

The Influence of Experience Quality on Domestic Tourists' Behavioral Intentions in Visiting Water Parks

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Abstract

This work contributes in two ways. First, we want to learn more about the ways that experience quality and image influence value, enjoyment, and enjoyment perceptions in the setting of water parks. Our second objective is to understand how, in this specific setting, these interactions affect behavioral intentions. Respondents scored each measure on a 5-point Likert scale. The study's conclusions demonstrate how visitor satisfaction and enjoyment are related to one another and how the former positively affects the latter. This lends credence to the theory that visitor happiness has a favorable impact on behavior intentions. While these results are encouraging for attractive considerations in the hospitality and tourism literature, there are still a lot of unexplored research prospects in this field. Researchers should take them into account while evaluating the study's limitations and interpreting the results. First off, there are some limitations in this study's assessment of pre-consumption expectations. Many pre-consumption factors might affect visitors' evaluations and emotions following service consumption. Consequently, it would be fascinating to explore how differences in pre- and post-consumption expectations and assessments impact the visitor experience in research.

1. Introduction

Amusement parks are a relatively new form of entertainment attraction designed to create an atmosphere of fantasy in various places and times (Geissler & Rucks, 2011). They are an important segment of the tourism and hospitality industry and serve as economic engines for local communities where they operate (Ryan et al., 2010; Lee et al., 2020; Kao et al., 2008). As a result, amusement parks have become a topic of significant interest for marketers and industry professionals (Theme, 2012; Chen et al., 2011; Ryan et al., 2010; Fu et al., 2017; O'Neill et al., 2010; Lee et al., 2020; Phillips & Jang, 2007; Choi & Choi, 2019; Kao et al., 2008; Bigné et al., 2005; Chand, 2010; Prentice, 2013; Lee et al., 2020).

Enomoto and Marriott (1994) define amusement parks as "an extreme example of a recreational environment that is capital-intensive, highly developed, user-oriented, and human-modified." Among various types of amusement parks, water parks have recently attracted the attention of hospitality and tourism academics

interested in better understanding consumer behavior in this unique segment (Lee & Park, 2019; Wu et al., 2018; Lee et al., 2014; Anuwichanont & Mechinda, 2009). To remain competitive, water parks continuously introduce new and innovative features as part of their marketing strategies. However, technology alone is insufficient to maintain a competitive advantage. Consumers must also perceive that the attractions can satisfy their experiential needs. Thus, creating and maintaining a meaningful brand image is crucial for management and marketing in the amusement park industry (Lee & Park, 2019).

Amusement parks are unique in offering products almost exclusively focused on fun and entertainment, unlike other hospitality offerings such as lodging or food services, which combine hedonistic and utilitarian attributes. Consequently, marketing strategies in the industry have shifted towards experience management (Lee & Park, 2019). The SERVQUAL model is widely regarded as an essential concept for explaining customer satisfaction and

behavioral intentions and has been used extensively in tourism (Padlee et al., 2019; Uysal et al., 1991; Vogt & Fesenmaier, 1995) and hospitality research (Tam, 2004; Lee et al., 2000; Wu & Mohi, 2015). However, this measure does not fully account for the specificities of the tourism industry, as service quality primarily focuses on functional characteristics and generally excludes consumers' emotional or hedonic tendencies (Schvaneveldt et al., 1991).

Meanwhile, Alba and Williams (2013) found that consumers make purchases not only for functional reasons but also for emotional satisfaction, including pleasure derived from experiences (Wu et al., 2018). They define experience-based consumption, or hedonic consumption, as consumer behavior related to multi-sensory, fantasy, and emotional aspects of a person's experience with a product (Alba & Williams, 2013). Yeh et al. (2019) emphasize the importance of these characteristics in the tourism industry because experience, an intangible core product/service, is central to what tourism businesses offer. Wang et al. (2020) also assert that hedonic consumption or experience is central to a comprehensive understanding of consumer behavior in the context of hospitality and tourism (Prentice, 2013).

Therefore, researchers have suggested that customer satisfaction should be investigated by considering not only cognitive components but also affective or emotional variables (Yi et al., 2014; Phillips & Jang, 2007; Chang, 2008). Customer satisfaction and behavioral intentions are influenced by various affective aspects perceived by visitors, such as the service environment or interpersonal relationships during their consumption experience (Lee et al., 2020; Ryan et al., 2010; Hutchinson et al., 2009; Liljander & Bergenwall, 1999). Consequently, researchers like Biscaia et al. (2023) and Byon & Zhang (2010) have

revised the concept of service quality to define and create a new concept of "experience quality" instead of using more general categories such as service quality across various sectors.

On the other hand, assessing the quality of customer experience provides a better understanding of aspects of the consumption experience, including tourists' affective responses to the fulfillment of psychological needs through participation in amusement park activities (Chen et al., 2011; Lee & Park, 2019; Prentice, 2013). As a result, increasing visitor satisfaction and understanding customer experience has become an essential factor for any marketing strategy, as positive experiences influence visitors' post-consumption behavior, such as satisfaction, image, perceived value, and behavioral intentions like revisit intention and positive word-of-mouth (Chen et al., 2011; Lee & Park, 2019; Prentice, 2013). Previous studies reveal that the fundamental marketing objective of water parks is to create a pleasant experience for all visitors (Lee et al., 2014).

