não podem gerar expectativas de motivar os turistas a visitá-los. Além disso, os destinos que não oferecem valores essenciais podem apenas proporcionar aos turistas o prazer de participar em festivais, que complementam o turismo essencial.

Palavras-chave: Intenção de Visita, Cratera de Ijen, Expectativa, Valor Percebido, Valor Social.

ANTECEDENTS OF DOMESTIC TOURISTS' VISIT INTENTION: AN INSIGHT FROM IJEN CRATER, INDONESIA

RESUMEN

Objetivo: Esta investigación examina la relación entre las expectativas, el valor percibido, el valor social y la intención de visita al cráter de Ijen (Indonesia), un destino de renombre. Además, pretende examinar si la singularidad del cráter de Ijen puede atraer el interés de los turistas por visitar el lugar.

Marco teórico: Este estudio utiliza una base teórica del comportamiento del consumidor para medir a los turistas a través de sus valores.

Diseño/Metodología/Enfoque: Se utilizó el método de muestreo intencional para seleccionar a los participantes de entre 17 y 35 años que nunca habían visitado el cráter de Ijen. De las 248 respuestas recogidas a través de una encuesta en línea, 240 se evaluaron mediante el proceso de análisis PLS-SEM. Se utilizó una técnica exploratoria cuantitativa para investigar la intención de los turistas indonesios de visitar la región.

Conclusiones: Los resultados mostraron que los valores percibidos, las expectativas y los valores sociales influyen positivamente en la intención de visita. Sin embargo, las expectativas y los valores sociales no influyeron significativamente en la intención de visita.

Consecuencias para la investigación, la práctica y la sociedad: A partir de los resultados de la investigación, nuestro estudio pone de relieve que los medios de comunicación pueden presentar estas atracciones turísticas más ampliamente al público para que la gente pueda ver la belleza y las experiencias significativas.

Originalidad/Valor: La originalidad de la investigación reside en que demuestra que los destinos incapaces de mostrar su singularidad no pueden generar expectativas que motiven a los turistas a visitarlos. Además, los destinos que no ofrecen valores esenciales sólo pueden proporcionar a los turistas el placer de participar en festivales, que complementan el turismo esencial.

Palabras clave: Intención de Visitar, Cráter de Ijen, Expectativa, Valor Percibido, Valor Social.

INTRODUCTION

It is essential to adjust the strategy for developing and packaging tourism products according to the changing patterns of tourist consumption. Today's tourists seek not only natural attractions but also emotional and sensory experiences, as well as social engagement during their travels (Yang & He, 2011). Apart from that, technological challenges that require continuous innovation, and tourist expectations that continue to grow are serious points to be

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

2

overcome together (Muluneh et al., 2022). In order to ensure that tourists enjoy a series of positive experiences, it is crucial to establish effective synergy among tourism service providers. This involves the integration of various sectors, including transportation, lodging, sales, and distribution. By working together seamlessly, these sectors can maximize tourism potential and deliver a satisfying tourist experience.

Meeting consumer needs involves seeking information, evaluating alternative purchasing decisions, as well as making and assessing purchases. In tourism, the final step of purchasing behavior becomes critical when tourists decide which trip to take. Therefore, it is important for tourism management and marketing to create attractive destinations that appeal to tourists, as the evaluation of trips made by other tourists can influence their expectations (Fallon, 2008). By presenting an appealing image during the decision-making process, promotion plays a vital role in achieving success.

The main objective of this research is to examine the marketing of tourism services in Indonesia, a country widely recognized for its stunning natural scenery (Yohannes, 2020). Sustainable tourism has an impact on the welfare of the local economy by increasing the contribution of income and employment opportunities (Prasiasa et al., 2023; Syah et al., 2023). According to Bhatia (2002) and (Basariya & Ahmed, 2019) if scientifically exploited, a mountain environment provides ideal conditions for outdoor recreation and, particularly, tourism. Because many people today come from busy lives, many tourists, particularly foreigners, are very interested in moving toward natural tourism destinations. They want to spend their free time in a peaceful and beautiful setting. Natural tourist attractions such as mountains, beaches, caves, lakes, and plantations have always been the primary focus of tourism marketers due to their aesthetic appeal, tranquility, and unique characteristics that can satisfy tourists. Among these natural attractions, Ijen Crater has been selected for this research due to its distinctive features that appeal to tourists seeking unusual and fascinating natural destinations. Natural conditions that make the main interest of tourists to visit objects is why researchers choose Ijen Crater because of its characteristics. The blue fire mountain at Ijen Crater is the hallmark of this site, which is only found in Indonesia and Iceland and boasts the world's largest acidic water lake (Merna, 2022).

