

The Effect of Experience Quality on Behavioral Intentions mediated by Tourist Happiness and Tourist Satisfaction in an Island Destination

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ARTICLE INFO

Article history:

Received 26 December 2021

Accepted 24 March 2022

Available 01 June 2022

ABSTRACT

This study aims to determine the effect of variables of experience quality, tourist happiness and satisfaction on behavioural intentions. Furthermore, this study determines the role of tourist happiness and satisfaction in mediating experience quality's influence on behavioural intentions. This study used samples of domestic tourists who had experience travelling on the island of Dodola with a total of 210, with *purposive sampling* techniques with several predetermined criteria, namely: 1. Have been 18 years old at the time of filling out the questionnaire; 2. Have travelled on the island of Dodola; 3. At the same time, travelling on the island of Dodola. The data were analyzed using the *Partial Least Square* (PLS) technique with *SmartPLS* 3.0. the results showed that the variables of experience quality had a positive and significant effect on behavioural intentions, tourist happiness and satisfaction. Furthermore, tourist happiness and tourist satisfaction had a positive and significant effect on behavioural intentions. The influence of the quality of experience on the Intention of behaving.

Keywords:

Quality of Experience, Intention to behave, Tourist Happiness and Tourist Satisfaction

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<https://doi.org/10.55980/ebasr.v1i2.23>

1. Introduction

Travelling activities in an island destination are very important for tourists to develop a romantic imagination (Rafiq et al., 2022; Wang et al., 2022; Yaghoubi et al., 2022). The characteristics of an island that differ in providing a unique and distinctive experience can provide a different quality of experience for tourists (Stavrianea & Kamenidou, 2022). The experience of travelling on an island is obtained from the atmosphere felt through the geographical environment and interaction with the environment in general (Saleh, 2021; Volo, 2021). Bringing the landscape of an island can provide a very meaningful experience for humans (Yu et al., 2019). Tourist interaction with the landscape of an island can also contribute to the perception of the experience.

In tourism, the quality of the experience felt by tourists has a very important role because of the strong association with other factors, such as the tourist's perception of the satisfaction of the experience felt (Thomson et al., 2005; Yan & Halpenny, 2022). In addition, the quality of a good page provider can increase positive emotions in the form of Happiness which has implications for tourists' behavioural intentions (Pujiastuti et al., 2017; Ratnasari et al., 2020). Tourists strive to feel a positive experience in an island destination to create satisfaction and Happiness through new and unique things (Orbaningsih et al., 2022). The tourist experience on an island can shape the Happiness and satisfaction of tourists (Saleh, 2021). Tourists feel Happiness and satisfaction and will have the Intention to visit the destination again. Travellers will intend to recommend the destination to others and tell positive things to others, friends and family (Lv et al., 2020; Meschini et al., 2021).

A tourist's experience not only includes the interaction of a person in the place itself but also with the diverse activities and relationships that take place in the place. When a tourist is in a place or landscape, they become participants and can orient their interactions. Those interactions will be able to contribute to positive emotions in the form of quality experiences that are felt (Morgan & Xu, 2009). Remoteness perceived different things, smaller size, slower development of life, different cultures, wildlife, and exotic and pure or natural environment are some of the fundamentals of the island that can shape the travel experience (Heagney et al., 2018). Although on the other hand, the characteristics of this island destination also often become an obstacle in the development of island tourism, such as remoteness, inconvenient transportation and inadequate infrastructure (Balmford et al., 2015).

The development of Dodola Island destinations is more focused on utilizing natural attractions with various unique resources contained in the island's landscape, such as beaches with white sand, seawater resources. It is coupled with the situs of underwater history in the form of relics of the second world war, mangrove tourism areas, air temperature, sunset, and various other natural uniquenesses, which are packaged in the provision of nature-based island tourism products and are equipped with various infrastructure in the form of accessibility and facilities that can meet the needs and provide convenience to reach destinations Dodola Island.

Analysis of the quality of the tourist experience model on an island is a rare problem. It considers the lack of previous studies examining and integrating the variables of experience quality, happiness and tourist satisfaction with behavioural intentions (Marine-Roig, 2021; Stavrianea & Kamenidou, 2022). The objectives to be achieved in this study are to analyze and determine the effect of experience quality on tourist behaviour intentions. Then the second purpose is to find out the effect of experience quality on Happiness, the effect of Happiness on behavioural intentions, the influence of experience quality on tourist satisfaction, the influence of tourist satisfaction on behavioural intentions and analyze and the effect of experience quality on intentions behaves with the role of mediation of tourist happiness and tourist satisfaction.