Choi & Choi (2019) argue that an essential antecedent to achieving this goal is ensuring that customer expectations are not only met but exceeded. Exceeding expectations results in delight, which in turn strengthens the positive image of water parks among visitors (Lee et al., 2014). Building and maintaining a positive image is crucial because consumers are often willing to pay relatively higher costs if their evaluation is based on a positive image (Ryan et al., 2010). Finally, in the tourism industry, the ultimate goal of increasing perceived value is to retain satisfied visitors by meeting customer demands and enhancing the quality of their experiences.

To date, empirical studies related to the water park segment have mostly considered simple antecedents of satisfaction and behavioral intentions (Wu

et al., 2018; Kim & Baek, 2011). A review of existing literature shows that variables such as water park image, perceived value, visitor satisfaction, and enjoyment play mediating roles in the relationship between experience quality and visitors' behavioral intentions. However, these studies have yet to investigate the connections between them within a comprehensive model, and previous studies have only examined a few variables in their models.

This study contributes to the literature in two ways. First, it seeks to better understand the mechanisms by which experience quality and image influence perceptions of value, satisfaction, and enjoyment in the context of a water recreation park. Second, it aims to understand how these relationships influence behavioral intentions in this unique setting. We achieve these objectives through the development and empirical validation of a behavioral intention model for visitors, focusing on experience quality, image, value, satisfaction, and enjoyment in the water recreation park industry. As a result, this study provides valuable information for researchers and marketers in the amusement park industry, particularly those involved in marketing water parks as entertainment destinations, thereby supporting management efforts to develop effective marketing strategies.

The aim of this research is to build a model of direct and indirect influences of experience quality, image, brand, pleasure, and satisfaction on behavioral intentions within the water park segment of the attractions industry. Empirical test results of the proposed framework indicate that experience quality, water park image, perceived value, satisfaction, and pleasure have direct and indirect positive effects on behavioral intentions. Meanwhile, experience quality is identified as a significant determinant of visitors' water park image, while the hypothesized impact

of pleasure on behavioral intentions was not found to be significant.

2. Literature Review

2.1 Behavioral Intentions

Behavioral intention is an individual's effort to obtain the desired goal (Wu et al., 2018). Bagozzi, R.P., & Yi, Y. (1989) defines behavioral intentions as a person's beliefs about what they want to do in a certain situation. More recently, Wang et al., (2012) defines behavioral intention as "the stated probability of engaging in a behavior". Behavioral intention variable, which appears as a dependent variable in tourism (Chen et al., 2011; Su et al., 2020; Wang et al., 2012; Prentice, C. 2013; Saiprasert, W. 2011) and studies hospitality (Bujisic et al., 2014; Kim et al., 2021), encompassing intentions such as repeat visits and recommendation to others.

In marketing literature, repeat visits are defined in different ways, for example, from the perspective of leisure and recreation, revisit intention by Cole, ST, & Scott, D. (2004) is defined as intention for visitors to return in time. One year and their willingness to travel frequently to their destination. In the same vein, Marinkovic et al., (2014) the intention to return to visit is described as possibility which confirmed for revisiting the restaurant either with or without a positive attitude towards the provider services (Prentice, C. 2013). In tourism literature, recommendations to others are defined as a willingness to recommend a destination/restaurant to family, friends and other people (Wang, CY, & Hsu, MK 2010; Bujisic et al., 2014).

Previous empirical studies related to tourism recognize that image, perceived value, satisfaction, and pleasure precede behavioral intentions (Su et al., 2020; Wang et al., 2012; Choi, H., & Choi, H. C. 2019; Bujisic et al., 2014; Saiprasert, W. 2011). For example, Su et al., (2020) showed a high level of correlation between the values felt,

satisfaction, And intention behavior. By Because That, in study This, intention behavior defined as evaluation visitors about possibility For visit return park water Which The same or willingness For recommend park water to person other. Finally, we examine the direct and indirect relationships among the five critical structures namely quality of experience, perceived value, image, satisfaction, enjoyment, and behavioral intentions visitors in garden industry water.

2.2 Quality of Experience

Customer experience quality has become an important concept in consumer behavior research (Su et al., 2020; Shonk, DJ 2006; Wang et al., 2012; Lee et al., 2020 ; Vogt, CA and Fesenmaier, DR 1995). The concept of experience quality includes tourists' emotional responses to the psychological benefits they hope to obtain from the visiting experience (Chin et al., 2000). Shonk, DJ (2006) defines experience quality as something that involves "No only attribute Which provided by supplier, but Also attribute Which brought by visitors to in chance the".

In context tourist, quality Customer experience takes precedence over service quality, because service recreation and tourism are hedonic and result in consumer experiences (Vogt, CA, & Fesenmaier, DR 1995). In the study of Vogt, CA and Fesenmaier, DR (1995), the difference between service quality and experience quality is discussed. For example, experience quality is subjective in its measurement while service quality is objective (Su et al., 2020). Evaluations of experience quality tend to be holistic/formal rather than attribute-based, and evaluations focus on the self (internal) rather than the service environment (external). In addition, the scope of experience is more general than specific, the nature of the benefits is experiential/hedonic/symbolic rather than functional /utilitarian, and the

psychological manifestations are more emotional than perception/attitude (Su et al., 2020).

