MEDIATING EFFECT OF BEHAVIORAL INTENTION ON THE INFLUENCE OF PERCEIVED VALUE, ATTITUDE, AND SUBJECTIVE NORM ON VISIT DECISION

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Abstract: Theory of planned behavior is believed to be a theory that can influence visit decisions. Similarly, the dimension of perceived value becomes a determining factor in tourists' decisions to visit. Aims to study analyze the effect of the Theory of Planned Behavior and perceived value on tourists' visit decisions to Alamendah Tourism Village. Data collection using a purposive sample technique, 100 respondents who had visited Alamendah Tourism Village were given questionnaires to complete in order to collect data.. The research method in this study is a quantitative approach, employing descriptive and verificative data analysis techniques with PLS SEM techniques. The data analysis was conducted using SmartPLS version 4.0. The results of this study are: 1) perceived value, attitude, and perceived behavioral control affect behavioral intention; 2) subjective norm does not affect behavioral intention; and 3) behavioral intention influences actual behavior.

Keywords: theory of planned behavior, tourism village, visit decision, PLS SEM.

INTRODUCTION

Tourism is declarated as the fastest-growing sectors (Sharma et al., 2021). Consequently, one of the main driver in the global economy is the tourism industry, contributing foreign exchange to a country (Sabon et al., 2018). In Indonesia, tourism contributes to improving the welfare of society (Basorudin et al., 2021). Indonesia has significant tourism potential that would be concerning if not fully utilized. This potential includes cultural diversity, human resources, abundant natural wealth, potential tourist destinations, and marketing as a promotional tool (Cited from Kemenparekraf website, 2021).

Tourism to be an important role in contributing to the income of a region or community (Lundberg et al., 2018), as tourists who make decisions to visit a destination have needs and will spend money (Müller, 2018). High development of the times has made tourism an essential part of human life, which can be realized through stimuli that trigger the desire to travel (Wu & Pearce, 2014).

The concept of visit decisions has always been a focus in the field of marketing because it relates to the process when consumers or tourists actually purchase a product or visit a tourist destination (Park et al., 2018). A visit decision is made by an individual before visiting a place or area, considering several alternatives (Hurriyati, 2015).

The decision to visit a place is related to the purchase decision even before deciding to visit (Nikjoo & Ketabi, 2015). Visit decision theory is analogous to purchase decisions, as demonstrated by research conducted by Jalilvand and Samiei in 2012, which equated tourist visit decisions with consumer purchase decisions (Aprilia, 2015). The decision to visit is related to the process in which tourists assess various alternative options and then choose one or more alternatives based on certain considerations (Yi et al., 2018).

Taken into consideration the Central Statistics Agency's (BPS) data, West Java Province is one of the provinces most visited by international and domestic tourists, following Bali, DKI Jakarta, Yogyakarta Special Region, and East Java.
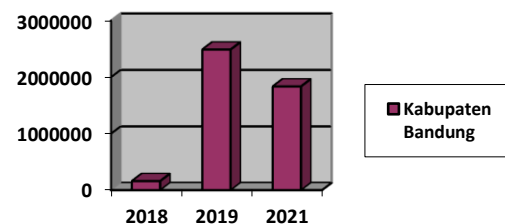

Figure 1. Tourist Visit Graph Bandung Regency
(Source: BPS, 2023)

Bandung Regency has an importance to the tourist industries and competes with other regions. Based on the graph above, it can be observed that the number of tourists visiting Bandung Regency has increased every year. However, in 2021, there was a slight decline due to the period following the COVID-19 pandemic.

One of the flagship tourist areas in Bandung Regency is Ciwidey. The tourist attractions in this area are diverse, as it is located in a highland region with cool air. The most popular tourist attraction in Ciwidey is Alamendah Village.

Alamendah Village is a tourist village in the Rancabali subdistrict, known for its natural,

57

religious, and agro-tourism attractions. In addition to offering beautiful natural scenery, visitors can also engage in various activities such as cycling, farming, making yogurt, and other tourist attractions.

