



Perceived Value and Intention to Revisit Nglanggeran Tourism Village, Special Region of Yogyakarta

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Abstract

This study aims to examine the perceived value of tourists on their intention to revisit Nglanggeran Tourism Village. Perceived value consists of emotional value, social value, value for money, and cultural value. The object of the study is Nglanggeran Tourism Village, and the subjects are 398 tourists who visited the village. The research variables were measured using a questionnaire on a 5-point Likert scale. Data analysis was conducted using path analysis through structural equation modeling. Based on the data analysis results, emotional value, social value, value for money, and cultural value all influence the intention to revisit Nglanggeran Tourism Village. These findings indicate that tourists' evaluations of the emotions experienced, their connection and bond with the local community, the adequacy of the tourism services relative to the money spent, and the meaningful cultural experiences create positive emotions for the tourists, thus fostering their intention to revisit Nglanggeran Tourism Village. This research contributes evidence, particularly regarding cultural value, in the context of Nglanggeran Tourism Village, enriching the explanation of attitude theory in the context of tourism villages.

Introduction

The development of tourism villages helps increase non-agricultural income for residents, promotes rural revitalization, and strengthens sustainable rural development (S. Chen et al., 2023; Li et al., 2023). Tourism villages have significant potential to boost economic tourism by offering a diversity of natural, agricultural, cultural, social, and historical tourism attractions (Andari, 2023). In 2020, the number of tourism villages in Indonesia reached 244 (Center of Data and Information System, 2021). The Special Region of Yogyakarta (DIY) became the province with the highest number of advanced tourism villages in Indonesia (Center of Data and Information System, 2021). The number of tourists visiting tourism villages in DIY was 5,312,084 (in 2016), 7,277,838 (in 2017), 6,822,893 (in 2018), 7,038,759 (in 2019), and dropped to 3,641,993 due to COVID-19 (in 2020) (Hayati, 2021). According to Hayati (2021), the number of tourism villages has increased the local revenue of the DIY province. One of the tourism villages in DIY is Nglanggeran Tourism Village. Nglanggeran Tourism Village was awarded the Best ASEAN Tourism Village as well as the best village for natural and cultural conservation and sustainable economic, social, and environmental efforts by the UNWTO (Cabinet Secretariat of the Republic of Indonesia, 2021).

A tourism village is a tourist attraction located in a non-urban (rural) area (Qian & Li, 2024). In this context, rural areas refer to spaces distant from urban regions and can be further distinguished from urban areas based on several indicators, including population density, demographics, commuting patterns, migration, and proximity to population centers of various sizes (Dai et al., 2023). Tourism villages benefit the local economy and community by

showcasing rural life, art, culture, and heritage, while enriching tourism experiences through interaction between tourists and local residents (J. Chen et al., 2023). Previous research has studied tourism villages, including tourist motivations (Han, 2019; Kline et al., 2014; Park & Yoon, 2009; Rid, 2014), tourism experiences (Batista et al., 2023; S. Chen et al., 2023; Chin et al., 2018; Ye et al., 2021), perceptions of village residents (Bachleitner & Zins, 1999; Huo et al., 2023; Perdue et al., 1987; Yi et al., 2024), tourism village development (Koscak, 1998; Rosalina et al., 2023; L. Wang & Yotsumoto, 2019; Zhou et al., 2017), and the contributions of tourism villages (Bălan & Burghelea, 2015; M. Qu & Zollet, 2023; X. Wang et al., 2023; Xue et al., 2017).

The perceived value of tourists is an important factor in measuring whether a tourism destination has a significant impact on visitors. Perceived value explains whether the destination can meet tourists' expectations (Tiberghien et al., 2017). Several studies have shown that perceived value is one of the determinants of tourist behavior (Caber et al., 2020; Fu et al., 2018; Oriade & Schofield, 2019). One indicator of the success of a tourism village is that tourists have the intention to revisit. If tourists perceive a high value, they will be more likely to intend to revisit the destination. (Qian & Li, 2024)