In the tourism context, service quality refers to service performance at the attribute level, while experience quality refers to the psychological outcomes resulting from customer participation in tourism activities. (Su and al., 2020; Shonk, DJ 2006; Shonk, DJ 2006; Wright et al., 2020; Shonk, DJ 2006; Shonk, DJ 2006; Wright et al. , 1992). The former is defined as the service quality attributes that are under the control of the provider, while the latter relates not only to the attributes provided by the provider but also to the attributes provided by the visitor's contribution. (Su et al., 2020 ; Wright et al., 1992).

In side other, Because service tourist nature hedonistic And produce consumer experience (Vogt, CA, & Fesenmaier, DR 1995), the study of consumer experiences in industrial tourism is theoretical and practical (Ryan et al., 2010). In general, perceived quality far more visitors related to their experiences during the visit process were compared with service Which given by park recreation water. No like quality service And the measurement, however, Still A little study Which explain about quality experience from participation tourist certain like visit to park water (Wang et al., 2012). Unfortunately, there is no consensus in the literature regarding what is meant by quality experience. Table 1 lists 1 6 identifiable dimensions of experience quality in literature.

Some dimensions (e.g. engagement and peace of mind) are common For various studies And context, temporary dimensions other apparently unique For context certain. Among the four dimensions of experience quality proposed by Lee et al., (2020) in context park entertainment, that is immersion, shock, pleasure, And Participation. Study This consider three dimensions that is immersion, surprises,

And fun as dimensions quality water park visitor experience.

Boswijk et al., (2012) define immersion as involvement consumer during consumption, Which make they forget time And emphasize on the consumption process rather than consumption outcomes (Wang et al., 2012). Additionally, surprise refers to freshness, privilege, or uniqueness Which felt (Su et al., 2020). And according to Alba, JW, & Williams, E.F. (2013), this is an important element in a experience Because customer facing stimulation unique from unexpected situations during the consumption of products or services (Wang et al., 2012 ; Lee et al., 2020). Finally, pleasure is related to the happiness and enjoyment that visitors receive from playing on park water (Wang et al., 2012).

2.3 Water Park Image

Image is component important from mix marketing And considered as component important competitive strategies for marketers Franzen, G., & Moriarty, SE (2015). Dowling, GR (1986) defines an image company as amount from belief, attitude, And impression individual towards something organization. Pike, S., & Ryan, C. (2004) also define image as "the sum of beliefs, idea, And impression Which owned person to something place or objective."

Image is also an important concept in consumer behavior research and literature because it influences an individual's subjective perception, consumer value, satisfaction, enjoyment, and behavioral intentions (Alcañiz et al., 2005 ; Huang, YK 2010 ; Fu et al., 2017 ; Wang et al., 2012). Franzen, G., & Moriarty, S. E. (2015) show that image influenced by various source information including Name company, atmospheric environment, characteristics of product and service offerings, and experience personal . Poon Teng Fatt et al., (2000) categorized image into

two, namely functional and emotional components.

The functional components of an organization's image are associated with tangible characteristics, whereas the emotional component is psychological and is often reflected in the consumer's attitude towards (and perceptions) of service providers. However, in general, both parts of the image construct arise from direct and indirect customer experiences with the company (Lee et al., (2014)). Therefore, in this study, the image of the water park refers to the overall perception water park visitors, in particular, that arise from emotional responses and are influenced by experience previously or information representative about park water.

2.4 Perceived value

Customer perceived value has recently attracted much attention from marketers and researchers due to its important role in predicting purchasing behavior and achieving sustainable competitive advantage (Fu et al., 2017). Lichtenstein, DR and Burton, S. (1989) define perceived value as "a consumer's overall evaluation of the usefulness of a product or service based on perceptions of what is received and what is given " . In another definition, Khraim, HS (2011) defines it as an exchange between benefits perceived and perceived costs.

There is a lack of convergence to provide a single definition of value perceived because the structure of perceived value can be analyzed using a measure of one dimensions or scale multidimensional (Su et al., 2020 ; Kantamneni, S.P., & Coulson, KR 1996). One-dimensional measures rooted in neoclassical economic theory have always been criticized for their assumptions that consumers have the same meaning about value and according to the utilitarian perspective, value What consumers feel about a product/service is generally

determined by the differences between performance (benefit Which accepted consumer from product/service the) And that sacrifice they do to get the product/service (Su et al., 2020 ; Muscat et al., 2019). In side other, Approach

multidimensional For measure mark Which felt rooted in the psychology of consumer behavior, by addressing the issue of validity, this approach brings richness and complexity to the perceived value construct, but there is still little consensus about the components of this multidimensional construct or how the components these components are related (Su et al., 2020 ; Muscat et al., 2019 ;

Kantamneni, SP, & Coulson, KR 1996).

