

The effect of experience quality on behavioral intention to an island destination: The mediating role of perceived value and happiness

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CHRONICLE

Article history:

Received: January 1, 2021

Received in revised format:

January 23 2021

Accepted: February 10, 2021

Available online:

February 10, 2021

Keywords:

Experience Quality

Perceived value

Happiness

Behavioral Intention

ABSTRACT

The purpose of this study was to determine the effect of experience quality, perceived value and happiness on behavioral intention. The study also examines the mediating role of perceived value and happiness on the effect of experience quality on behavioral intention. The samples of the study were 220 Indonesian tourists who have traveled to Dodola island or those who are currently travelling in Dodola Island Destination. This study used purposive sampling techniques using the following criteria: (1) have traveled to Dodola Island; (2). are currently travelling in Dodola Island; (3). Have a minimum age of 18 years old. The data analysis technique used was Partial Least square (PLS) with SmartPLS 3.0. The results showed that the experience quality has a positive and significant effect on behavioral intention, perceived value and happiness. Then the perception of value and happiness had a positive and significant effect on intention to behave. The results of this study also indicate that the perception of value and happiness can act as a partial mediation of the influence of the experience quality on behavioral intention.

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1. Introduction

An island with special and unique characteristics such as remoteness, distinctiveness, smaller size, slower development of life, different cultures, wildlife, exoticism, and pure or natural environment can be an attraction for tourists who want to carry out tourism activities (Baum, 1996). Island tourism is a special tourism category. Now, island destinations are greatly demanded by tourists internationally. With regard to this, islands are considered to be one of important aspects contributing to the development of a romantic tourism imagination (Harrison, 2004). Therefore, island tourism becomes one of the reasons for tourists to travel especially those who travel for the purpose of looking for a distinctive experience that is different from their daily life (Hyoungeun & Han, 2018). The experience of tourism on an island is not only seen from the geographical environment but also from the interactions with the environment in general (Fridgen, 1984). The interaction of tourists with the landscape of an island can also contribute to the experience perception (Zube et al., 1982). The interaction between a person and the environment can be manifested in terms of the interaction between people and the landscape and the interaction between people in the landscape (Zube et al., 1982). From this point of view, the experience perception includes not only one's interactions in the place itself but also a variety of activities and relationships occurring at certain places. When a person is in a certain place or a landscape, that person becomes a participant and he will be oriented to an interaction (Ittelson, 1973). Interaction with the environment requires a process of internalization, which comes from a person's experience and thus it results in responses and perceptions (Ittelson,

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1973). A person's perception of an island will result in various experience qualities based on his perception. In the tourism industry, the experience quality is very important because it has strong association with other factors such as tourists' perceived value (Hyoungun & Han, 2018). Thus, a positive experience quality can lead to an increase in one's perception of happiness (Wu, et al., 2017). This study views the importance of integrating a model that links experience quality, perceived value, happiness and behavioral intention to an island destination. However, previous studies examining the relationship between these variables from the perspective of island tourism are still lacking. One of the previous studies was conducted by (Ariffin & Mansour, 2016) who examines the effect of experience quality on the behavioral intentions of foreign tourists visiting world heritage sites. The results of the study show that experience quality can increase tourist behavioral intentions. Another study was conducted by Chen and Chen (2010) who examined the influence of experience quality, perceived value, satisfaction and image on the behavioral intention variables of tourists in heritage tourism objects. The results showed that the experience quality has a direct influence on behavioral intention. It was found that experience quality does not have any significant effect on perceived value. The findings of further research also indicated that satisfaction and image variables can play a role in increasing the behavioral intention of tourists visiting heritage tourism objects. Another study was done by Jin, et al. (2013) who investigated how customer perceptions of experience quality can influence perceived value, water park image, customer satisfaction, and behavioral intention in the context of water park tourism. The results showed that the experience quality can increase perceived value, water park image, customer satisfaction and behavioral intention. Further findings also indicate that the perceived value variable, water park image and customer satisfaction can play a role in increasing the effect of experience quality on tourist's behavioral intentions who do tourist activities in water park attractions.