Alamendah Tourism Village is a popular destination for various tourist activities and has achieved notable recognition, including receiving the Indonesian Tourism Village Award. Government representatives on study tours and school groups organizing field trips regularly visit it. Data on visitors to Alamendah Tourism Village is shown in the section that follows.
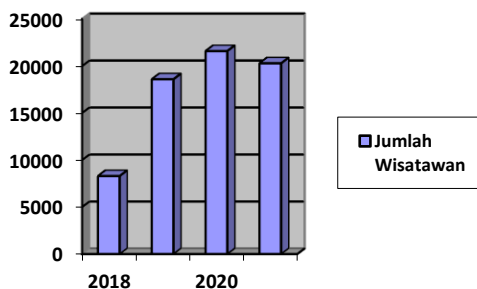

Figure 2. Tourist Visit Graph Alamendah Tourism Village (Source: Annisa et al., 2023)

Based on the graph above, tourist visits over the past four years have been fluctuating, increasing and decreasing each year. The rise and fall in the number of tourists visiting Alamendah Tourism Village indicates that the interest in visiting is unstable.

This study will be analyzed using the TPB as the foundation to examine how PV, ATT, SN, and PBC affects the BI and its impact on AB. The following are the study's research questions:

1. How do perceived value, ATT, SN, and PBC affect BI at Alamendah Tourism Village?

2. How does BI influence AB at Alamendah Tourism Village?

LITERATURE REVIEW
Theory of Planned Behavior (TPB)

TPB is a widely applied theory in various behavioral research fields. This theory is an expanded upon by the Theory of Reasoned Action (TRA) (Ajzen, 1991). TPB is a socio-psychological theory stating that three factors ATT, SN, and PBC affect consumer behavior BI. According to the theory (Ajzen, 1991), an individual's behavioral intention demonstrates their willingness to carry out a behavior, which is influenced by three factors. First, attitude refers to a belief about a behavior that drives certain actions, encompassing both positive and negative attitudes toward an individual's intention (Steinmetz et al., n.d.).

According to Ajzen (2002), the second factor relates to beliefs about others' normative expectations, encompassing social pressures, norms, and broader societal influences driven by beliefs and normative motivations. The third factor, as highlighted by Untaru et al. (2014), is perceived behavioral control, which represent an individual's evaluation of their ability to carry out a behavior based on the resources and capabilities available to them, including information, time, and financial means. Subjective norms, perceived behavioral control, and attitude in the direction of the activity all work together to create behavioral intention, which in turn shapes actual conduct.

A study accomplished by Hu et al. (2019) found that tourists' intentions to adopt

58

environmentally friendly behaviors in mountainous areas are strongly influenced by their attitudes, which reflect positive or negative perceptions, subjective norms, referring to perceived social pressure from relevant others, and perceived behavioral control, indicating the perceived ease or difficulty of performing such behaviors.

Perceived Value

Perceived value is widely acknowledged as a key determinant of behavioral intention and actual behavior in tourism, including destination loyalty (A. Z. Abbasi et al., 2023According to Bernanto (2017), perceived value is the total appraisal of a product or service's advantages, including price, emotional and social worth, and service quality, based on the customer's assessment of what they get in comparison to what they give. In essence, consumers evaluate their experiences by comparing the costs incurred with the benefits gained (Hsu et al., 2022). Grounded in this framework, the researcher proposes the following hypothesis:*H1. PV has an impact on BI*

Attitude

Attitude (Ajzen, 2002) is an internal condition that affects an individual's action choices toward a particular object, person, or event. Attitude is a learned of taught propensity to react positively or negatively to things, circumtances, organizations and ideas or people. Moreover, according to G. A. Abbasi et al. (2021), consumers perceive both positive and negative attitudes toward certain behavioral outcomes based on their beliefs.

Tourism research has shown a positive connection between attitude and behavioral intention, for instance, in preferences for environmentally friendly hotels (H. Han & Kim, 2010) and bicycle tourism (K. Han et al., 2017). Based on this, the researcher proposes the following hypothesis: *H2. ATT has an impact on BI.*

Subjective Norms

Subjective norms are the viewpoint of individual's perceptions or views of the beliefs of others that will influence their intention to perform or not perform a behavior under consideration (Jogiyanto, 2008). Subjective norms are related to the expectations of influential people in an individual's life (significant others), such as parents, spouses, close friends, colleagues, or others, depending on the behavior involved (Bianchi et al., 2017). The strong correlation between subjective norms and behavioral intention has been well documented in the literature on marketing and services (Armitage & Conner, 2001). Based on this, the researcher proposes the following hypothesis:
H3. SN have an impact on BI.