Multidimensional measures of perceived value include both cognitive and affective aspects of a product/service; For example, Hayakawa, H. (1976) has classify mark Which felt customer to in five dimensions social, emotional, functional, epistemic, And response conditional (Su et al., 2020). As alternative, scale SERV-PERVAL Which proposed by Al-Sabbahy et al., (2004) is example other Which covers five dimensions: that is quality, price monetary (mark Which felt different from the price paid), nonmonetary price (the perceived value of the reward on costs, such as time and effort expended), reputation, and emotional responses (Muskat et al., 2019).

Given that the primary focus of this research is the conceptualization of experience quality, so we measure mark Which felt with use perspective multidimensional Which includes cognitive and affective aspects (Wang et al., 2012 ; Prentice, C. 2013). Where the value is measured in terms in terms of quality value, monetary price, non-monetary price, reputation, and emotional response (Al-Sabbahy et al., 2004). Some research shows that perceived value has been taken into account as component key from intention behavior in literature hospitality And tourist.

2.5 Visitor's Delight

Recently, the concept of customer delight has received attention from researchers as well practitioner (Theme, SKT 2012 ; Moon et al., 2016 ; Barnes et al., 2016 ; Lee et al., 2014 ; Bowden, J.L., & Dagger, T.S. 2011 ; Choi, H., & Choi, H. C. 2019 ; Panchapakesan et al., 2022). Pleasure Customers have been defined from three different perspectives in the current literature. One of definition emphasizes a paradigm of hope-rejection (*expectancy-disconfirmation*). The next research group emphasizes the emotional component. Lastly, the flow of thought lastly emphasizes on need man (Panchapakesan et al., 2022).

Paradigm expectation-rejection (*expectancy-disconfirmation*) (David, K.T., & Wilton, P.C. 1988) emphasize consumer For compare their actual experience with the service provider with their expectations to experience the (Lee et al., 2014), and hilarity ensues when customers are surprised pleasantly in responding to the uncertainty experienced by a company or experience the product/service (Bowden, J.L., & Dagger, T.S. 2011) Based on view This, Customer joy can be defined as a positive emotional response. For example, Parasuraman et al., (2021) define to customer delight as response positive customer when they accept a service or product that not only satisfies but also provides unexpected value (Torres et al., 2014).

In another definition, joy is defined as a positive emotion that appears together with satisfaction (Kumar, A. 1996 ; Mehta, N., & Pickens, A. 2020). And also, Parasuraman et al., (2021) defines customer delight as the emotional response resulting from a high level of performance surprising and positive. Exploring the definition of the concept of joy clearly shows that draft This introduced as response emotional Which positive, Which help We For distinguish the structure of joy from satisfaction. Because it is not like joy ; partial satisfaction big is

function cognition (Cosmides, L., & Tooby, J. 2000).

And pleasure represent emotion positive Which beyond consumer satisfaction (Mill, RC 2002). Therefore, experts such as Parasuraman et al., (2021) And Barnes, D.C., & Krallman, A. (2019) consider k happy n as emotions are a combination high degree of pleasure (joy, excitement) and passion. Pleasure refers to the degree to which a person feels excited, excited, or happy in a situation, while arousal refers to the degree to which a person feels stimulated and motivated (Ryan et al., 2010). In the marketing literature, various scales have been used to measure customer delight. A number of researcher has measure flavor like with use scale emotion (Parasuraman et al., 2021 ; Elias-Almeida et al., 2016).

Researcher other, such as Ghorbanzadeh et al., (2019) and Alexander, MW (2010) , have used a single item, "feeling happy", which some researchers later criticized because No measure complexities of customer delight (Theme, SKT 2 012). In between scale measurement customer delight , Parasuraman et al., 2021) scale has a high degree of validity among researchers and has Lots used in studies hospitality And tourist

2.6 Visitor's Delight

In general, visitor satisfaction has been considered as customer satisfaction in discussions academic And review literature And satisfying customer is objective end from every business, Because potency impact to behavior purchase repeated And profit (Theme, SKT 2012 ; Wang et al., 2012 ; Kim et al., 2021). Definition which given by Laros, FJ, & Steenkamp, JBE (2005): Satisfaction is response affective or emotional to experience consumption certain, with he said he was getting better satisfaction Which reflect influence Which more positive and dissatisfaction reflecting greater negative affect (Babin et al., 1999).

Besides That, Ghorbanzadeh et al., (2019) Also support this argument by asserting that emotions are important in understanding customers' consumption experiences because emotions coexist with various cognitive appraisals to create satisfaction. (Theme, SKT 2012). By Because That, in modeling behavior consumers in service settings, satisfaction should be considered as a cognitive component And emotional.

In study This, according to definition Laros, F.J., & Steenkamp, J.B.E. (2005), satisfaction defined as evaluation post - consumption by visitors Which relate with service park water recreation, which is central to understanding visitors' consumption experiences . Although the measurement of the term "satisfaction" is in the context of theme parks varies, some researchers have measured satisfaction using a single scale item such as "how satisfied are you that your visit to (this amusement park) was worth the total cost to you and your party?" (O'Neill et al., 2010). Other studies use several scales to measure satisfaction.