A study conducted by Pura (2005) analyzed the direct effect of customer value on the component of attitudes on loyalty behavior such as commitment and behavioral intention in a service context. The findings indicate that customer perceived values can increase customer's behavioral intention and commitment. Next, Ramseook et al. (2015) in a study in the context of island tourism destination has also developed a model that examined the relationship between destination image, perceived value, tourist satisfaction and loyalty. Another study was conducted by Moon and Han (2018) who developed an Island destination model by examining the relationship between the dimensions of experience quality in the form of Escapism, relaxation, enjoyment and involvement dimensions on perceived value, experience satisfaction, price fairness and loyalty. The results of this study show that escapism, relaxation and enjoyment have an effect. It is not significant to price fairness so relaxation and enjoyment do not have any significant effect on perceived value. The next results show that perceived value and price fairness can increase experience satisfaction and have positive implications for loyalty. Based on the research background, this study can develop a model describing the influence of the experience quality on behavioral intentions in the perspective of an island destination. Therefore, this study considers that it important to develop and integrate a conceptual framework that explains the effect of the experience quality on perceived values, happiness and behavioral intentions. Moreover, this study is useful considering that the studies investigating the integration of the relationship between these variables are still lacking especially in the context of island tourism. In addition, the relationship between the quality of experience, happiness and behavioral intention is a factor that is still rarely investigated in the context of island tourism activities. Specifically, it can be said that studies examining the happiness of tourists on an island are considered as something new. There are several objectives discussed in this study. First, this study aims to determine the effect of the quality of experience, perceived value and happiness on behavioral intention. Second, this study aims at examining the mediating role of perceived value and happiness on the effect of the experience quality on behavioral intention. Then, this study provides both theoretical and practical contributions. From a theoretical perspective, this study has provided a comprehensive framework in explaining the relationship between the quality of experience, perceived value, happiness and behavioral intentions. Then from its practical perspective, this study has provided insight for destination management or tourism practitioners to improve the quality of experience, perceived value, happiness in encouraging an increase in the intention to behave in the form of an intention to visit again, the intention to say positive things and the intention to recommend tourist destinations to other people.

2. Literature review and hypotheses development

2.1. Experience Quality

The experience quality has become an important concept in various studies in the field of consumer behavior in general and particularly in the behavior of tourists in tourism activities (Chan & Baum, 2007). Tourism activities are experiential in nature (Lofman, 1991). The quality of tourism experience is influenced by three factors, namely: tourists, tourist destination products, and local residents in the form of tourism employees and local communities (Nickerson, 2006). The quality of the tourist experience as a tourist's affective response to the desired socio-psychological benefits of visiting experiences can also refer to certain service transactions, such as having contact with people who contribute to the actual experience (Chan and Baum, 2007). Experience Quality is an evaluation of the overall experience at a destination over a certain period of time (Lemke et al., 2011). The experience quality as an interaction between tourists and the landscape in a destination. The landscape is not only the interaction of the social and cultural environment but also the geographical form of an island destination (Hyoungun & Heesup, 2018). Previous empirical studies have shown the importance of quality experiences and behavioral intentions of tourists. The

results of the study (Wu, et al., 2017) show that a positive and significant relationship is the experience quality on behavioral intention. Ariffin and Mansour (2016) found that there is a very strong positive effect between the experience quality and behavioral intention. Based on theory and empirical study, the hypothesis is formulated as follows:

H₁: Experience quality has a positive and significant effect on behavioral intention

2.2. Perceived value

Perception of value is seen as a dynamic construct which consists of four types of values, namely; acquisition value, transaction value, value in use, and exchange value (Parasuraman & Grewal, 2000). Perceived value as a consumer's overall assessment of the usefulness of a product or service is based on the perception of what is received and what is given, namely the comparison between the perceived benefits and the costs sacrificed (Zeithml, 1998). The five-dimensional construct of value proposed by (Sheth et al., 1991) consists of conditional, social, emotional, functional, and epistemic responses. The conditional value dimension which is related to situational factors that can support the value of a product or service, the emotional dimension relates to consumers' affective evaluation of services, the functional dimension relates to the benefit aspects of service, the social dimension presents a number of intangible factors that influence the relationship, epistemic value is a value that describes a positive state of mind that allows curiosity about new things. The measurement of perceived value in this study was developed from research conducted by (Choong et al., 2007). By using two dimensions of value, namely emotional value and functional value. Emotional value refers to the benefits felt by tourists during the trip in the form of happy feeling, better feeling and enjoyment regarding the atmosphere of the tour. Meanwhile, functional value refers to the comparison between the benefits felt in the form of the value received at the expense of fairness in price and quality. The findings of this study (Pandza, 2013) show that there is a positive and significant effect of the perceived value of tourists on behavioral intention in the future. A study by Chen and Chen (2010) revealed that the experience quality has a positive and significant effect on perceived value. The results of this study also show an indirect effect of the experience quality on behavioral intention through perceived value. Based on theoretical descriptions and empirical studies, this study proposes the following hypotheses:

H₂: Experience quality has a positive and significant effect on perceived value.