The Indonesia Ministry of Tourism has also acknowledged Banyuwangi, with Sandiaga Uno stating that it is one of the best creative economy storefronts in the country (Fanani, 2021). Despite its popularity, Ijen Crater is constantly monitored by the volcano agency to minimize the potential disappointment of tourists who cannot witness the blue fire due to natural

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

3

circumstances. Ijen Crater is a favorite destination for local and foreign tourists, whose visits increase yearly. Recently, the covid-19 pandemic has impacted the number of visitors to Ijen Crater, with the daily visitor count dropping by 100% from 500 to only 50 (Bahri, 2021). Ijen

Crater is not very attractive to local tourists, which is why this can happen. This is the reason why one must seek the source. For this reason, tourism managers must explore the various unique potentials in Ijen Crater more deeply to overcome the existing problems to help decide what designs can do done to support the Ijen Crater program to become a destination that did even more qualified in any way.

In the marketing literature, expectations did view as a benchmark used by consumers to determine satisfaction or assess the performance of products and services (Zeithaml et al., 1996). The expectation is essential in tourism to generate the desire of tourists to visit (Andereck et al, 2012; Sheng & Chen, 2012). Expectations are important because previous evaluations or based on earlier experiences at different destinations form a preconceived belief about the goal they want to visit. In contrast, in the context of tourism, perceived value is the process by which a tourist selects, interprets, and determines the value of a destination based on a variety of experiences Prebensen et al (2014), so that perceived value can directly affect future behavioural intention while at the same time increasing the competitiveness of Ijen Crater (Brady & Cronin Jr, 2001).

A review submitted by Fountain et al. (2010) observed that most existing research on the use of expectations as standards or measures of tourism product or service performance has concentrated on the consequences of expectations, such as satisfaction and perceived quality. However, there has been limited empirical research on how tourist expectations are formed, particularly toward a specific destination. In marketing literature, expectations are considered a benchmark used by consumers to evaluate the performance of products and services and determine their level of satisfaction (Zeithaml et al., 1996). Expectations play a crucial role in tourism as they drive the desire of tourists to visit a destination Andereck et al. (2012), as illustrated by Sheng & Chen (2012) research. These expectations are significant as they shape a preconceived belief about the destination based on previous evaluations or experiences at different locations. Conversely, perceived value is the process by which tourists select, interpret, and determine a destination's worth based on various experiences (Prebensen et al., 2014; Brady and Cronin Jr., 2001). This enables the perceived value to directly impact future behavioral intentions while at the same time increasing the competitiveness of Ijen Crater.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

4

In order to motivate individuals to engage in final consumer behavior, additional variables are necessary. One of such variables is social value, which refers to how individuals strive to

exhibit certain behaviors that enhance their social image. Social value can have a significant influence on consumer behaviour, particularly when it is controlled by a group. These variables ultimately shape consumers' final behavior and determine factors, such as their intention to visit and the desire to act on the factors that influence these attributes.

This research aims to provide additional insights into the analysis of visit intention, which serves as a benchmark for consumer behavior influenced by certain factors such as expectation, perceived, and social values, particularly in the context of tourism at Ijen Crater. The research seeks to examine the extent to which these predictors impact visit intention, thereby contributing to the existing literature on the topic.

LITERATURE REVIEW

Visit Intention

Behavior intention is key in predicting actual behavior within the tourism industry (Ajzen, 1991; Zheng et al., 2022). It reflects a potential tourist's inclination to visit a particular destination based on a range of internal and external factors (Su et al., 2020) and can manifest in different forms, such as visit intention, word-of-mouth, and willingness to pay (WTP) (Zeithaml et al., 1996). In the context of tourism research by (Lu et al., 2016) demonstrated that individuals with a stronger desire to visit a location will eventually do so more frequently. However, because customer metrics are vital for acquiring and retaining customers, businesses should prioritize measuring behavior intention alongside traditional financial performance metrics. This is because the lifetime value of a customer can significantly impact a company's performance (Gupta & Zeithaml, 2006). Traditional measures of satisfaction or service quality alone may not accurately reflect visit intention, as Petrick (1999) pointed out since tourists are satisfied with a product or service but still do not consider it to be of good value. This research focuses specifically on measuring visit intention in the tourism sector.