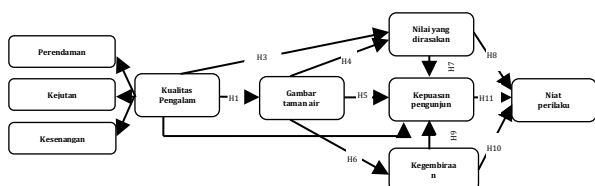
For example, Tema, SKT (2012) applies four items previously proposed by Laros, FJ, & Steenkamp, JBE (2005) which includes "satisfaction with the decision to visit the amusement park, a wise choice For choose park entertainment This, do matter Which appropriate For visit park entertainment, and felt that the experience of visiting a theme park was enjoyable" (Tema, SKT 2012 , p. 7). And Wu et al., (2018) introduced the dimension "feeling good about my decision to play" And "choice I For play ... is choice Which wise" (Wu et al., 2018).

3. Research Methods

Sample study. The data comes from a sample of water park visitors in the city of Pangkalpinang . Reasons for choosing Pangkalpinang as city Which researched are:

(1) Pangkalpinang is capital Bangka

- Belitung is rich in tourism .
- (2) Own park water Which close to the beach in comparison cities other in Bangka Belitung .
 - (3) Lots traveler Which visit city Pangkalpinang throughout year.



Gambar 1. Model konseptual

For unlimited population, number of samples needed is estimated at 150 . Additionally, convenience sampling methods were also used to attract respondents. In terms of gender, distribution sample is 60.2% For man And 39.8% For woman. According to reports the latest government census, at the end of 2020 , the ratio of men to women in the Bangka Belitung Islands was 51.50 % and 48.50 %; Thus, the sample appears representative in terms of gender

After analyzing demographic characteristics of water park visitors (Table 2), most of them were estimated aged between 20 to 30 years (62.5 %), followed by those aged under 20 years (14.5 %), then those aged between 41 and 50 years (11.5 %) , then those aged between 31 and 40 years (9 , 2 %) , and the last are those aged over 50 years (2 , 6 %); when compared with the population of the Bangka Belitung Islands , spread group age Which become sample comparable with profile resident.

Validity And reliability. To estimate the validity of research instruments, four types of validity are estimated, namely validity content, face validity, convergent validity, and discriminant validity. To estimate content validity, a number of questionnaires were given to marketing and tourism experts and professors at the field For estimate validity fill instrument.

Objective from questionnaire This is For test the suitability and relevance of questions related to each variable. Finally, validity fill from the questionnaire has Approved.

To confirm face validity, 150 questionnaires were administered to the sample and views respondents about the research and the quality of the items collected. After necessary adjustments like give example For clarify a number of items, final questionnaire developed For distributed to all over population. On stage furthermore, For ensure reliability questionnaire, consistency internally be measured through Cronbach Alpha. Reliability alpha as big as 97 confirm reliability questionnaire. Coefficient alpha from each variable refers on reliability instrument Which in accordance. With thereby, indicated that questions the own consistency internal Which in accordance, that is, everything measure construct Which The same.

Measurement. Questionnaire study developed with two part. Part First covers 6 construct, quality of experience (the second level structure consists of immersion, surprise and, enjoyment), water park image, perceived value, visitor enjoyment, visitor satisfaction, and behavioral intentions in this study. The second section contains the demographics of the respondents (gender, age, education, and income).

The 31 item measurement scale was adopted from previous research . Respondents rated all measures on scale Likert 5 points start from 1 (Very No Agree) up to 5 (Very Agree). Reason the choice of a 5- point Likert scale is because most of the research conducted on research variables using a 5- point Likert format (Wang et al., 2012 ; Prentice, C. 2013), by Therefore, this research instrument was also designed in a 5- point Likert format. The second reason for using a 5 scale Likert format is due to the

participants in research it has levels that education more tall compared with others.

For the quality of experience (immersion (four items), surprise (three items), and enjoyment (four items)) adapted from Lee et al., (2020) And Wu et al., (2018)). Image park water be measured with four items based on Lee et al., (2014) . Perceived value was measured with four items based on Wu et al., (2018)) and Anuwichanont, J., & Mechinda, P. (2009)). Visitor enjoyment was measured using three items based on Bowden, J.L., & Dagger, T.S. (2011)). whereas satisfaction visitors operationalized with used four emotion condition items proposed by Laros, FJ, & Steenkamp, JBE (2005)), which adapted from Tema, SKT (2012)). Final, para researcher adapt four items For intention behave from Chen et al., (2011)); Wu et al., (2018)) And Prentice, C. (2013) .

4. Results and Discussion

4.1 Research result

This research hypothesis was tested using partial least squares analysis software (partial least squares/PLS) SmartPLS M3 Version 2.0. The PLS method was adopted due to its suitability to the study exploratory. PLS is an ideal multivariate analysis technique for assessing psychometric properties of all scales and, further, to test the structural relationships proposed in the model. PLS is relatively robust in the context of deviations from multivariate distributions and supports research exploratory and confirmatory (Chin, WW, & Todd, PA 1995).