In rural tourism activities, culture is one of the key attributes of rural tourism destinations (Acharya et al., 2023) because rural areas are seen as culturally significant spaces (Dai et al., 2023). In Indonesia, cultural value is a significant potential factor in developing tourism villages (Siregar & Priyatmoko, 2022). (Tang & Xu, 2023) explain that tourism activities that integrate local cultural values in rural areas have a unique appeal to tourists. Cultural value is a tangible representation of regional culture that can enrich tourists' experiences and fulfill spiritual needs (Qian & Li, 2024). In value studies, few researchers have explored cultural value, with more research focusing on the impact of regional culture on tourist satisfaction (Lin et al., 2012; Waygood et al., 2019) and behavioral intentions (Woodside et al., 2011). Therefore, research is needed on the perceived value of tourists that includes cultural value in relation to the intention to revisit.

This research aims to examine the impact of perceived value on the intention to revisit. Based on attitude theory (Bagozzi, 1992), the behavior of revisiting occurs when tourists are driven by positive emotions resulting from the evaluation of perceived value. This study offers several contributions. First, it incorporates cultural value into tourists' perceived value to determine their intention to revisit. Qian & Li (2024) explain that most studies on cultural value have focused on organizational culture, and there has been little research involving cultural value in the context of tourists' perceived value. Second, this research provides evidence, especially regarding cultural value, in the context of Nglanggeran Tourism Village. Nglanggeran Tourism Village possesses local cultural wisdom, which is a key tourism asset and contributes to increasing tourism revenue through attractions such as Mata Air Kalisong, Pohon Bibisan, Gunung Bagong, Song Gudel, Goa Kaliwiyu, Tlogo Mardido, and others (Sugiarto & Palupiningsih, 2019). Third, this research contributes to the literature by enriching the explanation of attitude theory in evaluating perceived value, including cultural value, in the context of tourism villages.

Literature Review and Hypothesis Development

Attitude Theory

Attitude theory, developed by Bagozzi (1992), explains the process of individual behavior. The stages described by attitude theory include appraisal, emotional response, and coping. Appraisal is the result of evaluation based on specific experiences. Emotional response refers

to the individual’s reaction following the appraisal. The emotional response triggers coping strategies, which manifest as behavior (Bagozzi, 1992). In tourism research, attitude theory is often used to study the influence of factors on tourist behavior, such as civil behavior (Z. Qu et al., 2021) and environmental responsibility (Liu et al., 2022). The implementation of attitude theory in this research context is illustrated in Figure 1.

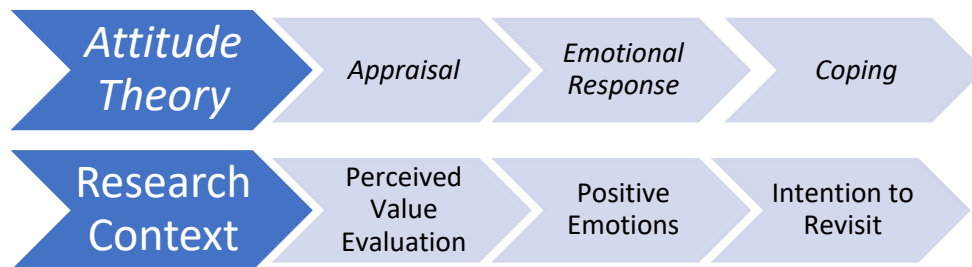


Figure 1. Theoretical Framework

Source: Elaboration between Bagozzi (1992), previous research, and the research context

Figure 1 shows that appraisal is the stage where tourists evaluate perceived value. Perceived value triggers tourists’ emotional responses. If tourists feel positive emotions toward the perceived value, the resulting coping strategy is the intention to revisit.

Perceived Value

Perceived value is a comprehensive evaluation formed through the tourist’s experience, representing the tourist’s real feelings about the current location (Qian & Li, 2024). Due to the complexity and diversity of research objects, academic research on the categorization of perceived value dimensions continues to evolve and expand, with two primary perspectives emerging: unidimensional and multidimensional. Early research often used unidimensional measurements of perceived value from utilitarianism, perceived benefits, and perceived losses (Gale, 1994). Currently, multidimensional measurements of perceived value are commonly used, including “two-dimensional value” (Grönroos, 1997), “three-dimensional value” (De Ruyter et al., 1997), “four-dimensional value” (Sweeney & Soutar, 2001), and “five-dimensional value” (Williams & Soutar, 2009). Each value dimension has different combinations. In tourism research, perceived value was first applied in hotel service studies and later in vacation, nature tourism, and other research fields (Kim & Thapa, 2018; Kwun & Oh, 2004; W. Wang et al., 2018). It is often used to measure tourists’ feelings about a particular form of tourism or a specific destination. In this study, the combination of perceived values includes emotional value, social value, value for money, and cultural value. (Qian & Li, 2024) explain that emotional value, social value, value for money, and cultural value are relevant in the context of tourism villages.