Hypothesis Development

1. Quality experience

Based on the experiential paradigm, the value of the landscape as the basis of the experience of human interaction with the landscape, where both are formed in an interactive process (Cuadrado-Ciuraneta et al., 2017). The meaning of landscape is tied to an experience in terms of the form of a landscape, repeated visits to a place and the association of the landscape with a certain experience (Crossley, 2012). The quality of the tourist experience is important in various studies of tourist behavior in tourism activities. Tourism activities are experiential. The quality of the tourism experience is influenced by three factors: tourists, tourist destination products, and residents in the form of tourism employees and local communities. The quality of the tourist experience is an effective response of the traveler to the desired socio-psychological benefits of the visiting experience. It can also refer to certain service transactions, such as contact with people who contribute to the experience. Experience Quality is an evaluation of the overall experience at a destination over a while. The quality of the experience is an interaction between tourists and the

landscape in a destination. This landscape is intended not only to exchange the social and cultural environment but the nature in the geography of an island destination (Moon & Han, 2019).

Previous studies conducted by experts show the importance of Quality of experience and Intention to behave in tourists. Research findings (see also Wu et al., 2017) shows that the positive and significant influence of the variable quality of experience on Intention to behave. Then Mansour & Ariffin (2017), Haji et al (2021) explaining the results of his research that there is a positive and significant influence of the quality of experience on Intention to behave. Based on theoretical studies and previous empirical studies, the hypothesis of this research can be formulated as follows:

H1: Quality of Experience has a positive and significant effect on Intention to behave

1.2. Tourist Happiness

The concept of Happiness can be classified in three parts of theory: set-point theory, cognitive theory and affective theory. Set-point theory explains that Happiness is something that has been programmed by a person and has nothing to do with how a person lives. The cognitive theory explains that Happiness comes from human thinking and reflection on the difference between the perception of actual and supposed life. The affective theory views Happiness as a human reflection on his life's good. Happiness is the emotional feeling of an individual who wants more presence of positive influences and the absence of negative influences. Positive psychology identifies frequent positive influences, high life satisfaction and rare negative influences as the three main components in Happiness. Happiness is a thorough evaluation by the individual to convey all the pleasant and unpleasant things to the experiences of the past. Emotionally a person who shows what is perceived positively and the absence of negative influences or Happiness as an individual tendency to experience frequent positive and rarely negative emotions.

Penelitian explained the importance of Happiness in tourism(Pai et al., 2020). Research of Chen & Li (2018) found that tourism activities can increase individual Happiness. Happiness is still an important study to measure the contribution to travel or vacation behaviour. The quality of experience has a significant effect on Happiness; subsequently, the variable of Happiness has a positive and significant effect on the Intention to behave (Wu et al., 2017). Based on teori and previous research, the formulation of the research hypothesis is as follows:

H2: The quality of the experience has a positive and significant effect on traveller Happiness.

H3: Traveller happiness has a positive and significant effect on behavioural intentions.

H4: Quality of Experience has a positive and significant effect on Intention to behave through the mediation of tourist Happiness.

1.3 Traveller Satisfaction

Satisfaction is the degree to which a person believes an experience can evoke positive feelings (Mansour & Ariffin, 2017). Consumer satisfaction is the result of evaluation during consuming products by assessing and comparing their expectations with product performance(Haji et al., 2021). Satisfaction is someone's feeling of satisfaction or disappointment that arises from comparing the product's perceived performance against their expectations. In tourism, satisfaction is a function of expectations before travel and post-trip experiences.

Various previous studies have revealed that satisfaction is a very important factor. Tourists' overall satisfaction is influenced by tourist products and the quality of service in tourist destinations; experiences encountered when tourists participate in activities. The quality of the experience has a positive and significant effect on tourists' satisfaction (Moon & Han, 2019). The satisfaction of the tourist experience has a positive and significant effect on the Intention of behaviour. Based on the description of the theory and empirical studies, the research hypothesis is formulated as follows:

H5: The quality of the experience has a positive and significant effect on Traveller Satisfaction.

H6: Traveller Satisfaction has a positive and significant effect on behavioural intentions.

H7: The quality of the experience has a positive and significant effect on the Intention to behave through the mediation of Tourist Satisfaction.