Expectation

The expectation is a strong motivating factor that leads individuals to desire and seek the best way it can be fulfilled (Skinner & Theodossopoulos, 2011). It is commonly called consumers' predictions about the expected performance or results of a product or service

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

5

transaction in the future (Spreng et al., 1996). Expectation come from the individual's evaluation of the product based on the information provided or endorsement given by the marketer or competitors before purchasing the product (Parasuraman et al., 1988). The expectation is divided into two parts, the first is the expectation that "will" happen which refers to the prediction based on past experience, and the second is "should" happen, referring to what consumers expect will happen based on potential needs and information received from various sources (Greenwell, 2007). Consumer expectations are based on the preference for a product or service that has never been consumed before. The more information that consumers collect, the higher the expectations for a service obtained (Fornell & Larcker, 1981). Expectations significantly influence the tourist experience, which can either result in failure or success (Franklin, 2003; Skinner & Theodossopoulos, 2011). Furthermore, expectation is a fundamental principle that triggers the imagination and ultimately determines the tourist experience. Comprehending tourists' preconceived notions is essential to develop the most effective travel management programs and strategies to market the destination's unique features.

This research examines the formation of tourist expectations and their influence on the intention to visit tourist destinations. Khan's (2019) research suggests having a significant and positive impact on visit intention, primarily due to psychological factors. The research focuses on the psychological expectations of tourists (Khan, 2019; Wirtz et al., 2018), divided into three stages, such as pre-travel, travel, and post-trip interactions. Previous research has shown a positive correlation between tourist expectations and visit intention.

Perceived Value

An experiential approach to studying human behavior today is more widely used than the approach with information processing (Sánchez et al., 2006). Traveling is an activity that involves fantasy, feelings, and emotions to explain buying behavior. don't just focus on function of a product or service, but other additional attributes that it touches emotional feelings become a particular competitive force at this point (Havlena & Holbrook, 1986). The cognition-affect-behavior is the measurement that is usually used to measure an experience. These stages can measure rational consumption decisions. There are two perspectives to describe perceived value used. First perceived value is used as a cognitive concept, so it requires an affective component in it. Second, the comparison between what is sacrificed and what is gained. This study uses the concept of the secound. The second perceived value is comparing between those who were

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

6

sacrificed and got. In this case the perceived value is also influenced by emotional benefits or other benefits from the main function of the product (Bolton & Drew, 1991; Havlena & Holbrook, 1986; Sweeney & Soutar, 2001) conveyed that it was important to add emotional or hedonic experience to measure perceived value in recreational, creative and religious activities (Havlena & Holbrook, 1986). The traditional view of perceived value is an exchange between price and quality (Sinha & DeSarbo, 1998). However, the definition of perceived value varies in different research. Zeithaml (1988) proposed that it is "the consumer's overall assessment of a product's utility, based on their perceptions of what is received and what is given." This implies that perceived value includes both benefits and sacrifices. In marketing, value is not limited to functional factors like price and quality but also includes emotional and social aspects (Sheth et al., 1991).

Social Value

Social value is a term used to describe the perceived usefulness of social groups. In modern marketing, social value is often used to evaluate the effectiveness of a strategy (Raiden & King, 2021). Additionally, social value can be understood as the value associated with self-improvement" (Costa et al., 2014). When groups, organizations, or individuals define social value, they determine which behaviors and outputs are desirable or undesirable to promote cultural and social values. These values include prosperity, well-being, happiness, and satisfaction. Ethical principles related to social value can be classified, such as justice and solidarity. This research examines individuals' motivations for engaging in behaviors that contribute to their social image and how those behaviors align with social values.