H₃: Perceived value has a positive and significant impact on behavioral Intention.

H₄: Experience quality has a positive and significant effect on behavioral intention mediated by perceived values.

2.3. Happiness

The theory of happiness proposed by Veenhoven (1998) can be categorized into three parts, namely set-point theory, cognitive theory, and affective theory. Set-point theory explains that happiness is something that has been programmed by someone and has nothing to do with how someone lives. Next, cognitive theory explains that happiness comes from human thoughts and reflections on the difference between actual and supposed perceptions of life, then affective theory views happiness as a human reflection of how well his life is. Happiness according to Lyubomirsky and Tucker (1998) is the emotional feeling of an individual who wants more positive influence and no negative influence. Positive psychology identifies that frequent positive influences, high life satisfaction, and rare negative influences are the three main components of happiness (Lyubomirsky, King & Diener, 2005). Happiness is a comprehensive evaluation by individuals to convey all pleasant and unpleasant things about past experiences (Karavdic & Baumann, 2014). A good emotion of an individual shows what is felt positively and there is no negative influence while happiness is seen as an individual tendency to experience positive emotions often and rarely negative emotions (Schimmack & Diener, 1997). Various previous studies have explained the importance of happiness in tourism. The results of the study by De Bloom et al. (2010) found that tourism activities can increase an individual's happiness. Happiness is still considered as an important study in an effort to measure the contribution to travel or vacation activity behavior (Najwin, 2010). Experience quality has a significant effect on happiness and furthermore, the happiness variable has a positive and significant effect on behavioral intention (Wu et al., 2017). With theoretical descriptions and previous empirical studies, this study proposes the following hypothesis:

H₅: The experience quality has a positive and significant effect on happiness.

H₆: Happiness has a positive and significant effect on intention to behave.

H₇: The experience quality has a positive and significant effect on behavioral intention mediated by Happiness.

2.4. Behavioral Intention

Behavioral intention is the desire of consumers to carry out certain behaviors in order to own, dispose of and use a product or service (Mowen, 2001). Behavioral intention can include repurchase and word of mouth intentions (Oliver, 1980). Behavioral intention can also be referred to as certain people's judgments of certain behaviors which reflect the willingness of some people to certain behaviors (Ajzen & Driver, 1992). Good behavioral intention is related to the ability of service providers to retain

customers, by doing the following things (1) recommending products that are felt to other consumers, (2) saying positive things about a product or service felt, (3) remaining loyal, and paying premium prices (Parasuraman et al., 1991; Boulding et al., 1993; Rust & Zahorik, 1993; Zeithaml, et al., 1996; Lin & Hsieh, 2007). To determine the performance of an organization in the future depends on the extent to which cultivating behavioral intentions provides benefits to customers (Dabholkar et al., 2000). In the context of tourism, the positive things that are told are positive situations experienced by tourists since visiting a destination, then the behavior of a tourist in conveying information about an object that he experiences is an experience, in the form of positive or negative experiences. If the experience is positive, the tourist will recommend the tourism place to other tourists and it can provide benefits for the management. Moreover, tourists will be loyal and pay a premium price if a tourist attraction can make a positive impression. Measuring behavioral intention can be done by developing three main indicators, namely intention to visit again, intention to say positive things and intention of recommendation (Cheng & Lu, 2015; Wu et al., 2017).