1.3 Intention to Behave

The Intention of behaving explains that a behaviour is in a certain way to possess, dispose of and use a product or service (Yan & Halpenny, 2022). Behavioural intentions can include repurchases and word-of-mouth intentions; Intentions are certain people's assessments of certain behaviours that reflect the willingness of some people to certain behaviours. Good behaviour can relate to a service provider's ability to retain customers such as: (1) recommending perceived products to other consumers, (2) saying positive things about a perceived product or service, (3) stay loyal, and charge a premium price to determine the future performance of the organization depends on the degree to which it cultivates an intention to behave that gives customers an advantage.

In the context of tourism, the positive things that are told are positive situations experienced by tourists since visiting a destination, the youthful behaviour of a tourist in conveying information about an object he experienced is an experience, in the form of a positive or negative experience, if the experience is positive, then the recommendation of tourists to other tourists can provide benefits for the management, and tourists will be loyal and pay a price premium if an attraction can make a positive impression. The main indicators used as measurements in this study were Intention to visit again, Intention to say Positive things and Intention to recommend.

2. Methods

The sample analysis in this study focused more on domestic tourists who had visited the island of Dodola and temporarily carried out tourist activities on the island. A purposive sampling approach used several predetermined criteria: 1). Be at least 18 years old when filling out the questionnaire, 2). Have travelled on Dodola Island, 3). We are travelling on the island of Dodola. The sample of this research was 210 respondents who were domestic tourists; the questionnaire was distributed to the respondents by the researcher and assisted by three members. Furthermore, some of the characteristics of respondents that can be explained based on the characteristics identified through the filling of the questionnaire by the respondents are as follows: from the age characteristics, respondents are dominated by ages ranging from 31-50 years as much as 65%, then 18-30 years as much as 30.18% and more than 50 years as much as 5.82% gender, men are the most respondents with a total of 53% than women as much as 47%. in the characteristic of educational level, undergraduate (S1) level as much as 55%, high school as much as 20.91%, strata two 11.36%, strata three 0% elementary school 0% and junior high school 0%.

Tourists with job characteristics as civil servants as much as 40%, self-employed as 27.27%, TNI / Polri 3.18% and other jobs as much as 22.73%. In terms of tourist expenditure per month in rupiah in the range of 4-6 million as much as 44.55%, then 1-3 million as much as 42.73%, more than 6 million as much as 12.73%. Characteristics of sources of information channels of tourist destinations, from friends as much as 45.91%, from family/relatives 32.27%, from media 14.09% and other sources of information 7.73%. Characteristics based on the region of origin of tourists, western Indonesia as much as 34.55%, eastern Indonesia 53.64%, and central Indonesia as much as 11.82%. Based on the characteristics number of visits, one time as much as 30.45% and more than once as much as 69.55%. Characteristics of tourists based on the length of visits on Dodola Island, one day as much as 57.09%, two days 30.09% and more than two days as much as 12.82%.

In this study, the measurement of variables to evaluate respondents' expectations can refer to the opinions expressed by Cooper & Schindler (2006), namely the Likert scale using points 1-5. Symbol 1 for "strongly disagree"; symbol 2 for "Disagree"; symbol 3 for "Neutral"; symbol 4 for "Agree"; and symbol 5 for "Strongly agree". The model in this study used four variables: quality of experience, Happiness of tourism satisfaction and Intention of Behaviour. Validity test of the questionnaire using *the outer model* test with *convergent measurement and discriminant validity*.

Measurement of experience quality variables based on scales developed by Otto and Ritchie (1996, 2000) developed the Experience Quality scale into research questionnaires. Furthermore, this study was operationalized by referring to the research questionnaire developed by Hyoungeun Moon and Han (2018), and Cervera-Taulet et al. (2018). Indicators of the quality of the experience can be implemented with the statements in the questionnaire as follows "during my trip on this

Island I felt free from routine"; "feeling adventurous"; "can enjoy something new that is different"; "feel physically comfortable"; "feel that the goods or property are safe"; "feeling involved in process"; "have a choice in service"; "increase self-confidence".

The happiness variable in this study can be defined as the emotional feelings of individuals who want more presence of positive influences and the absence of negative influences. Indicators for this variable is developing from the opinions expressed by *Lyubomirsky & Tucker* (1998), and also is based on the previous research, such as *Y. Chen & X. Li* (2018), *Wu et al* (2017), and *Hanna Lee et al* (2018). The indicators of Happiness used are; "life is more valuable", "life achievements", "a meaningful life", "more vibrant", "a happy life during travel activities", and "Feeling a better life during travel".