Social value, which encompasses friendship, social support, and intimacy gained through interaction and communication with others, can indicate the social value (Vock et al., 2013). The views of tourist destinations can be shaped by interactions with members of social relationships, as this satisfies consumers' social needs for connection with like-minded individuals (Wu et al., 2018). Therefore, social value is crucial in determining consumer purchase intentions, as it fosters a sense of affiliation with a reference group and enables interactions with others (Chiu et al., 2014). Moreover, social value has a significant impact on the intention of tourists to visit a destination.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.
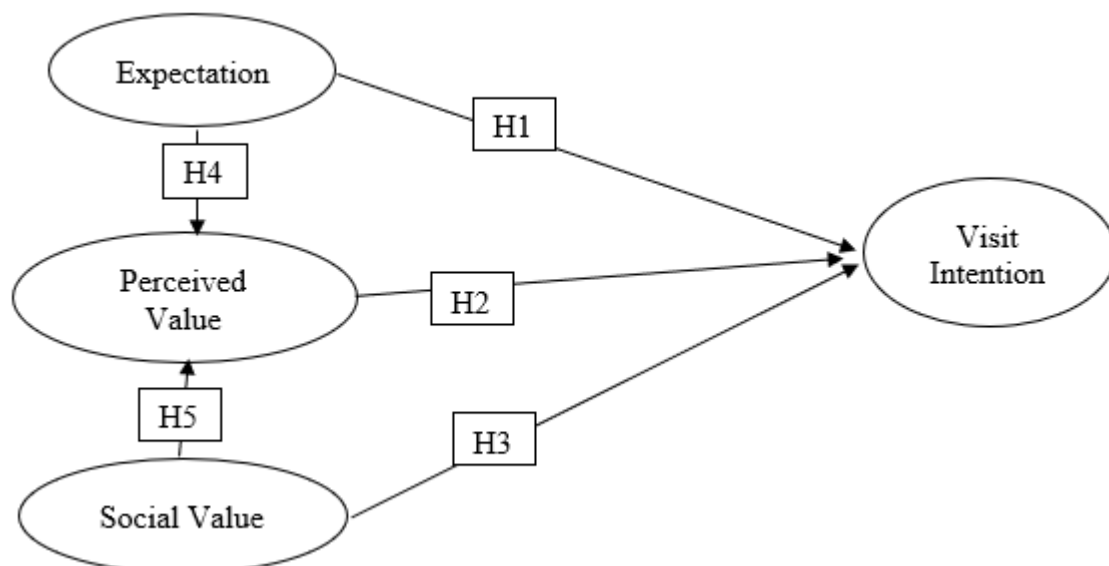
7

DATA AND METHODOLOGY

Research Design and Data Collection

A structural questionnaire was designed to collect with empirical data among the potential Indonesia tourist to visit Ijen Crater. The research methodology employed is explanatory, using a quantitative approach and an explanation method. Its primary objective is to test a pre-established hypothesis, irrespective of whether it is accepted or rejected. A self-administered questionnaire was utilized to collect data on the variables under observation. To evaluate the observed variables, a self-administered questionnaire was used to begin with a description of

the research's objective. There were two parts to the data collection methods: secondary and primary data. Our data wete collected thorough online survey due to its advantage of faster, easier, and cheaper for us to use but use for both participants and researchers compared fo offline survey like observations, measurements taken in the field, documentation, and other methods are used to directly collect primary data in the field. The questionnaire begins with a clear description of the research objective. The respondent's segment profile includes demographic information such as age, place of residence, occupation, monthly income, and marital status. The authors ensured the confidentiality of the respondents' data and obtained voluntary consent before proceeding with the questionnaire.

Figure 1. The Proposed Model

Source: Prepared by the authors (2023)

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

8

A total of 12 poll or survey items based on previous research, were developed and described in the Supplement. The expectation construct was assessed using three items adapted from prior research by Luo and Ye (2020). Perceived value (Jeong & Kim, 2019) was evaluated using three items for social value. In another research, three items were utilized for social value (Shim et al., 2018), and the same three measurement items for visit intention (Luo & Ye, 2020). Each item was assessed using a six-point Likert scale, with a plot survey conducted to ensure that respondents and the research had a similar understanding.

The opposite square root approach was utilized in this research to conduct Halfway Rent Square Underlying Condition Displaying (PLS-SEM), with a significance level of 5%. This technique allowed the research to exercise judgment based on various sample models and determine the appropriate sample size criteria (Sekaran and Bougie 2016). The research

included individuals aged between 17 to 35 years residing in Indonesia as the sampling criteria. A social media-based online survey was conducted at the end of July 2021, resulting in 248 samples. However, eight responses were deemed incomplete, insincere, or unreliable and were excluded from the analysis. As a result, 240 valid responses were used to satisfy the minimum sample size requirement.