Perceived Behavioral Control

Schifter and Ajzen (1985) added a construct to TPB that was previously absent in TRA: perceived behavioral control. Perceived behavioral control represents the final factor that influences behavioral intention

Perceived behavioral control refers to a consumer's assesses their capacity to carry out an action on behavior, based on their available capabilities and resources (Ajzen, 1991Numerous studies have established a strong

59

relationship between perceived behavioral control and behavioral intention across various contexts and settings, including tourism in protected regions (Oviedo-García et al., 2019), responsible environmental behavior at tourist destinations (Hu et al., 2019), and destination loyalty (Abbasi et al., 2021). These findings highlight that individuals' capabilities and resources, such as time and money, play a significant role in predicting behavioral intention. Based on this, the researcher proposes the following hypothesis:
H4. PBC has an impact on BI.

Behavioral Intention and Actual Behavior

The Theory of Reasoned Action (TRA) asserts that a individual's perspective on particular activity and subjective norms—which represent perceived social pressure to participate in or refrain from engaging in the action—determine their behavioral intention. Behavior occurs because an individual has the intention to do so, or behavioral intention will determine their behavior. In other words, behavioral intention is an individual's desire to perform a particular behavior. Meanwhile, actual behavior refers to the real actions taken. Based on this, the researcher proposes the following hypothesis:
H5. BI has an impact on AB.

RESEARCH METHOD

According to Sugiyono (2015), research methodology is a way to demonstrate knowledge implemented for understanding and solving a problem through data collection. According to the research goals, the method used in this study is quantitative. Quantitative research is a scientific method that systematically investigates various phenomena and causal relationships between research variables.

The data collection technique in this study is a survey technique. This technique involves collecting data through questionnaires or interviews obtained from samples, which are individuals (Izzul Islamy, 2019). The questionnaires were distributed through Google Forms. The purpose of distributing the questionnaires in Google Form format is to make it easier for respondents to fill them out. The questionnaire was designed in the form of statements using a 1-5 Likert scale.

Sampling in this study used purposive sampling, which is a technique for data collection based on specific considerations (Sugiyono, 2018). This research investigates the testing of the Theory of Planned Behavior model in determining the decision to visit tourists to Tourism village Alamendah. The population for this study comprises all tourists who have visited Tourism village Alamendah. Using non-probability sampling, the researcher's established requirements, which included visitors who had visited Wisata Alamendah and were at least 17 years old, were used to choose the sample.

The data used in this study is primary data. According to Sugiyono (2015), primary data is data collected directly from respondents by the data processor. The data analysis technique used in this study is Partial Least Squares (PLS), processed using the SMART PLS 4 tool.

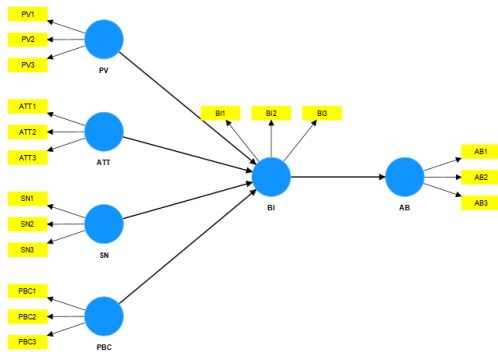Here is the framework of thought in this study:

Figure 3. Research Framework (Source: Processed by the researcher, 2024)

FINDING AND DISCUSSION
Respondent Characteristic

Table 1
Respondent Characteristic

Characteristic	Item	Freq.	%
Gender	Male	53	53%
	Female	47	47%
Age	18-25	75	75%
	26-35	20	20%
	36-45	5	5%
	46-60	0	0%
	>60	0	0%
Domicile	Kab. Bandung	35	35%
	Luar Kab. Bandung	65	65%
Education Background	SD	1	1%
	SMP	1	1%
	SMA	50	50%
	S1	43	43%
	S2	5	5%
	S3	0	0%
Tourism Experience (per year)	1-2	27	27%
	3-4	34	34%
	5-6	17	17%
	>6	22	22%

(Source: Processed by the researcher, 2024)

Validity Test

The validity test is conducted to assess the validity of an instrument for measuring a specific concept. In this study, it is designed using the measurement model or outer model.