Hypothesis Development

In this research context, tourists’ perceived value consists of emotional value, social value, value for money, and cultural value. Emotional value is a socio-psychological dimension dependent on the product’s ability to evoke feelings or affective states (Williams & Soutar, 2009). In tourism experiences, emotions such as excitement, doubt, and fear may arise. According to attitude theory, if tourists perceive that the experience brings excitement and affection, they will feel positive emotions, which lead to an intention to revisit. Conversely, if tourists perceive that the experience induces fear and doubt, they will feel negative emotions,

leading to a decreased intention to revisit (Qathrunada et al., 2022; Sari & Burhanudin, 2023) found that emotional value increases the intention to revisit.

H1: Emotional value influences the intention to revisit.

Social Value refers to the benefits obtained from one or more specific social groups (Williams & Soutar, 2009). In the context of tourism villages, interaction between tourists and local communities strongly enhances social value. Social value reflects a strong bond between tourists and the local community, thus increasing the similarity between the two. This connection encourages tourists to perceive value in revisiting the destination. According to attitude theory, if tourists perceive that their experiences strengthen their connection with the local community, they feel positive emotions, leading to an intention to revisit. Conversely, if they perceive that their experiences create a disconnect with the local community, they feel negative emotions, reducing their intention to revisit Tajeddini et al., (2022) showed that social value increases the intention to revisit.

H2: Social value influences the intention to revisit.

Monetary value reflects the perceived benefit that tourists feel aligns with the money they spend (Qian & Li, 2024). According to attitude theory, if tourists perceive that the facilities and attractions offered match or exceed the value of the money spent, they will feel positive emotions and have an increased intention to revisit. Conversely, if tourists perceive that the facilities and attractions fall short of the value of the money spent, they will feel negative emotions, decreasing their intention to revisit Lhendup & Panda (2023) found that monetary value increases the intention to revisit.

H3: Monetary value influences the intention to revisit.

Cultural value refers to tourists' perceptions of the cultural elements offered by the tourist attraction (Qian & Li, 2024). According to attitude theory, if tourists feel that the cultural, historical, geographical, and traditional experiences of a tourist village provide positive emotions and comfort, they are likely to revisit. Conversely, if they perceive these experiences as uncomfortable, their intention to revisit decreases. Satrya et al. (2024) found that local culture encourages tourists to revisit the same destination.

H4: Cultural value influences the intention to revisit.

Methods

Research Object and Subject

This study selects Nglanggeran Tourism Village, Yogyakarta Special Region (DIY), as the research object. This site was chosen due to its recognition as the best eco-tourism destination at both national and international levels. In 2017, Nglanggeran Tourism Village received the ASEAN Best Tourism Village award (Cabinet Secretariat of the Republic of Indonesia, 2021). In 2018, Nglanggeran Tourism Village was also awarded Best Tourism Village by UNWTO for criteria including nature and culture, promotion and conservation of cultural resources, economic sustainability, social sustainability, environmental sustainability, tourism potential and development, tourism governance and prioritization, infrastructure and connectivity, as well as health, safety, and security (Cabinet Secretariat of the Republic of Indonesia, 2021).

The subject of this study consists of tourists who have visited Nglanggeran Tourism Village at least once. Based on Aditya (2020), the most recent update on Nglanggeran Tourism Village tourists in 2019 was 103,000 visitors. The sample is drawn from this population of 103,000 using the Slovin formula (1960). The Slovin formula is beneficial for sampling from specific

populations. In this study, the sample represents tourists who focus on the value provided by rural tourism. The sample calculation is shown in equation 1 (Slovin, 1960).

$$Sample = \frac{Population}{1 + Population (error)^2} = \frac{103.000}{1 + 103.000 (0.05)^2} = 398 (1)$$

Based on equation 1, the population is 103,000. The error margin is 0.05 (5%), based on the consideration from Dickson and Baird (2011) that a 5% significance level is often used in social research and surveys. The total sample size is 398 tourists.