The proposed model in this research was evaluated using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 (Ringle et al., 2015). According to Hair et al., this research aims to examine the relationship between various constructs to comprehend better the factors influencing individuals' intention to visit Ijen Crater. The approach taken in this research aligns with this objective. Additionally, the proposed model (Hair et al., 2014) represents a complex model with several constructs, making PLS-SEM an appropriate analytical tool. 2014).

RESULTS AND DISCUSSION

Demographic Profile

However, out of the 240 samples that were analyzed, a significant portion of them, approximately 65%, fell within the 29 to 35 years age bracket. Approximately 93% of the respondents hailed from regions outside of East Java. In terms of employment, 57% of the

respondents worked in the private sector, and only 27% had the highest reported income within the range of USD 266 to 366. Finally, among the respondents, 60% identified themselves as single.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

9

The age range of 23 to 28 is the most common category among the surveyed tourists, possibly because this age group tends to seek more challenging and adventurous trips than other age groups. Regarding the domicile, the Jabodetabek area is the dominant region of origin for the respondents, which may be attributed to a higher number of distributed questionnaires in that area. Employees make up the majority of the respondents, possibly due to their higher income and greater autonomy in making travel decisions. The commonly earned income is between 4,000,000 IDR (USD 266) and 5,500,000 IDR (USD 366) suggests that the Ijen crater is a tourist destination with higher transportation costs and requires a level of physical fitness accessible mainly to middle-class tourists. Lastly, most respondents identified as unmarried, possibly due to the challenging climb to the Ijen crater, which may be less suitable for those traveling with their families. These factors have influenced the research results and should be considered in evaluating the findings.

Table 1: Demographic Profile of Sample

Items	Groups	Frequencies	Percentages%
Age	17 – 22	38	16%
	23 – 28	157	65%
	29 – 35	45	19%
Domicile	East Java	16	7%
	Central Java	7	2%
	Jabodetabek (Jakarta, Bogor, Depok, Bekasi)	113	45%
	Sumatra Island	8	3%
	Kalimantan Island	5	2%
	Others	99	41%
Occupation	Students	35	15%
	Employee	184	75%
	Entrepreneur	15	7%
	Others	14	6%
Income per/month (IDR)	Rp 1.000.000 – Rp 2.500.000	58	23%
	Rp 2.500.001 – Rp 4.000.000	61	25%
	Rp 4.000.001 – Rp 5.500.000	68	27%
	>Rp 5.500.001	61	25%
Status	Unmarried	149	60%
	Married	99	40%
	Widower/widow	0	0%

Source: Prepared by the authors (2023)

Outer Model Test

In order to assess the validity and reliability of the constructs, an outer model evaluation was conducted. The stacking factors of all observed attributes were found to be within the range of 0.563 to 0.938, as shown in Table 2 (Hair et al., 2014). This indicates that the observed variables could accurately measure each latent variable, demonstrating high internal consistency reliability. Cronbach alpha and composite reliability values greater than 0.6 (Hair

et al.). 2014). According to Hair et al. claim (2914), all AVE values were greater than 0.5, indicating that the items for each latent variable could explain a significant amount of the variance in the constructed variable (2014).

Table 2: Outer Model Test

	Constructs	AVE	Loading Factor	Cronbach's Alpha	Composite Reliability
Expectation					
While visiting Ijen Crater, I hoped to find something different	E1		0.845		
While visiting Ijen Crater, I hope to discover the amazing characteristics of the mountain	E2	0,670	0.850	0,762	0,858
When visiting Ijen Crater, I hope to experience a beautiful physical object	E3		0.757		
Perceived Value					
Visiting Ijen Crater might make me feel happy	PV1		0.815		
Visiting Ijen Crater may feature an interesting festival	PV2	0,699	0.841	0,785	0,875
Visiting Ijen Crater is probably the best decision	PV3		0.852		
Social Value					
Visit Ijen Crater will help me gain social recognition	SV1		0.907		
Visiting Ijen Crater will make my impression positive in front of the group	SV2	0,853	0.932	0,914	0,946
Visiting Ijen Crater will help me feel accepted in social circles	SV3		0.931		
Visit Intention					
Most likely, I will visit Ijen Crater	VI1		0.907		
if I have time, I will visit Ijen Crater	VI2	0,844	0.929	0,908	0,942
I intend to visit Ijen Crater	VI3		0.920		

Source: Prepared by the authors (2023)

The next step was to evaluate discriminant validity by comparing the square root of each construct's average variance extracted (AVE) through cross loading, as shown in Table 3. The results indicated that each construct had a higher value than the others, indicating high discriminant validity for all constructs.