3. Method

3.1. Sample

Island tourist destination is considered as a special tourism because the island now is considered to have great interest and attraction for tourists internationally. Dodola Island which was chosen as the location of this research has several unique characters that are not found in other island tourist destinations. This island is very charming so no wonder that this is called as "Pearl on the Pacific Lip" as there is a unique form of the split sea phenomenon that connects the small Dodola island and the large Dodola island which is approximately 500 meters away. Moreover, the most interesting moment is that at low tide the two islands will merge and at high tide these two islands will separate. The uniqueness found in Dododlan island triggers more and more tourists to visit this island so they can express their emotions in various forms of tourist activities. Furthermore, tourists can also enjoy mangrove tourism and World War II heritage tours found in the underwater world. In addition, tourists can also indulge themselves by enjoying white sandy beaches with its clear water while snorkeling, diving, fishing, and crossing the split sea. The island is also equipped with various supporting facilities for tourists. This study used purposive sampling technique using the following criteria: (1). The participants have traveled on Dodola Island; (2). The participants are currently traveling on Dodola Island; (3). The participants have a minimum age of 18 years old. To collect the required information, 230 questionnaires were distributed directly by the researcher and assisted by 4 members to Indonesian tourists who have travelled and those who are now traveling on Dodola Island. From the total number of questionnaires distributed, 220 questionnaires were returned while the remaining 10 questionnaires cannot be returned. The returned 220 questionnaires were declared eligible for analysis in this study. The characteristics of respondents can be explained as follows: in terms of age, 60.00% of the age range is dominated by those participants aged 31-50 years old followed by those aged 18-30 years (33.18%) and the remaining 6.82% is occupied by those aged more than 50 years old. In addition, in terms of gender, male participants were found to be more dominant with a total of 54.09% compared to female participants (45.91%). Next, in terms of education level it was found that participants have the following education degree respectively namely doctorate degree (0.00%), post graduate degree (11.36%), undergraduate degrees (55.00%), senior high school (20.91%), junior high school (0.00%), and primary school (0.00%). Next, the participants' occupation is described as follows: civil servants (40.00%), self-employed (27.27%), army / Police (3.18%) and other jobs (22.73%). Furthermore, the tourists were also investigated in terms of their monthly expenditure which was described as follows: 4-6 million rupiah (44.55%), 1-3 million rupiahs (42.73%), above 6 million (12.73%). Next, the questionnaire also addressed the way those tourists get the tourism information. Those tourists get the tourism information from friends (45.91%), family / relatives (32.27%), promotional media (14.09%), and other sources (7.73%). Another aspect investigated in the questionnaire was related to the tourists' origin. The result of the questionnaire shows that they come eastern Indonesia (53.64%), western Indonesia (34.55%) and central Indonesia (11.82%). Next, the questionnaire concerned on asking the frequency of visit those tourists spend in Dodola island. It was revealed that 30.45% of tourists visited Dodola island once while the remaining 69.55% visited Dodola island more than once. Last characteristics concerned on the length of visit in tourist destinations. It was revealed that 59.09% tourists spent 1 day there followed by two days visit for 29.09% and the remaining 11.82% spent their time visiting the island for more than two days.

3.2. Measurement

To find out respondents' responses in this study, the measurement of the variables can refer to Cooper & Schindler (2006) opinion using a Likert scale with a number of points 1-5 namely 1 = strongly disagree 2 = disagree, 3 = neutral, 4 = agree and 5 = totally agree. In this study, there are four variables involved namely: experience Quality, perceived value, Happiness, and behavioral Intention. The validity test of the questionnaire used the outer model test with measurement of convergent and discriminant validity. Experience quality is an evaluation of the overall experience at a tourist destination during a certain period of time. The measurement of the Experience quality variable in this study can refer to the scale developed by Otto and Ritchie (1996). Then, this study can also be operationalized based on a research questionnaire sourced from Moon and Han (2018), Cervera-Taulet et al. (2018). Indicators of the experience quality can be implemented with a statement in the questionnaire as

follows: during my trip to this island, I felt free from my daily routine; traveling on this island I feel like I'm on an adventure; traveling on this island I can enjoy something new and different; traveling on this island made me feel physically comfortable; while traveling on this island, I felt that my belongings or property were safe; I am involved in the tour process with various tourist activities on this island; I have a choice in deciding what kind of tour service I use while traveling on this Island; traveling on this island can increase my self-confidence. Perceived value variable is measured by adapting previous study by Choong et al (2007) and Moon & Han (2018). In this study four indicators were identified and the following statements were formulated: Traveling on this island offers a fair price, during my trip on this island I received good service, traveling on this island can give me pleasure, this island is an amazingly beautiful tourist destination that I enjoy.