According to Hair et al., 2010, convergent validity is a method used to determine the degree of correlation between statements and the model construct. To assess convergent validity, one can look at the Average Variance Extracted (AVE) value and outer loadings. The standards used for data validity are "loading factor > 0.7, communality > 0.5, and AVE > 0.5" (Hair et al., 2010).

Table 2
Results of the AVE Calculation

Variabel	AVE	Nilai Kritis	Ket.
PV	0.731	>0.5	Valid
ATT	0.758	>0.5	Valid
SN	0.818	>0.5	Valid
PBC	0.772	>0.5	Valid
BI	0.726	>0.5	Valid
AB	0.704	>0.5	Valid

(Source: Processed by the researcher, 2024)

Based on the data processing results using SMART PLS 4 in the AVE calculation presented in Table 2, it shows that the items tested in this study are valid because the AVE value for all items is greater than 0.5.

Reliability Test

According to Hair et al., 2010, reliability testing is handed to confirm the precision, parallelism, and accuration of the measurement instrument in data measurement. The reliability test values can be determined through Cronbach's alpha and composite reliability values. Cronbach's alpha is used to determine the lower bound of reliability, whereas composite reliability helps to determine the actual reliability beneficial of a construct. The standard used for data reliability is that both, that should be higher than 0.7,

61

although a value of 0.6 is still applicable (Hair et al., 2010).

Table 3
Results of C'Alpha and C'Reliability

Variabel	C' Alpha	C' Reliability (rho_a)
PV	0.815	0.821
ATT	0.839	0.843
SN	0.889	0.899
PBC	0.852	0.856
BI	0.812	0.818
AB	0.792	0.811

(Source: Processed by the researcher, 2024)

Considering the data from processing results using SMART PLS 4 in the Cronbach's alpha and composite reliability calculations presented in Table 3, it shows that the items tested in this study are reliable because all items are higher than 0.7.

There were 100 respondents who had visited Tourism village Alamendah and were used as respondents in this study. The characteristics used by the researcher in this study are gender, age, domicile, highest education, and tourism experience per year.

The research result indicate that the most of respondents and visitors who had visited Tourism village Alamendah were male, with the age range predominantly between 18-25 years. The researcher also considered domicile as a criterion for classifying the characteristics of tourists, as it reflects the extent to which Tourism village Alamendah is recognized among the general public. The data shows that 65% of respondents came from outside Bandung Regency. The level of education also affects travel decisions, with the most of respondents having finished high school and undergraduate degrees. Additionally, the tourism experience of the respondents is on average 3-4 trips per year.

Stuctural Model

The structural model is serves as a tool to understand the relationships between each latent variable. The structural model's assessment can be determined by coefficient of determination (R2). The R2 value indicates the level of variation in the independent variables' impact on the dependent variables. The R2 value must fall within the range of 0 to 1.

Table 4
Results of R-Square

Variabel Endogen	Nilai R^2 (R-Square)	%
BI	0.775	77.5%
AB	0.646	64.6%

(Source: Processed by the researcher, 2024)

In Table 4, it is shown that the R2 value for the variation in Behavioral Intention is 0.775. This indicates that the connection between PV, ATT, SN, and PBC on BI is 77.5%. Meanwhile, the R2 value for the variation in AB is 0.646. This indicates that the affects of BI on AB is 64.6%.

Hyphotesis Testing

The following standards are used to evaluate the hypothesis's significance: The relationship is seen as significant and H1 is approved if the p-value is less than 0.05; if the p-value is higher than 0.05, the link is regarded as not significant and H1 is rejected. According to Ghozali (2016), if the t-statistic is >1.96, it means the relationship is significant; additionally, if the initial sample shows a positive value, it indicates a positive influence of variable X on Y, and vice versa.