Variable of tourist satisfaction in this study refers to the argumentation of *Reisinger & Turner* (2003) that explain satisfaction in tourism is referred to as a function of expectations before travel and post-trip experiences. The indicators of tourist satisfaction in this study are; stinging, Satisfied Overall, wise travel choices, and "Traveling on this Island can exceed expectations".

Intention Behaving in the context of tourism is the Intention to Behave which is profitable, including actions such as spreading positive word of mouth or recommending tourism offers to others, revisiting attractions, and revisiting even if the cost is expensive or increasing *Duman & Mattila* (2005), *Kim & Lee* (2011). Therefore, indicators on the Intention of Behaving Variable can be developed based on studies conducted by *Tien et al.*, (2015), *Wu & Li* (2014), *Wu et al.*, (2017), then the Indicators of Intention of Behavior Variable in this study are; "Intention to Revisit", "Intention to Say Positive things" and "Intention recommend".

Evaluation of the measurement model in the form of *an outer model* with reflective testing of validity and reflective reliability. To find out the value obtained, a convergent validity can be used with a factor loading >0.6 and average variance extracted (AVE) value of >0.5 (*Chin* 1995). Then a construct can meet the reliability criteria, if the values of Cronbach's alpha and composite reliability >0.7 (*Hair, et al.*, 2014). To analyze the data, this study used *structural equation modelling* (SEM) analysis with *Partial least square* (PLS); *SmartPLS* 3.0 software was used as a tool to test hypotheses.

Evaluation of structural models (*Inner Model*), to test the influence between one latent variable and another latent variable. Goodness of fit (GoF) testing was carried out by looking at the percentage of variants, namely the endogenous variable R^2 (R-Square). Then Q^2 (*Q-Square Predictive relevance*) is used to determine the diversity of exogenous variables that can be described in the model (*Hair et al.*, 2014). The *goodness of fit* (GoF) index is described as the R^2 mean for all endogenous constructs. The GoF index shows the strength of predictions for the model as a whole and has an interval value between $0 < Q^2 < 1$. GoF values close to the number 1 indicate good model estimates and have better *predictive relevance* (*Akter, D' Ambra and Ray*, 2011).

3. Results

In this research, two important stages that will be tested are the validity and reliability test of the data. The test aimed to recognise respondents' perceptions in understanding the variables in this study. The results of the validity analysis showed that all outer loading values were greater than 0.6 and each variability had an average variance extracted value (AVE >0.5). It means that the model in this study can meet the convergent validity requirement above 50% (*Chin*, 1995). The reliability test looks at Cronbach's alpha and composite reliability values. The test results show that the variables Of Experience Quality, Happiness, tourist satisfaction and Intention of Behavior can meet the reliability criteria with a value greater than 0.7, so each variable can be declared to meet the reliability of the construct. The test results can be presented in table 1 as follows:

Tabel 1. Hasil Uji Validitas dan Reliabilitas

Variables	Cronbach's Alpha	Composite Reliability	Avaraga Variance Extracted (AVE)	Information
EQ	0.875	0.905	0.548	Valid & Reliable
TH	0.865	0.906	0.706	Valid & Reliable
TS	0.921	0.934	0.704	Valid & Reliable
BI	0.935	0.968	0.812	Valid & Reliable

Source: Output Program SmartPLS 3.0

The results of the evaluation of inner models with the Goodness of Fit (*GOF*) testing approach can be presented in table 2 below:

Table 2. Test Results of Goodness of Fit Model

Variabel	R Square (R ²)
Happiness	0.406
Tourist Satisfaction	0.374
Behavioural Intention	0.402

Source : Data processed (2022)

The Goodness of Fit model test results showed that the R- Square value of the happiness variable was 0.406, then the tourist satisfaction variable was 0.374 and the behavior intention variable was 0.402. Furthermore, hypothesis testing is carried out to answer whether the proposed hypothesis can be accepted or rejected based on criteria with a critical value of p-value ≤ 0.05 ($\alpha = 0.05$) which shows the level of significance of hypothesis testing set at $\alpha = 0.05$ on each path of direct influence and indirect influence. The results of the path analysis can be presented in the following figure:

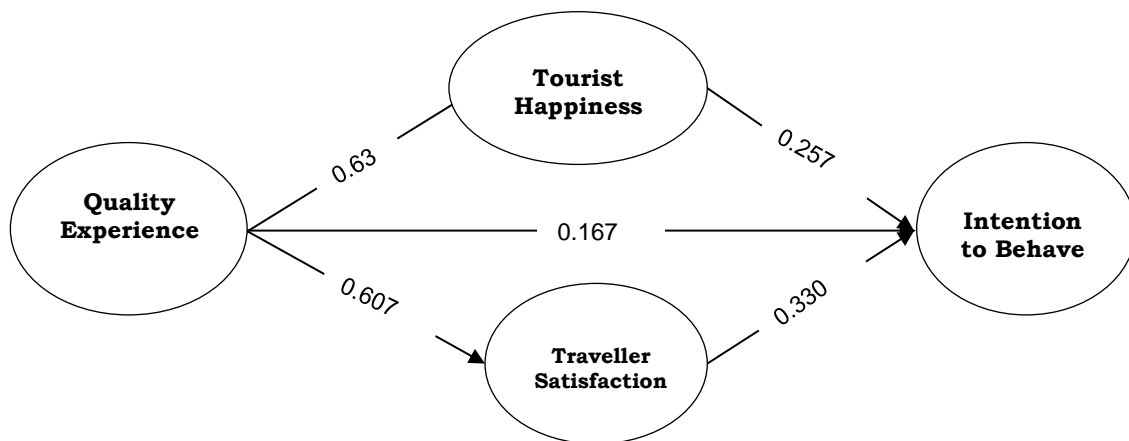


Figure. 1. Research Framework

The results of testing the hypothesis of direct influence consisting of hypotheses 1, 2, 3, 4 and 5 can be presented in the following table:

Table 3. Hypothesis Testing of Direct Effect

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-value	Information
EQ -> BI	0.167	0.161	0.074	2.253	0.027	Accepted
EQ ->TH	0.635	0.638	0.057	11.424	0.000	Accepted
H -> BI	0.257	0.253	0.119	2.135	0.038	Accepted
EQ -> TS	0.607	0.610	0.056	11.063	0.000	Accepted
TS-> BI	0.330	0.331	0.092	3.605	0.000	Accepted

Source: Output Processed with Application Program SmartPLS 3.0

The results of hypothesis testing in table 3 show a significant direct effect between the quality of experience and tourists' behavioural intentions (t-statistical value of 2.253 with a p-value of $0.027 < 0.05$), thus the, hypothesis H1 is accepted. It explains that the quality of experience significantly affects behavioral intentions. Furthermore, the results of H2 hypothesis of the quality of experience have a significant effect on Happiness (a t-statistical value of 11,424 with a p-value of $0.000 < 0.05$) which explain that this hypothesis is accepted, namely the quality of experience has a significant effect on Happiness.

The significant influence between the happiness variables on the Intention to behave (a t-statistical value of 2.135 with a p-value of $0.038 < 0.05$). This means that the H3 hypothesis is accepted. That is the happiness variable has a significant effect on behavioural intentions. In the H4 hypothesis, the results of hypothesis testing show that the experience quality variable has a significant effect on tourist satisfaction (a t-statistical value of 11,063 with a p-value of 0.000) which means that the hypothesis is accepted. The results of testing the H5 hypothesis show that the variable of tourist satisfaction has a significant effect on the Intention to behave (a t-statistical value of 3,605 with a p-value of 0.000), which means hypothesis of the influence of the variable of tourist satisfaction on the Intention of behaving is accepted.

The indirect effect test was conducted to understand the role of mediation variables, including variables of Happiness and tourist satisfaction, to explain the hypotheses H6 and H7. This test was carried out using the t-statistical criteria >1.96 with a p-value of < 0.05 . The test results of the test can be presented in the following table:

Table 4. Hypothesis testing results of indirect influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
Quality of Experience -> Tourist Happiness-> Intentions of Behaving	0.161	0.163	0.076	2.247	0.038
Quality of Experience -> Traveler Satisfaction-> Intentions of Behaving	0.196	0.195	0.050	3.289	0.001

Source: Processed data, (2022)

T4 shows that the path coefficient with a value of 0.161 (t-statistical value of $2.247 > 1.98$ with a p-value of $0.038 < \alpha = 0.05$) shows a significant influence between the experience quality variable on the Intention to behave and the role of happiness mediation. Thus the hypothesis (H6) was accepted. Then on the hypothesis (H7), the test results showed that there was a significant influence with a coefficient value of 0.196 between the variables of experience quality on the intention of behavior with the mediation of tourist satisfaction (t-statistical value of $3.289 > 1.98$ and p-value of $0.001 < \alpha = 0.05$).ini means that H7 was accepted.