Happiness is the emotional feeling of an individual who wants more positive influence and no negative influence. The happiness variable in this study can be identified by developing the opinion expressed by Lyubomirsky and Tucker (1998) then using six indicators to measure these variables, based on previous research (Chen & Li, 2018; Lyubomirsky et al., 2005), and the study of happiness conducted by Wu et al (2017), Lee et al. (2018). The indicators of happiness used are: Feeling that life is more valuable, Finding extraordinary life achievements, Feeling more meaningful life, Feeling more excited, Feeling happy life during the trip compared to ideal circumstances, Feeling life is better during the trip even though there are ups and downs in life. These indicators can be implemented with a statement as follows: 'I feel that my life is more valuable while traveling on this island, while traveling on this island I can find an extraordinary life achievement, I feel my life is more meaningful while traveling on this island. , I feel more excited while traveling on this island, while traveling on this island I can think about how happy my life is compared to ideal conditions, I feel my life is better while traveling on this island even though I experience ups and downs in life. Specifically, behavioral Intention Variable in the context of tourism refers to profitable actions showing behavioral intention like spreading positive word of mouth or recommending tourism offers to others, revisiting tourist objects, and revisiting even if the cost is high or increases (Duman & Mattila, 2005; Kim & Lee, 2011). Therefore, in this study the identification of measurements in the form of indicators on the Behavioral Intention variable can be developed based on previous research conducted by Cheng et al., (2015), Wu and Li (2014), Wu et al., (2017). Then indicators of behavioral intention variables in this study are; Intention to Visit Again, Intention to Say Positive Things and Intention to recommend. Then these indicators can be implemented in the form of a research statement as follows: I have the intention to return to this island in the future; I will say positive things about the island to others; I will say positive things about this Island to my relatives; I would recommend this island to others; I would recommend this island to my relatives.

3.3. Data analysis

Model evaluation can be done by evaluating the measurement model in the form of an outer model with reflective validity and reliability testing. To find out how good the value is obtained, convergent validity can be used with a factor loading > 0.6 and the average variance extracted (AVE) value > 0.5 (Chin 1995). Then a construct can meet the reliability criteria if the value of Cronbach's alpha and composite reliability is > 0.7 (Hair, et al., 2014). Then to analyze the data, this study uses Structural Equation Modeling (SEM) analysis with the alternative Partial Least Square (PLS) while the SmartPLS 3.0 software was used as a tool to test the hypothesis. Evaluation of the structural model (Inner Model), in principle, tests the effect of one latent variable with other latent variables and can be said to also test the hypothesis. Testing is done by looking at the goodness of fit (GoF) model to determine the contribution of exogenous variables to the endogenous. Goodness of fit (GoF) testing is carried out by looking at the percentage of variants described, namely the R² (R-Square) of endogenous variables. Then Q² (Q-Square Predictive relevance) is used to determine the diversity of exogenous variables that can be explained in the model (Hair et al., 2014). The goodness of fit index (GoF) is described as the mean of R² for all endogenous constructs (Tenenhaus et al., 2005). The GoF index shows the predictive power of the model as a whole and has an interval value between 0 < Q² < 1. GoF values that are close to number 1 indicate a good model estimate and have better predictive relevance (Akter, D 'Ambra and Ray, 2011; Hair et al., 2014). To determine Value (Q²), the following formula can be used: $Q^2 = 1 - (1 - R^2) \dots (1 - R_n^2)$.

4. Result

To evaluate whether the respondent's perception could understand each variable used in this study, the data validity and reliability were tested. The results of the validity analysis of the reflective indicator of the outer loading score show that all outer loading values are greater than 0.6 and each variable has an average variance extracted value (AVE > 0.5) which means that the model in this study has met the convergent validity requirements, namely of more than 50% (Chin, 1995). Furthermore, reliability testing was done by looking at Cronbach's alpha value and composite reliability. The test results showed that Experience Quality, Perceived value, Happiness and behavioral Intention can meet the reliability criteria with a value greater than 0.7. Therefore, each variable can be declared to fulfill the construct reliability. The results of the analysis can be seen in the following Table.

Table 1
Validity and Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Information
EQ	0.873	0.902	0.541	Valid & Reliable
PV	0.851	0.903	0.703	Valid & Reliable
H	0.915	0.933	0.701	Valid & Reliable
BI	0.945	0.958	0.822	Valid & Reliable

Source: Output using SmartPLS 3.0 program

At the following stages an inner model evaluation can be presented by testing using the Goodness of Fit Model (GOF) as in Table 2 below:

Table 2
Goodness of Fit Model Test Results

Variable	R Square (R ²)
Perceived Value	0.402
Happiness	0.364
Behavioral Intention	0.406

$$Q^2 = 1 - (1 - R_1^2) \dots (1 - R_n^2) = 1 - (1 - 0,402) (1 - 0,364) (1 - 0,406) = 0,774 (77.4\%)$$

Source: Primary data processed (2020)

The test results are depicted on Table 2. It can show that the Q-Square value of the predictive relevance of the Intention variable is 77.4%, which means that all the variables studied are suitable for testing the hypothesis, and the remaining 22.6% is the contribution of other variables not analyzed in this study. Then the R-Square value for the perceived value variable is 0.402, the happiness variable is 0.364 and the behavioral intention variable is 0.406. Hypothesis testing is carried out to answer whether the proposed hypothesis can be accepted or rejected based on the critical p-value ≤ 0.05 ($\alpha = 0.05$), which means that the significance level of hypothesis testing is set at $\alpha = 0.05$ in each of the direct and indirect influence pathways. The results of the path analysis can be seen in Fig. 1 as follows:

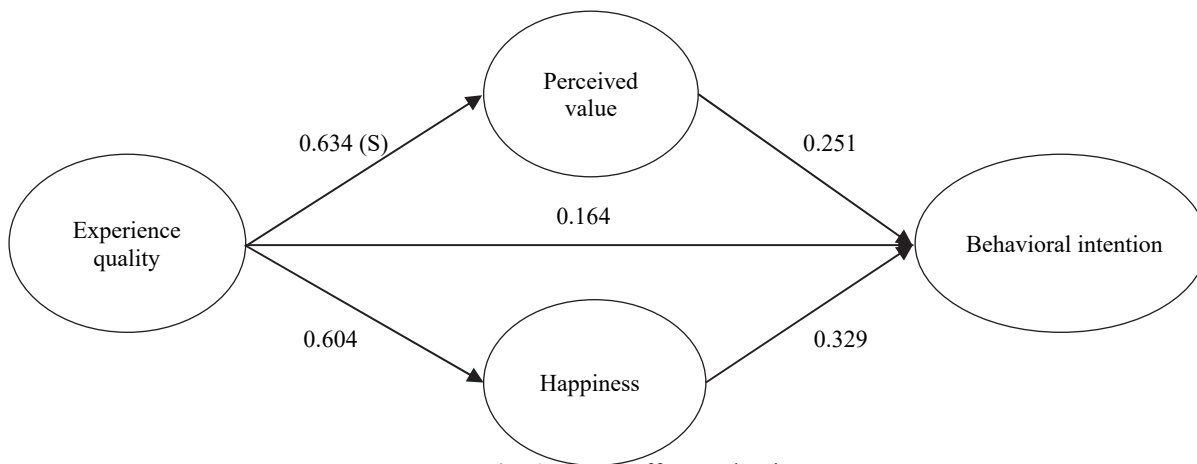


Fig. 1. Direct effect Path Diagram

The results of the direct effect test are used to explain the direct effect hypothesis which consists of hypotheses 1, 2, 3, 4 and 5 and they are presented in table 3 below:

Table 3
Result of Direct Effect Hypothesis Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-value	Information
EQ → BI	0.164	0.161	0.073	2.251	0.025	Accepted
EQ → PV	0.634	0.638	0.056	11.421	0.000	Accepted
PV → BI	0.251	0.253	0.118	2.132	0.034	Accepted
EQ → H	0.604	0.610	0.055	11.061	0.000	Accepted
H → BI	0.329	0.330	0.091	3.603	0.000	Accepted

Source: output Processed with the SmartPLS 3.0 application program

The results of the direct effect hypothesis test in Table 3 show that there is a significant influence on the experience quality variable on behavioral intention with the t-statistic value = 2.251 at the critical point p-value = 0.025 <0.05. Then hypothesis (H1) can be accepted showing that quality experience has a significant effect on behavioral intention. There is a significant effect of the experience quality variable on perceived value, with a t-statistic value = 11,421 at the critical point p-value = 0.000<0.05. It means that the hypothesis (H₂) is accepted namely experience quality has a significant effect on perceived value. There is a significant influence between perceived value and behavioral intention. This can be shown by the t-statistic value = 2.132 at the critical point p-value = 0.034 <0.05. which means that the hypothesis (H₃) is accepted, that is, perceived value has a significant effect on behavioral intention. There is a significant influence on the experience quality on happiness, with a t-statistic value = 11.061 at the critical point p-value = 0.000 <0.05. which means that the hypothesis (H₄) is accepted that the experience quality has a significant effect on happiness. There is a significant effect of happiness on intention to behave, with a t-statistic value = 3.603 at the critical point p-value = 0.000 <0.05 which means that the hypothesis (H₅) is accepted, that is, happiness has a significant effect on behavioral intention. At the following stages, the indirect effect can be tested by using mediating variables that can explain the hypothesis (H₆ and H₇). The criteria used in this test are looking at the t-statistic > 1.96 at the critical point of p-value <0.05, then calculating the Variance Accounted For (VAF) value to determine the contribution of the role of the mediating variable. The requirement for the VAF test is that the indirect effect of exogenous variables on endogenous variables through the mediating variable must be significant. Hair et al., (2014) explained that, if there is a VAF value > 80% then there is full mediation, if 20% ≤ VAF ≤ 80% then there is partial mediation and if VAF <20% then there is no mediation role. The test results can be presented in Table 4 below:

Table 4
The results of testing the indirect effect hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
Experience quality →perceived value →behavioral intention	0.159	0.161	0.074	2.143	0.033
Experience quality →happiness →behavioral intention	0.199	0.198	0.060	3.292	0.001

Source: processed data (2020)

The test results in Table 4 show that the path coefficient value is 0.159 with a t-statistic value of 2.143 > 1.98 with a p-value of 0.033 <α = 0.05. It can be said that there is a significant influence on the experience quality on behavioral intention through the mediating role of perceived value which means that the hypothesis (H₆) can be accepted. Then the results of hypothesis testing (H₇) show that there is a significant influence on the experience quality on behavioral intention through the mediating role of happiness. This can be seen from the coefficient value of 0.199 with a t-statistic value of 3.292 > 1.98 and a p-value of 0.001 <α = 0.05. Next, the results of the calculation of the VAF value on the hypothesis (H₆) can be obtained a VAF value of 0.492 or 49.2%, which means that there is sufficient strong evidence to accept the hypothesis (H₆). Then, the perceived value acts as a partial mediation in the influence of the experience quality on behavioral intention. Then the results of the calculation of the VAF value on the hypothesis (H₇) can be obtained a VAF value of 0.548 or 54.8%, which means that there is sufficient strong evidence to accept the hypothesis (H₇), so happiness acts as a partial mediation on the influence of the experience quality on behavioral intention. Table 6 presents the results of the mediation test with the VAF value.

Table 5
Results of Testing the Role of Mediation

Exogen	Mediating	Endogenous	Direct	Indirect	Total	VAF
Experience quality	Perceived value	Behavioral intention	0.164	0.159	0.323	0.492
Experience quality	Happiness	Behavioral intention	0.164	0.199	0.363	0.548

Source: processed primary data (2020)

5. Discussion

After testing the model in this study, it can be explained that the experience quality variable has a significant effect on behavioral intention. This can be proven empirically that the first hypothesis (H₁) which states that experience quality has a significant effect on behavioral intention is accepted. The findings of this study can support previous research conducted by Wu et al. (2017) and Ariffin and Mansour (2016) who found that Experience quality variable has a positive and significant effect on Behavioral Intention. If the experience quality felt by tourists is positive during the trip, it can encourage the intention of future tourist behavior in the form of an intention to make a return visit to the same tourist attraction, the intention to recommend a positive impression that is felt during a visit to other people and the intention to tell good stories about things during the visit -, telling positive things to relatives or other people about the tourist attraction they visited. Hypothesis (H₂) is accepted which means that experience quality has a significant effect on perceived value. The results of this study are in line with the findings of research conducted by Chen and Chen (2010) and Jin et al. (2015) stating that experience quality has a significant effect on perceived value. The results of this study indicate that tourists' positive perceived value during their travels can come from the quality of the experience they feel. Furthermore, the hypothesis (H₃) is accepted stating that perceived value has a significant effect on behavioral intention. The results of the study are not in accordance to the findings of research conducted by (Naehyun,

et al., 2013) which states that perceived value has no significant effect on behavioral intentions, but the results of this study can support the research (Chen & Chen, 2010). Hypothesis (H₄) is accepted which shows that experience quality has a significant effect on happiness. Island destinations can provide a unique experience for tourists as the emotional expression of tourists on an island tour gives a different quality experience from tourist destinations in general. Island tourism is a special tour that can provide unique things. The findings of this study are consistent with the results of research conducted by Wu et al. (2017) stated that the experience quality has a positive and significant effect on happiness. The hypothesis (H₅) is accepted, stating that happiness has a significant effect on behavioral intention. Positive emotions in the form of perceived happiness by tourists are a very important factor in increasing tourist behavioral intention which is shown in behavioral tendencies in the form of intention to revisit the same tourist attraction, intention to recommend tourist objects and intention to convey positive things to others. The results of this study are in line with the findings of research conducted by (Wu et al., 2017). In addition, perception of happiness has a positive and significant effect on the behavioral intention of tourists in rural tourism activities. Hypothesis testing (H₆) and (H₇) aims to prove empirically the mediating role of the perceived value and happiness variables in affecting experience quality on behavioral intention. The results of the analysis show that the hypothesis (H₆) is accepted which means that the experience quality has a significant influence on behavioral intention through the mediation of perceived value, this means that perceived value as a partial mediation of the effect of the experience quality on behavioral intention. The results of this study are in line with research conducted by (Chen & Chen, 2010) which shows that perceived value has a mediating role in the influence of the Experience quality on Intention to behave. Furthermore, the hypothesis (H₇) is acceptable, which indicates that the happiness variable acts as a partial mediator on the influence of the experience quality on behavioral intention. The results of this study are in accordance with the research conducted by Wu, et al. (2017) that the perception of happiness affects the behavioral intentions of tourists visiting rural tourism and happiness can also act as a mediation for the effect of the experience quality on behavioral intentions.