Table 3: Discriminant Validity (Cross Loading Criterion)

	Expectation	Perceived Value	Social value	Visit Intention
E1	**0.845**	0.491	0.092	0.364
E2	**0.850**	0.336	0.170	0.253
E3	**0.757**	0.326	-0.025	0.186
PV1	0.483	**0.815**	0.210	0.382
PV2	0.445	**0.841**	0.304	0.395

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

11

	Expectation	Perceived Value	Social value	Visit Intention
PV3	0.304	**0.852**	0.452	0.477
SV1	0.091	0.338	**0.907**	0.193
SV2	0.112	0.361	**0.932**	0.265
SV3	0.081	0.378	**0.931**	0.290
VI1	0.280	0.446	0.220	**0.907**
VI2	0.319	0.445	0.266	**0.929**
VI3	0.347	0.488	0.266	**0.920**

Source: Prepared by the authors (2023)

Inner Model Test

Meanwhile, an inner model test was conducted to evaluate the proposed hypotheses. As shown in Table 4, three out of five hypotheses were supported, while the remaining two (H1 and H3) were rejected because their p-values were greater than 0.05. Specifically, the research found no significant correlation between expectations and social value with visit intention. As a result, this research failed to demonstrate H1 and H3.

Table 4: Hypotheses Testing

Hypotheses	Original Sample (O)	p-value	t-statistics	Decision
Expectation-visit intention	0.143	0.075	1.783	Rejected
Perceived value - visit intention	0.390	0.000	4.878	Accepted
Social value- visit intention	0.107	0.099	1.652	Rejected
Expectation-perceived value	0.452	0.000	8.543	Accepted
social value-perceived value	0.343	0.000	6.033	Accepted

Source: Prepared by the authors (2023)

The research revealed that the variance (Q^2) for perceived value and intention to visit were 0.354 and 0.274, respectively. When multiplied, these values yielded a Goodness of Fit of 0.531, indicating that the model is reliable for predicting visit intention to the Ijen crater. However, out of the five variable relationships tested, three were accepted, while two were rejected.

The information presented about Ijen Crater, located in East Java Province, regarding its tourism potential is quite interesting, particularly concerning the impact of perceived value on tourists' intention to visit. Kurniawati et al. (2022) conducted research revealing how tourists' perceived value significantly influences the intention to visit Ijen Crater, particularly those who have never traveled there. This finding is consistent with the research by Suhud et al. (2020) on Islamic hotels in Indonesia, where perceived value was crucial in understanding the two critical parts of consuming a product or service. In the context of Ijen Crater, perceived value encompasses both the benefits received from visiting the site (in the form of economic,

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

12

social, and relationship benefits) and sacrifices made (decisions, efforts, and risks) (Sanchez et al., 2006). Visitors to Ijen Crater may need to consider various factors before deciding to visit, although the benefits, such as social benefits and the unique experience of witnessing the blue fire, can outweigh these sacrifices. The emotional and psychological impacts of visiting such a site can be challenging to describe accurately (Demsie and Officer., 2018), but they undoubtedly play a significant role in tourists' destination assessment. Ultimately, Ijen Crater's unique attractions and breathtaking views make it a desirable destination for many tourists.

Based on the hypothesis of the relation, high expectations of Ijen Crater can positively impact perceived value among tourists. This implies that when tourists already have high expectations of the destination, their visit is more likely to be perceived as valuable, resulting in increased feelings of happiness and satisfaction. The research also suggests that social value, which refers to the social norms and status associated with a tourist's self-concept of the group, has a significant and positive influence on perceived value. Meanwhile, as Ijen Crater is located at the end of East Java and involves a long and uphill hiking path, reaching the top of the crater can be challenging for tourists. When tourists successfully visit Ijen Crater, their social acceptance can increase, leading to an enhanced perceived value in the eyes of the group.