Data Collection

The data used in this study is primary data, specifically tourists' perceptions. The data was collected through a questionnaire distributed to respondents. The questionnaire was disseminated both physically at the Nglanggeran Tourism Village location and online via a Google form shared on the official social media account of Nglanggeran Tourism Village (<https://www.instagram.com/desawisatanglanggeran/?hl=en>). The questionnaire consists of 20 questions related to the research variables and uses a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), following (Qian & Li, 2024).

Research Variables

The independent variable is perceived value, consisting of emotional value, social value, monetary value, and cultural value. Perceived value is measured using a questionnaire with 4 questions on emotional value, 3 on social value, 4 on monetary value, and 5 on cultural value (Qian & Li, 2024). The dependent variable is the intention to revisit, which is measured with 4 questions (Qian & Li, 2024). The questionnaire items are displayed in Table 1.

Table 1. Research Questionnaire

Variable	Questions	Code
Emotional Value (EV)	I like Nglanggeran Tourism Village as my travel destination	NE1
	Tourist activities in Nglanggeran Tourism Village make me happy	NE2
	Tourist activities in Nglanggeran Tourism Village make me feel comfortable	NE3
	Tourist activities in Nglanggeran Tourism Village are a pleasant experience for me	NE4
Social Value (SV)	Tourism in Nglanggeran Tourism Village is socially appropriate	NS1
	Choosing Nglanggeran Tourism Village increases topic similarities between me and others	NS2
	Choosing Nglanggeran Tourism Village can leave a good impression on others (e.g., helping farmers, loving nature, etc.)	NS3
Money Value (MV)	Traveling to Nglanggeran Tourism Village is affordable	NU1
	The money I spend on traveling to Nglanggeran Tourism Village is reasonable and worth it	NU2
	The time and effort I spend on traveling to Nglanggeran Tourism Village are reasonable and worth it	NU3
	With the same budget, Nglanggeran Tourism Village is a good choice for traveling	NU4

Cultural Value (CV)	In my opinion, experiencing the local culture of Nglanggeran Tourism Village makes my trip more meaningful to me	NB1
	Visiting historical places in Nglanggeran Tourism Village makes my trip more meaningful to me	NB2
	Experiencing village life in Nglanggeran Tourism Village makes my trip more meaningful to me	NB3
	Enjoying the village layout in Nglanggeran Tourism Village makes my trip more meaningful to me	NB4
	Participating in community traditions in Nglanggeran Tourism Village makes my trip more meaningful to me	NB5
Revisit Intention (RI)	I choose to travel again to Nglanggeran Tourism Village	NMK1
	I recommend the people around me to visit Nglanggeran Tourism Village	NMK2
	I share my travel experiences in Nglanggeran Tourism Village with people around me	NMK3
	I recommend Nglanggeran Tourism Village as a rural tourism destination	NMK4

Source: Qian and Li (2024)

Data Analysis

Data analysis in this study uses structural equation modeling (SEM) through SEM-PLS software. SEM analysis consists of outer model testing, inner model testing, and path analysis. The outer model test aims to specify the relationship between latent variables and their indicators. The analysis stage of the outer model is measured using validity and reliability tests (Hair Jr et al., 2021). The inner model test aims to examine the strength of the relationship between latent variables and test the model's variable measurement fit. The inner model test consists of chi-squared, GFI, AGFI, CFI, and NFI (Hair Jr et al., 2021).