Table 5
Results of Hypothesis Testing

	Original Sample	T-statistic	P-value
PV-BI	0.345	3.809	0.000
ATT-BI	0.348	4.561	0.000
SN-BI	0.130	1.370	0.171
PBC-BI	0.184	2.963	0.003
BI-AB	0.804	24.207	0.000

(Source: Processed by the researcher, 2024)

Perceived Value towards Behavioral Intention

Considering on the results of the first hypothesis test, the p-value is 0.000, the t-statistic is 3.809, and the initial sample value is 0.345. These results indicate a significant relationship, as the p-value is less than 0.05, suggesting that the hypothesis is supported. Because the P-Value is lower than 0.05, can infer from these results that H1 is approved, the t-statistic is more than 1.96, and the initial sample value is positive. This means that the perceived value variable have a significant positive influence on behavioral intention.

The impact of perceived value on behavioral intention is in line with the study by (C-F, Chen & Chen, 2010), which found that perceived value plays an important role in shaping behavioral intention.

Attitude towards Behavioral Intention

A p-value of 0.000, a t-statistic of 4.561, and an initial sample value of 0.348 are displayed in the hypothesis test findings. Since the initial sample value is positive, the t-statistic is higher than 1.96, and the p-value is lower than 0.05, it can be said that H2 is accepted. This indicates that the attitude variable has a significant positive impact on behavioral intention.

This outcome aligns with the study by Afendi et al. (2014), which highlights the significant role of attitude in shaping behavioral intention.

Subjective Norms towards Behavioral Intention

The results of the hypothesis test show a p-value of 0.171, a t-statistic of 1.370, and an initial sample assesemen of 0.130. Because the p-value is >0.05, the t-statistic is <1.96, and the initial sample value is positive, H3 is denied. This means that subjective norms do not have a big impact on behavioral intention.

Perceived Behavioral Control towards Behavioral Intention

According to the hypothesis test show a p-value of 0.003, a t-statistic of 2.963, and an original sample value of 0.184It is possible to conclude that H4 is accepted because the t-statistic is higher than 1.96, the p-value is lower than 0.05, and the initial sample value is positive. This suggest that perceived behavioral intention has a substantial positive influence on behavioral intention.

Behavioral Intention towards Actual Behavior

The original sample value is 0.804, the t-statistic is 24.207, and the p-value is 0.000 according to the hypothesis test results. Given that the initial sample value is positive and the t-statistics is bigger than 0.05, it is feasible to conclude that H5 is valid, and supposing that the beginning value of the sample is positive. This implies that behavioral purpose greatly enhances actual behavior.

CONCLUSION AND RECOMMENDATION

Conclusion

The results of the study conducted in Tourism village Alamendah show that the variables of perceived value, attitude, and perceived behavioral control have a substansial favorable impact on tourist' behavioral intention to visit the area. This indicates that tourists' perception of the value they receive from the travel experience, their attitude toward tourism, and the perceived behavioral control they feel play an important role in shaping their intention to visit the village. However, subjective norms were not found to have a significant impact on behavioral intention, meaning that social pressure or expectations from others do not play a major role in tourists' decisions to visit Tourism village Alamendah. Furthermore, behavioral intention was found to have a significant positive effect on actual behavior, indicating that tourists' intention to visit can predict their actual behavior in visiting the destination.

Recommendation

Based on the findings, several recommendations can be made: The management of Tourism village Alamendah should focus on improving the perceived value for tourists by providing more satisfying experiences and better service quality to influence their visit intention. Efforts should be made to improve tourists' positive attitudes toward the destination, for example, by emphasizing the unique attractions and advantages of Tourism village Alamendah in marketing campaigns.

Management could provide more information and easier access, so that tourists feel they have more control over their decision-making process. Since subjective norms were not found to be significant, focusing on personal experiences of tourists in marketing is more important than trying to influence their social views.

Given that behavioral intention significantly affects actual behavior, management could design marketing campaigns aimed at strengthening tourists' intention to visit, such as attractive promotions or loyalty programs for repeat visitors.

By implementing these strategies, it is expected that Tourism village Alamendah can increase the number of visitors and maximize the tourists' overall experience.The final part contains recommendations, that must be containing suggestions associated with further ideas from the research.

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