The present research and several existing ones found that some hypotheses were unsupported. For example, the hypothesis that expectation significantly impacts visit intention was rejected. Expectation refers to the predictions consumers make about their visit's anticipated outcomes, which is crucial to understanding tourists' expectations. However, in the case of Ijen Crater, despite its reputation as the prima donna of the area, the branding of the Crater is the only one with blue fire in Indonesia. This results in a lack of realistic expectations to describe the beautiful Ijen Crater, which has not been maximized, resulting in a lack of realistic expectations among tourists. Tang (2014) noted that tourists' perceptions and feelings are highly dependent on the initial performance of the tourism image. Another rejected hypothesis was the notion that social value has a significant effect on visit intention. This is likely because the social acceptance of the respondents did not match the sacrifice required to visit Ijen Crater, which is far from the average respondents.

CONCLUSION

This research made several notable contributions, one of which is that tourists often feel their expectations are not aligned with the reality of what they experience at Ijen Crater so that this greatly influences the intention of subsequent tourists to visit tourist attractions as the

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

13

beginning of every consumer behavior. This is primarily due to the lack of information regarding the main attraction's challenging conditions, which requires hiking up steep, rough terrain for 2.5 hours to reach the top. Additionally, the remote location of Ijen Crater, at the tip of East Java, leads some tourists to question whether it is worth the effort required to reach the destination. Despite their hopes for a particular experience, natural conditions may prevent them from seeing the blue fire they came to witness due to weather changes. Other factors supporting tourists' interest in visiting Ijen Crater include affordable transportation and lodging options close to the destination.

The research has certain limitations regarding its theoretical implications as it primarily relied on predictive relevance assessments with a value far from one. Future research should use more complete variables beyond expectations, perceived, and social values to improve the model and introduce innovation to the academic field. For instance, a more comprehensive tourist identity could be added to understand the reasons behind extreme tourist attractions. In addition, to gain a deeper understanding of tourists' actual needs, a qualitative approach is necessary to confirm the findings.

ACKNOWLEDGMENTS

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211.

Andereck, K., McGehee, N. G., Lee, S., & Clemmons, D. (2012). Experience expectations of prospective volunteer tourists. *Journal of Travel Research*, *51*(2), 130–141.

Basariya, S. R., & Ahmed, R. R. (2019). The Influence of 'Adventure Tourism Activities' in promoting tourism business in mountain stations. *Journal of Hospitality and Tourism Management*, *8*(2), 1–10.

Bhatia, A. K. (2002). *Tourism development: Principles and practices*. Sterling Publishers Pvt. Ltd.

Brady, M. K., & Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of Marketing*, *65*(3), 34–49.

Chiu, C., Wang, E. T. G., Fang, Y., & Huang, H. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, *24*(1), 85–114.

Demsie, E., & Officer, S. T. (2018). *The characteristics, length of stay and motivation of foreign tourists who visit Simien Mountains National Park, World Heritage Site, Ethiopia*.

Fallon, P. (2008). Monitoring visitor satisfaction with destinations using expectations, importance and performance constructs. *Tourism Management Analysis, Behaviour and Strategy*, 242–458.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50.

Fountain, J., Espiner, S., & Xie, X. (2010). A cultural framing of nature: Chinese tourists' motivations for, expectations of, and satisfaction with, their New Zealand tourist experience. *Tourism Review International*, *14*(2–3), 71–83.

Franklin, A. (2003). *Tourism: an introduction*. Sage.

Greenwell, T. C. (2007). Expectations, industry standards, and customer satisfaction in the student ticketing process. *Sport Marketing Quarterly*, *16*(1), 7.

Gupta, S., & Zeithaml, V. (2006). Customer metrics and their impact on financial performance. *Marketing Science*, *25*(6), 718–739.

Jeong, Y., & Kim, S. (2019). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*.

Khan, N. (2019). *Impact Of Service Robots And Cognitive Image On Tourists Experience Expectation To Form Visit Intention*. Thesis, Capital University of Science and Technology, Islamabad.

Kurniawati, E., Kohar, U. H. A., Meiji, N. H. P., Handayati, P., & Ilies, D. C. (2022). Digital Transformation for Micro, Small, and Medium Enterprises to Develop Sustainable Community-Based Marine Tourism. *African Journal of Hospitality, Tourism and Leisure*, *11*(2), 1118–1127.