4. Discussion

The result of the testing and analyzing several hypotheses in this study shows that, the first hypothesis (H1) shows that there is a significant influence on the variable quality of experience on the Intention to behave tourists. The results of this study follow previous studies conducted by (Ariffin and Mansour, 2016) and (Wu *et al.*, 2017), which stated that the quality of experience has a positive and significant effect on behavioural intentions. During tourist activities, tourists feel a positive experience on the island, this can be interpreted that the experience can encourage tourists to tend in form of behavioural intentions in the form of an intention to visit the island's destinations in the future, a will to recommend tourist destinations on the island to family, friends and the public in general as well as an intention to recommend island tourist destinations it to others.

The second Hipotesis (H2) empirically proved the influence of the positive and significant variable quality of experience on Happiness. Tourists can feel a quality experience from various tourist activities in island destinations that can increase positive emotions in the form of Happiness.

The quality of the experience of traveling on an island has a different impression from tourist destinations in general. Island destinations can provide a unique experience with other characteristics; tourists can feel a quality experience that has implications for the Happiness felt. This study's results align with the findings of previous studies conducted by Wu *et al.* (2017), which shows that the quality of experience has a positive and significant effect on Happiness.

Hypothesis (H3) in this study is also acceptable that the happiness variable has a positive and significant effect on behavioural intentions, this can illustrate that tourists who feel positive emotions in the form of Happiness in the tourist destinations of the islands they visit can increase their Intention to behave in the future such as the Intention to visit again, recommend the destination to others and tell people about positive experiences during travel others and their relatives. The findings of this study align with the results of research conducted by (Wu *et al.*, 2017), that the Happiness felt by tourists can have a significant effect on tourists' behavior intentions.

Hypothesis (H4) is acceptable, which explains that the variable of quality of experience has a positive and significant effect on the Intention to behave through the mediation of Happiness. The role of Happiness is very important in improving the Intention of behaving tourists. The results of this study are in line with the findings of a study conducted by Wu, *et al.* (2017) which suggests that the quality of experience has an indirect effect on the Intention of behaving tourists through Happiness.

The hypothesis (H5) is also acceptable that the variable quality of the experience has a positive and significant effect on tourist satisfaction. This can be explained that tourists who have a quality travel experience with various activities carried out in tourist destinations can encourage an increase in satisfaction felt by tourists. The results of this study correspond to the study conducted by (Jin, *et al.*, 2015; Sun, *et al.*, 2017), who found that the quality of the experience had a positive and significant effect on tourist satisfaction. Hypothesis (H6) is accepted, it empirically proves that tourist satisfaction can have a positive and significant effect on behavioral intentions. the results of this study are in line with the findings of research conducted by (Wu, *et al.*, 2017) and Sun, *et al.*, 2017).

Then the latter on the hypothesis (H7) is empirically proven to be acceptable, this hypothesis explains that the quality of experience has a positive and significant effect on Intention to behave through the mediation of Tourist Satisfaction. The role of tourist satisfaction is very important in increasing the influence of the quality of experience on the Intention to behave tourists. Positive traveller behavior intentions contribute to a quality experience that can satisfy tourists. the findings of this study follow the results of a study (Wu, *et al.*, 2017) which shows that tourists who experience satisfaction can play a role in increasing behavioral intentions.

5. Conclusion

The experience of traveling in an island destination is very different from tourist destinations in general. The island has an attraction with unique characteristics and is typical of its various advantages. The findings of this study suggest that the relationship of various variables in this model can be empirically proven. The results of the study explained that the quality of experience has a positive and significant effect on the Intention to behave. then the research findings also showed the quality of experience had a positive and significant effect on Happiness, and Happiness also directly had a positive and significant effect on behavioral intentions. furthermore, the findings of this study can reveal that happiness variables can play a partial role in mediating the influence of experience quality on tourists' behavioral intentions.

The results of subsequent studies revealed that the quality of the experience has a positive and significant effect on tourist satisfaction. the findings of the study also explain that the variables of tourist satisfaction can have a positive and significant effect on tourists' behavioral intentions. tourists who feel satisfaction during the trip can increase positive behavior in the future in the form of behavioral intentions. the role of tourist satisfaction mediation is very important in improving tourists' behavioral intentions. The results of this study explain that tourist satisfaction plays a role

in mediating the influence of the quality of the experience on behavioral intentions, tourist satisfaction is a variable that plays an important role in increasing behavioral intentions which include tourists' Intention to make a return visit in the future, tourists' Intention to recommend the island destination to others and friends and family, and the Intention of tourists to tell positive things about the destination the island visited to friends and family.

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