For this study , the researchers carry out the PLS algorithm procedure to determine the level of significance of the loads, weights and path coefficient, followed by bootstrapping techniques to determine the significance level of the hypothesis submitted. Following the procedures suggested by Gonzalez, R., & Griffin, D. (2001)), researchers estimate the validity and fit of the measurement model

before testing structural relationships Which outlined in model structural. Final, procedure blindfold used For determine And evaluate accuracy hypothesis Which tested And For get Q^2 . Model measurement For evaluate model measurement reflective, we inspect load factor, reliability composite (CR), variance average Which extracted (AVE = validity convergent) And validity discriminant. First, the measurement model is tested for convergent validity, which is assessed through i loadings factors, composite reliability (CR) and average variance extracted (AVE) (Matthews et al., 2018). Table 1 3 show that all load items exceed mark recommended that is 0.6 (Baumgartner, H., & Homburg, C. 1996) .

Mark CR And Cronbach's alpha, Which describe so far where construct indicators show latent constructs, exceeding the recommended values namely 0.7 except for surprise structures (Regarding surprise structures, Lewis et al., (2000) mentions a value of 0.6 as the limit of the Cronbach's alpha coefficient) (Matthews et al., 2018), while AVE, which reflects the overall variance in the indicators explained by the construct latent, exceed mark Which recommended that is 0.5 (Matthews et al., 2018).

Validity discriminant refers on so far where sizes the No isa reflection of several other variables and this is indicated by the low correlation between measures of interest and measures of other constructs. Table 4 shows that the square root of AVE (mark diagonal) from every construct more big than coefficient correlation Which in accordance, Which show validity discriminant Which adequate (Bagozzi, R.P. 1981).

Model structural. This research uses SmartPLS 2 .0 to test the structural model and hypotheses. A bootstrapping procedure carried out, with 2000 iterations, to test the statistical significance of sub-construct weights and path coefficients (Baumgartner, H., & Homburg, C.

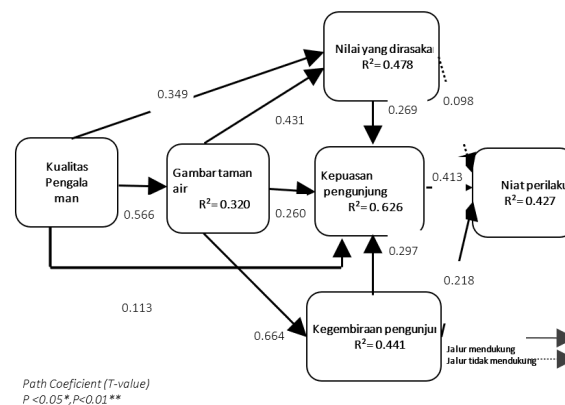
1996). Because PLS doesn't produce overall goodness-of-fit index, R2 is the main way to evaluate the explanatory power of model. However, Hanafi, M. (2000) presents another diagnostic tool for to assess model fit, known as the goodness-of-fit (GoF) index. GoF size uses size geometric mean of communality and mean R2 (for endogenous constructs) (Tema, SKT 2012).

Temme et al., (2006) reported this cut-off value for assessing GoF results GoF analysis: GoFsmall 0/01, GoFmedium 0/25, and GoFlarge 0/36. For the model used in this research, A GoF value of 0.59 was calculated, indicating good model fit. Following the measurement and fit model, the hypothesized relationships are deep Structural model tested. Figure 2 shows the results of the analysis. Corrected R2 in Figure 2 refers to the explanatory power of the predictor variables on the respective constructs.

Quality of experience explains 32 %, 47.8% and 62.6 % of changes in water park image, perceived value and, visitor satisfaction, while water park image, explains 47.8%, 62.6 % and 44.1% of changes in perceived value, visitor satisfaction and, visitor enjoyment. In addition, the perceived value and enjoyment of visitors explained 62.6 % of changes in visitor satisfaction. Lastly, perceived value, visitor enjoyment and visitor satisfaction predicted 59.7% of changes in behavioral intentions.

Regarding model validity, Baumgartner, H., & Homburg, C. (1996) classified endogenous latent variables as substantial, moderate, or weak, based on based on R2 values of 0.67, 0.33, or 0.19 respectively. Thus, the image of the water park (R2= 0.320), perceived value (R2= 0.478), and behavioral intention (R2= 0.427) were moderate. Meanwhile the structure visitor satisfaction (R2= 0.626) is substantial. And finally, the structure of visitor enjoyment (R2= 0.441) is moderate.

Gambar 2. Hasil Model Struktural



In addition to the R2 measure, the researchers used the predictive sample reuse (Q2) technique as a criterion for predictive relevance (Baumgartner, H., 297 & Homburg, C. 1996). Based on the eye closure procedure, Q2 shows how well the collected data can be reconstructed empirically with the help of models and PLS parameters. For this study, the researchers obtained Q2 using a *cross-validated redundancy procedure* as suggested by Baumgartner, H., & Homburg, C. (1996). Q2 greater than 0 means the model has predictive, while Q2 less than 0 means the model has no predictive relevance. As shown in Table 5, Q2 for water park image, perceived value, visitor enjoyment, visitor satisfaction and, behavioral intention are 0.191, 0.219, 0.126, 0.390 and 0.414 respectively, which indicates acceptable prediction relevance.