Result and Discussion

Respondent Demographics

Table 2. Respondent Demographics

Characteristics	Category	Number	Percentage
Gender	Men	231	58,04%
	Women	167	41,96%
Age	Under 21 years old	88	22,11%
	21-30 years old	92	23,12%
	31-40 years old	135	33,92%
	Over 40 years old	83	20,85%
Tour Group	Colleagues	44	11,06%
	Friends and family	231	58,04%
	Alone	64	16,08%
	Travel agency	59	14,82%
Visits to Nglanggeran Tourism Village	Once	195	48,99%
	2-3 times	127	31,91%

	More than 3 times	76	19,10%
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Source: Processed data

Table 2 shows the demographics of the respondents. The respondents consist of 231 male tourists (58.04% of the total 398 tourists) and 167 female tourists (41.96% of the total 398 tourists). The ages of tourists visiting Nglanggeran Tourist Village include 88 tourists under 21 years old (22.11% of the total 398 tourists), 92 tourists aged 21-30 years (23.12% of the total 398 tourists), 135 tourists aged 31-40 years (33.92% of the total 398 tourists), and 83 tourists over 40 years old (20.85% of the total 398 tourists). The respondents include 44 tourists traveling with co-workers (11.06% of the total 398 tourists), 231 tourists traveling with friends and family (58.04% of the total 398 tourists), 64 solo travelers (16.08% of the total 398 tourists), and 59 tourists traveling with a travel agency (14.82% of the total 398 tourists). The visit frequency consists of 195 first-time visitors to Nglanggeran Tourist Village (48.99% of the total 398 tourists), 127 tourists who have visited 2-3 times (31.91% of the total 398 tourists), and 76 tourists who have visited more than 3 times (19.01% of the total 398 tourists).

Validity and Reliability

Table 3. Validity and Reliability Tests

Variable	Kode	Loading Factor	AVE	Composite Reliability	Alpha
Emotional Value (EV)	NE1	0.852	0.764	0.901	0.812
	NE2	0.809			
	NE3	0.852			
	NE4	0.811			
Social Value (SV)	NS1	0.826	0.742	0.912	0.839
	NS2	0.821			
	NS3	0.829			
Money Value (MV)	NU1	0.811	0.711	0.913	0.847
	NU2	0.826			
	NU3	0.827			
	NU4	0.841			
Cultural Value (CV)	NB1	0.811	0.701	0.901	0.859
	NB2	0.824			
	NB3	0.859			
	NB4	0.838			
	NB5	0.821			
Revisit Intention (RI)	NMK1	0.833	0.703	0.909	0.861
	NMK2	0.837			
	NMK3	0.832			
	NMK4	0.831			

Source: Processed data

The validity test aims to examine whether the indicators can represent the latent variables. The validity test uses the loading factor and average variance extracted (AVE). Indicators are considered valid if the loading factor value is greater than 0.7 and the AVE value is greater

than 0.5 (Hair Jr et al., 2021). The reliability test aims to examine whether the indicators can consistently represent the latent variables. The reliability test uses composite reliability and Cronbach's alpha. Indicators are considered reliable if composite reliability is greater than 0.7 and Cronbach's alpha is greater than 0.6 (Hair Jr et al., 2021). Based on Table 3, the loading factor values are greater than 0.7, and the AVE values are greater than 0.5, indicating the questionnaire is valid. In Table 3, the composite reliability values are greater than 0.7, and Cronbach's alpha values are greater than 0.6, indicating the questionnaire is reliable.

Inner Model Testing

Table 4. Inner Model

Indicator	Value
chi-squared	1,011
GFI	0,983
AGFI	0,982
CFI	0,994
NFI	0,995

Source: Processed data

The inner model test aims to examine the strength of the relationship between latent variables and test the fit of the model's variable measurement. The inner model test consists of chi-squared, GFI, AGFI, CFI, and NFI. The model is considered fit if the chi-squared value is not significant, and the GFI, AGFI, CFI, and NFI values are greater than 0.9 (Hair Jr et al., 2021). Based on Table 4, the chi-squared value is 1.011 (not significant), the GFI value is 0.983 (above 0.9), the AGFI value is 0.982 (above 0.9), the CFI value is 0.994 (above 0.9), and the NFI value is 0.983 (above 0.9). These results indicate that the model is fit.