5.1. Contribution for theory and practice

In theory, this research can contribute to the development of concepts related to the quality of experience, perceived value, happiness and behavioral intentions of tourists visiting an island destination. The results of this study can contribute to the development of marketing theory, especially in the study of consumer behavior or tourist behavior on an island, analyzing tourist behavior on island destinations by looking at the role of perceived value and happiness variables in mediating the effect of the experience quality on behavioral intentions. This study can contribute to the theory by producing empirical findings that the experience quality has a significant effect on behavioral intention, perceived value and happiness. Then, perceived value and happiness acts as a mediator in influencing experience quality on behavioral intention. This research gives practical contribution in that good experience quality felt by tourists will be able to increase behavioral intentions into a more positive way in the future. It is necessary to increase factors that can improve the experience quality one of which can be done by providing good management on island tourism attractions, giving easy accessibility management in the form of regular transportation schedules from main destinations to island destinations, providing facility management, and providing human resources who can provide services according to the needs and desires of tourists during their tour. This study also found that perceived value and happiness played a role in mediating the effect of experience quality on tourists' behavioral intention. Tourists can perceive the value positively from the experience they feel while traveling. Thus, a good quality experience can increase tourists' happiness and this is a very important factor and becomes one of the elements contributing to island tourism perception. The feeling one feels when doing activities on the island is something different from the feeling with regard to tourist objects in general because island destinations provide a unique experience for tourists.

5.2. Limitations and future research

This research has been carried out in accordance with scientific procedures and principles. However, there are still some limitations so that it is necessary to carry out further development in future studies. This research was conducted on Dodola Island as a tourist destination as this place is considered to have different characteristics and uniqueness compared to other island destinations. Therefore, the results of this study cannot be generalized to different research objects. The scope of the sample in this study is limited to domestic tourists who carry out tourism activities on Dodola Island. Further research studies can develop a relationship model between experience quality and tourists' behavioral intention by including destination image and tourist involvement variables to mediate the same tourist destination object or on other island destinations. The happiness felt by tourists in an island destination is very different from tourist destinations in general. Therefore, a study of tourists' happiness in future research is needed from the perspective of island tourism. Then, future researchers should consider foreign tourists as research samples.

6. Conclusion

Tourists are looking for a variety of distinctive and unique experiences that are found in many island destinations. Tourists can positively evaluate the tourist activities carried out during their visit. The results of this study indicate that experience quality

felt by tourists can increase tourists' behavioral intention manifested in the form of an intention to make a return visit, the intention to share the positive things experienced on the island to other people, friends and family and the intention to recommend this island destination to others. The experience quality can also increase perceived value and tourists' positive destination because positive perception comes from good quality experiences. On the other hand, it can also be seen that perceived value can contribute positively to changes in tourists' behavior in the future manifested in the form of behavioral intention. The results of the study also reveal that the experience quality has a significant effect on happiness. Tourists feel that various experiences during their trip can increase positive emotions in the form of happiness. Furthermore, the results also show that the happiness variable has a positive effect on behavioral intention. This research can reveal that the perceived value variable and the happiness variable are able to mediate the effect of the experience quality on the intention to behave. The perceived value felt by tourists is an important instrument that plays a role in mediating the effect of the experience quality on behavioral intentions tourists who feel happiness during their trip and that becomes a very important factor in increasing the influence of the experience quality on behavioral intentions. The role of happiness is something that is still rare in the perspective of island tourism. In this case, island tourism activities are very important in developing romantic imagination as different things are felt due to the available pure and natural environment which characterizes the island. This can provide a different quality experience compared to tourist destinations in general.

Acknowledgments

Our gratitude goes to the Ministry of Education and Culture of the Republic of Indonesia, Khairun Ternate University, the Regional Government of Morotai Island Regency, North Maluku Province, the Morotai Island Regency Tourism Office and the Dodola Island Destination Management and managers of the Domestic Postgraduate Education Scholarship (BPP-DN) for their support and funding in this research.

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