By performing the PLS-SEM algorithm, estimates are obtained for the structural model relationships (path coefficient), which represents the hypothesized relationship between constructs as shown in Table 6. According to Matthews et al., (2018) the critical t-value for a two-tailed test is 1.65 (significance level = 10%), 1.96 (significance level = 5%), and 2.58 (significance level = 1%). Based on our empirical findings, H1 (KP GW) with path coefficient = 0.566, standard error = 0.063, and t-value = 8.908 is supported. In addition, H2 (KP KP S) with path coefficient = 0.260, standard error = 0.108 and t-value = 2.397; H3 (KP NK) with path coefficient = 0.349 standard error =

0.094 and t-value = 3.726 ; H4 (GW NK) with path coefficient = 0.431, standard error = 0.087, and t-value = 4.985 ; H5 (GW KPS) with path coefficient = 0.113, standard error = 0.107 and t-value = 1.058 ; H6 (GW KGP) with path coefficient = 0.664, standard error = 0.051 and t-value = 13.119 ; H7 (NK KPS) with path coefficient = 0.269, standard error = 0.113, and t-value = 2.387 ; H8 (NK NP) with path

coefficient = 0.098, standard error = 0.111, and t-value = 0.881 is supported. H9 (KGP KPS) with path coefficient = 0.297, standard error = 0.116, and t-value = 2.556 is supported. H10 (KGP NP) with path coefficient = 0.218, standard error = 0.110, and t-value = 1.981 is rejected. H11 (KPS NP) with path coefficient = 0.413, standard error = 0.089, and t-value = 4.621 is supported.

Table 4. Results of R² and Q² values

Endogenous Latent Constructs	R ²	Q ²
GW	0.320	0.165
NK	0.478	0.363
KGP	0.441	0.353
PPP	0.626	0.449
N.P	0.427	0.240

Note: Image of Water Park (GW); Perceived value (NK); Visitor Joy (KGP); Visitor satisfaction (KPS); Behavioral Intention (NP)

Table 5. Hypothesis testing

Hypothesis	Track	Path coefficient	Standard error	t-statistics	Decision
H1	⇒ KP GW	0.566	0.063	8,908	Supported
H2	⇒ KP KPS	0.260	0.108	2,397	Supported
H3	⇒ KP NK	0.349	0.094	3,726	Supported
H4	⇒ GW NK	0.431	0.087	4,985	Supported
H5	⇒ GW KPS	0.113	0.107	1,058	Rejected
H6	⇒ GW KGP	0.664	0.051	13,119	Supported
H7	⇒ NK KPS	0.269	0.113	2,387	Supported
H8	⇒ NK NP	0.098	0.111	0.881	Rejected
H9	⇒ KGP KPS	0.297	0.116	2,556	Supported
H10	⇒ KGP NP	0.218	0.110	1,981	Supported
H11	⇒ PPP NP	0.413	0.089	4,621	Supported

Notes. *t-value for two-sided test: 1.96 (sig level = 5%),

And **t-value 2.58 (sig level = 1%) (Mehmetoglu, M., & Venturini, S. 2021)

4.2 Research Discussion

Results For H1-H3 support structure order second For quality experience (Chen et al., 2011 ; Wang et al., 2012 ; Lee et al., 2020) in industry park entertainment. Presence three dimensions quality experience like Which felt by visitors park water supported by H1-H3. Analysis statistics show that quality experience (0.566) own influence Which more strong to image park recreation water compared to satisfaction visitors (0.184) And mark Which felt (0.246). Findings This consistent with study Wu et

al., (2018)) that quality experience is predictor Which more Good For intention visitors For visit to the park recreation water. Besides That, Agha et al., (2021) find that image originate from all experience consumption customer, And quality represent consumption experience This.

H2 And H3 fully support influence quality experience to satisfaction visitors and perceived value. This finding is in line with the opinion of Chen et al., (2011) ; Wu et al., (2018)) And Prentice, C. (2013)) that quality experience has found as antecedent from satisfaction visitors And

perception in literature park entertainment. Besides That, findings This consistent with the opinions of previous service-related research (e.g., Su et al., 2020 ; Lee et al., 2020 ; Prentice, C. 2013) that the greatest impact is on perceived value and satisfaction visitors to product And service tourist originate from quality experience.

Water park image is verified to impact visitors' behavioral intentions through perceived value and visitor satisfaction (H4). These results are in line with Fu et al., (2017) and Wu et al., (2018)) which states that improving the image of water recreation parks is an important method for result in future repeat visits, even if the visitor is dissatisfied or had a bad experience. A positive image can show that experience bad visitors is that exception rarely happening. Therefore that's effort For build or increase image park water can increase intention behavior like intention visit return And promotion from mouth to mouth, so that help success park water And tourism development .

H6 confirms the positive impact of water park visitors' image on enjoyment felt. These results are consistent with the findings of Lee et al., (2014) which indicated perceptions of water park, which comes from pre-existing knowledge and experience personal, in a way significant influence mark consumer from corner look experience (that is pleasure). Thus, in the context of the attractions industry, the exogenous effect of visitor image to service provider very stand out in all over consumption experience.