Lu, J., Hung, K., Wang, L., Schuett, M. A., & Hu, L. (2016). Do perceptions of time affect outbound-travel motivations and intention? An investigation among Chinese seniors. *Tourism Management*, *53*, 1–12.

Luo, J. M., & Ye, B. H. (2020). Role of generativity on tourists' experience expectation, motivation and visit intention in museums. *Journal of Hospitality and Tourism Management*, *43*, 120–126.

Muluneh, D. W., Chiriko, A. Y., & Taye, T. T. (2022). *Tourism Destination Marketing Challenges and Prospects: The Case of the Southern Route of Ethiopia*.

Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *1988*, *64*(1), 12–40.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

15

Petrick, J. F. (1999). *An examination of the relationship between golf travelers' satisfaction, perceived value and loyalty and their intentions to revisit*. Clemson University.

Prasiasa, D. P. O., Widari, D. A. D. S., & Utama, I. G. B. R. (2023). World Cultural Heritage Designated Impacts in Jatiluwih Agritourism, Bali, Indonesia. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, *8*(6), 18.

Prebensen, N. K., Woo, E., & Uysal, M. S. (2014). Experience value: Antecedents and consequences. *Current Issues in Tourism*, *17*(10), 910–928.

Raiden, A., & King, A. (2021). Social value, organisational learning, and the sustainable development goals in the built environment. *Resources, Conservation and Recycling*, *172*, 105663.

Sanchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, *27*(3), 394–409.

Sheng, C.-W., & Chen, M.-C. (2012). A study of experience expectations of museum visitors. *Tourism Management*, *33*(1), 53–60.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, *22*(2), 159–170.

Shim, H., Shin, N., Stern, A., Aharon, S., Binyamin, T., Karmi, A., Rotem, D., Etgar, L., Porath, D., Pradhan, B., Kumar, G. S., Sain, S., Dalui, A., Ghorai, U. K., Pradhan, S. K., Acharya, S., Quan, L. N., Rand, B. P., Friend, R. H., … Gmbh, Z. (2018). No 主観的健康感を中心とした在宅高齢者における 健康関連指標に関する共分散構造分析Title. In *Advanced Optical Materials* (Vol. 10, Issue 1).

Sinha, I., & DeSarbo, W. S. (1998). An integrated approach toward the spatial modeling of perceived customer value. *Journal of Marketing Research*, *35*(2), 236–249.

Skinner, J., & Theodossopoulos, D. (2011). *Great expectations: Imagination and anticipation in tourism* (Vol. 34). Berghahn Books.

Spreng, R. A., MacKenzie, S. B., & Olshavsky, R. W. (1996). A reexamination of the determinants of consumer satisfaction. *Journal of Marketing*, *60*(3), 15–32.

Su, D. N., Nguyen, N. A. N., Nguyen, Q. N. T., & Tran, T. P. (2020). The link between travel motivation and satisfaction towards a heritage destination: The role of visitor engagement, visitor experience and heritage destination image. *Tourism Management Perspectives*, *34*, 100634.

Syah, D. O., Rustanto, A. E., Estiana, R., & Utami, R. T. (2023). Service Strategy on Tourism Business Development: Empirical Study on Purbalingga Panyatan Waterfall Tourism Spot. *International Journal of Professional Business Review*, *8*(6), e03030–e03030.

Vock, M., Dolen, W. Van, & Ruyter, K. De. (2013). Understanding willingness to pay for social network sites. *Journal of Service Research*, *16*(3), 311–325.

Wirtz, J., Patterson, P. G., Kunz, W. H., Gruber, T., Lu, V. N., Paluch, S., & Martins, A. (2018).

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

16

Brave new world: service robots in the frontline. *Journal of Service Management*.

Wu, W., Huang, V., Chen, X., Davison, R. M., & Hua, Z. (2018). Social value and online social shopping intention: the moderating role of experience. *Information Technology & People*.

Yang, Z.-Y., & He, L.-Y. (2011). Goal, customer experience and purchase intention in a retail context in China: An empirical study. *African Journal of Business Management*, *5*(16), 6738–6746.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, *52*(3), 2–22.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, *60*(2), 31–46.

Zheng, X., Luo, J. M., & Shang, Z. (2022). Effect of parasocial relationship on tourist's destination attitude and visit intention. *Plos One*, *17*(4), e0265259.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 8 | p. 01-17 | e03023 | 2023.

17