Path Analysis

Table 5. Path Analysis

Path	Coeffisient	t-value	Significance
NE → NMK	0,113	3,110*	0,000
NS → NMK	0,271	3,884*	0,000
NU → NMK	0,261	3,581*	0,000
NB → NMK	0,040	2,154*	0,007
*Significant at the 0.01 level			

Source: Processed data

Based on Table 5, the analysis of emotional value on revisit intention (NE → NMK) has a coefficient of 0.113 with a t-value of 3.110 (significant at the 0.01 level) and a significance value of 0.000. These results indicate that H1 is accepted, meaning that emotional value affects revisit intention. The analysis of social value on revisit intention (NS → NMK) has a coefficient of 0.271 with a t-value of 3.884 (significant at the 0.01 level) and a significance value of 0.000. These results indicate that H2 is accepted, meaning that social value affects revisit intention. The analysis of monetary value on revisit intention (NU → NMK) has a coefficient of 0.261 with a t-value of 3.581 (significant at the 0.01 level) and a significance value of 0.000. These results indicate that H3 is accepted, meaning that monetary value affects revisit intention. The analysis of cultural value on revisit intention (NB → NMK) has a

coefficient of 0.040 with a t-value of 2.154 (significant at the 0.01 level) and a significance value of 0.007. These results indicate that H4 is accepted, meaning that cultural value affects revisit intention.

Based on the data analysis, the first result shows that emotional value affects revisit intention. This finding is consistent with (Qathrunada et al., 2022; Sari & Burhanudin, 2023), who found that emotional value increases revisit intention. This result also confirms attitude theory, which indicates that tourists evaluate whether their travel experiences bring joy and affection, leading to positive emotions and triggering the intention to revisit.

The second result shows that social value affects revisit intention. This finding is consistent with Tajeddini et al. (2022), who demonstrated that social value increases revisit intention. This result also confirms attitude theory, which suggests that tourists evaluate whether their travel experience enhances interaction and bonding with the local community, leading to positive emotions and triggering the intention to revisit.

The third result shows that monetary value affects revisit intention. This finding is consistent with Lhendup & Panda (2023), who found that monetary value increases revisit intention. This result also confirms attitude theory, which suggests that tourists assess whether the travel experience aligns with the value of money spent, leading to positive emotions and triggering the intention to revisit. The fourth result shows that cultural value affects revisit intention. This finding is consistent with (Satrya et al., 2023), who found that local culture drives tourists to revisit the same destination. This result also confirms attitude theory, which suggests that tourists evaluate whether the culture, history, geography, and traditions of a tourist village provide meaning, leading to positive emotions and triggering the intention to revisit.

Conclusion

This study aims to examine the effect of perceived value on tourists' revisit intentions. Based on the data analysis, emotional value, social value, monetary value, and cultural value all affect revisit intention to Nglanggeran Tourist Village. These results indicate that tourists' evaluations of the emotions they experience, their closeness and bonding with the local community, the worthiness of the tourism experience relative to the money spent, and the meaningfulness of the local culture give them positive emotions, thus increasing their intention to revisit Nglanggeran Tourist Village.

This study has several implications. The first is the theoretical implication. This research provides new evidence, especially regarding the cultural value on revisit intention for tourists of Nglanggeran Tourist Village. This study also extends the concept of attitude theory in the context of tourist villages. The second implication is managerial. This study is expected to provide input for the managers of Nglanggeran Tourist Village to enhance the hospitality of the local community, thus fostering connections and bonds with tourists. The managers can also set prices that are aligned with the services enjoyed by tourists. Additionally, preserving local culture and traditions could attract more tourists to revisit. The third implication is regulatory. The Yogyakarta Provincial Government can enact regulations to preserve local wisdom and culture, which could boost the tourism industry in the region, especially in tourist villages. By developing the tourist village industry, the Yogyakarta Provincial Government could also increase regional income.

This study has several limitations. First, it does not consider peak and low seasons. Tourism seasons affect whether tourists have vacation time, which in turn influences their intention to revisit. Future studies should be conducted throughout the year and separate the research period between peak and low seasons. Second, this study views value from the consumer's perspective

and does not consider the perspective of managers or the local community. The value offered by managers (e.g., monetary value) and the local community (e.g., social and cultural value) is crucial in determining the revisit intention from an external party's perspective. Future research should conduct interviews with managers or local community members regarding the value offered to tourists

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