H7 with assumption effect positive from mark Which felt to satisfaction visitors identified. These results are in accordance with Su et al., (2020) ; Wu et al., (2018)); Kim et al., (2021) ; Saiprasert, W. (2011)) which states that perceived value plays an important role in improving high levels of satisfaction in the tourism and hospitality industry. The positive influence of grades Which felt visitors to satisfaction

refers on logic that cognition trigger influence (Brown, JS 1961). Tourists' perceived value is considered a cognitive construct because it is determined by the cognitive trade-off between quality and sacrifice. On the other hand, satisfaction is known as an affective construct because of its relationship to emotions (Ghorbanzadeh et al., 2019). Therefore, tourists' perceived value can influence satisfaction because cognitive processes produce emotional responses.

H8 does not support the influence of perceived value on behavioral intentions. this finding support opinion a number of researcher (Kim et al., 2021 ; Saiprasert, W. 2011) that mark Which felt considered as predictor main intention behavior visitors in literature tourism and hospitality.

Results study clarify connection between pleasure visitors And satisfaction, show that pleasure visitors own influence positive to satisfaction visitors (H9). These results are consistent with findings by Tema, SKT (2012). Additionally, the results of H10 show that pleasure visitors through satisfaction And directly influence intention behavior. By Because That, ability park water to ensure visitor enjoyment and satisfaction by developing and offering experiences the right customers can act as a competitive advantage, which in turn can leads on intention behavior like a visit repeat And promotion from the mouth to mouth.

Finally, H11 Which postulate influence positive from satisfaction visitors to intention behavior is confirmed. This result is in line with the results of other researchers (Chen et al., 2011 ; Su et al., 2020 ; Wang et al., 2012) that a high level of visitor satisfaction can increase more positive evaluations and future behavior such as revisiting or word of mouth to mouth in park water. Although these results can be seen as a step forward in improving consideration of attractions in literature hospitality And tourist, a number

opportunity more carry on There is in domain study Which unique This.

5. Closing

5.1 Conclusion

Results study This show that quality experience in park recreation water own significant and positive influence on the perceived value and image of water recreation parks. Can said that quality experience Which felt form image positive And increase perceived value. Remembering, water park visitors can have an experience Which pleasant with various facility And program. Experience pleasant This encourage visitors to consider the consumption of their experience at the water park highly worth it compared to the cost.

Plus, this fun experience is supportive visitors For form attitude positive to level service in a way general, Which resulting in an overall positive image for the water park. Hence, water recreation parks It is recommended to receive feedback from visitors regarding their experience with facilities and programs and use these results to improve marketing strategies. For example, management at a water park, after identifying the facilities and event program does not provide a positive or memorable experience, must immediately change or improve these components to prevent a decrease in the quality of positive experiences.

When Which The same, management must in a way active advertise characteristics And program popular in park water to produce a positive quality experience. To achieve this goal, the manager park water can use survey simple For evaluate experience visitors them by using the Smartphone application, email or home page. By survey Accordingly, water parks can improve their services or facilities taking into account visitor needs and quick responses will contribute to increasing value perceived by visitors and

the image of the destination in the future. Further findings show that visitor satisfaction is strong determinant from intention behavior.

Apart from that, the research results also show that tourist satisfaction is a strong determinant of behavioral intentions. The research results show that visitor satisfaction comes from the quality of the positive experience, perceived value, image of the water park and visitor enjoyment. And determine the extent to which visitors intend to return again and spread positive experiences to others. This study also confirms that satisfaction plays an important mediating role in the relationship between water park value/perceived image/visitor enjoyment and behavioral intentions.

In other words, satisfaction is an important motivation for visitors to return to water parks and share positive experiences with others. The research results show that improving visitors' perceptions of water parks through experience quality, perceived value, and water park image can effectively increase visitor satisfaction and higher levels of satisfaction can ultimately lead to visitors' behavioral intentions. In matter This, management must use upmore Lots effort For give experience Which can reliable And pleasant For fulfil need And aspirations visitors.

By Because That, For increase perception visitors park water from mark Which felt, management park must increase quality interaction staff with visitors, environment physique, And access to service. Besides That Also must promote mark emotional visitors For increase perception visitors park water with satisfaction. By Because That, manager park can use various program unique (like concert, game family, And match Which relate with water) on days to get unforgettable experience in visitors' minds.

5.2 Suggestion

This study has several limitations that researchers should consider when considering evaluate the results. First, the limitation of this study is that it did not evaluate expectations preconsumption. Before consumption service, various factor can influence evaluation and visitors' emotions after consumption.

Therefore, it is an interesting avenue for future research The future is to examine how pre-consumption expectations and judgments differ post-consumption shapes visitor enjoyment. Second, in this research, three dimensions namely immersion, surprise, and enjoyment were researched by considering the literature review as dimensions of experience quality. Therefore, it cannot be said that these three dimensions reflect all aspect quality experience in between visitors park water. With thereby, study in period front recommend use elements other from quality of experience, especially the dimensions introduced by Poulsson, SH, & Kale, SH (2004). includes factors tangible like environment physical, employee interactions, and so on.

Third, survey only collected from visitors Which leave park water in Pangkalpinang city in Bangka Belitung Islands . However, perception visitors about quality experience, mark Which felt, satisfaction, pleasure, image park water And, intention behavior visitors to park water in city Pangkalpinang in Bangka Belitung Islands , and may differ from visitor perceptions at water parks in other regions or countries. By therefore, these findings cannot be generalized to other regions or countries. When applying results this research to region other .

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