Journal of Economics, Finance and Management Studies

ISSN (print): 2644-0490, ISSN (online): 2644-0504 Volume 07 Issue 10 October 2024 Article DOI: 10.47191/jefms/v7-i10-50, Impact Factor: 8.044 Page No: 6569-6579

The Influence of Experience Value, Destination Image, Destination Service Utility on Tourist Loyalty with Tourist Engagement as an Intervening Variable and Heritage Value as a Moderating Variable in Tourist Villages on the Island of Java.



Santi¹, Willy Arafah², Robert Kristaung³

^{1,2,3} Service Management Department, Trisakti University, Jakarta, Indonesia

ABSTRACT: This research is expected to contribute to a deeper understanding of the dynamics of tourist loyalty in the context of tourist villages in Java, by considering various factors that influence it, such as Experience Value, Destination Image, Destination Service Utility, Tourist Loyalty, Tourist Engagement, and Heritage Value as Variable Intervening. This research model was analyzed using SmartPLS. Data were collected by distributing surveys to 230 tourists visiting tourist villages in Java Island. The data collection technique used a sample non- probability. The results of the study indicate that most of the hypotheses proposed are accepted, it is proven that there are eight hypotheses that are proven to have a significant direct relationship between variables, and three hypotheses do not have a significant relationship. The research model tested only shows the influence of variables that support sustainable growth, with these eight variables. Further research is expected to develop with other variables such as tourism village management, tourism village improvement strategies, tourism village development. This study proves that tourism villages can use research results to identify opportunities and threats that may arise from factors Destination Service Utility, in improving tourism development.

KEYWORDS: Experience Value, Destination Image, Destination Service Utility, Tourist Loyalty, Tourist Engagement, Heritage Value

I. INTRODUCTION

With extraordinary cultural, natural and historical diversity, Indonesia has become one of the main destinations for local and foreign tourists (Kemenparekraf, 2023). Proactive government policies in promoting tourist destinations, developing adequate infrastructure, and increasing accessibility to various tourist locations have contributed significantly to the growth of the tourism village sector (Satrio, 2021). One indicator of this success is the increasing number of tourist visits each year which has a positive impact on the national economy. Tourism villages have emerged as one of the important innovations in supporting tourism development in Indonesia (Satrio, 2021). A tourist village is a concept where local communities play an active role in developing and managing their cultural and nature-based tourist destinations (Riyanto, 2023). The existence of tourist villages provides tourists with an authentic experience, allowing them to experience the daily life of local people, as well as learn about unique culture and traditions. Apart from that, tourist villages also help spread the economic benefits of tourism to rural areas that previously received little attention (Herdiana, 2019). There are also training programs for local communities to improve skills in managing tourist destinations, such as tour guide training, homestay management and digital marketing.

These steps aim to ensure that tourist villages can develop sustainably and provide long-term benefits for local communities (Riyanto, 2023; Satrio, 2021). The success of tourist villages is not only visible from the increasing number of tourists visiting, but also from the various awards received at national and international level (Krisnawati, 2021). Tourist villages such as Penglipuran Village in Bali and Sade Village in Lombok have received recognition as the best tourist villages, showing that a community-based approach in tourism development can produce attractive and quality destinations (Kompas, 2023; Ppebalinusra, 2015).

This recognition also raises the profile of these villages in the eyes of international tourists, attracting more visits and investment. By developing community-based tourism, local people are motivated to preserve their local traditions and wisdom. Apart from that, this approach also encourages environmentally friendly tourism practices, such as the use of renewable energy,

good waste management and protection of natural ecosystems. All of this contributes to the sustainability of tourism in Indonesia, ensuring that future generations can still enjoy the same beauty and cultural richness (Masitah, 2019; Talib, 2021).

In the future, continuing to support and develop tourist villages will be a strategic step to ensure inclusive and sustainable tourism growth in Indonesia. Along with the increasing need for tourists for village tourism products and the growth of tourist villages in Indonesia which is increasingly mushrooming, tourism village managers must carry out better marketing functions so that they are more famous and visited more often, so that the goal of improving community welfare through tourism can be achieved. Where the tourism concept places more emphasis on the relationship between tourists and nature and local communities. Developing a tourist village requires an in-depth understanding of several important concepts to create an attractive and sustainable destination.

In tourist villages, this experience can come from interacting with local residents, participating in traditional activities such as making handicrafts or dancing, and enjoying the beauty of unspoiled nature. Tourism village managers need to ensure that every aspect of tourists' visits contributes to increasing the value of their experience. This can be done through training local communities so they can welcome tourists in a friendly and informative manner, create interesting and interactive tourism programs, and maintain the cleanliness and beauty of the environment. By providing a satisfying experience, tourists will feel they are getting more value from their visit, which ultimately increases their satisfaction and loyalty to the destination (Björk et al., 2021).

A positive image, such as stunning natural beauty, unique culture, and the friendliness of local residents, will attract more tourists. Tourist villages need to be active in building and promoting this positive image through effective marketing strategies, including the use of social media, attractive websites, and positive stories from previous visitors (Lustono & Suryani, 2022).

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A major theory is a theory that attempts to explain the whole of social life, history, and human experience. This led to a radical shift in theory to empiricism and positivism, which states that knowledge is gained by studying the facts and situations in society (Skinner, 1990)). The important concept in this study is the master dominant logic. Based on the theory of high service logic, companies should develop service quality by strengthening customer involvement. Based on customer performance, strong customers create value, which is the foundation of this SDL concept. Good service quality is related to increased productivity, customer satisfaction, customer loyalty, and word of mouth. Companies must create value in the way customers interact. This customer interaction refers to the customer's experience while interacting with the company and exchanging information.

Based on research (Amoah et al., 2016), three general issues with experiential value can be identified, namely: customer engagement, shared experience creation and dining experience. In this study, experiential value is defined: "customers experience value through shared opportunities and benefits in travel".

According to (Antón et al., 2018), tourists who are fully involved in the trip and participate in a wide range of activities will increase their experience in all aspects: success, learning, thinking, and escaping. It can also be seen that the breadth of experiences reduces the enjoyment of tourists.

The nature of the trip is characteristic of a beautiful tourist destination. Therefore, the attractiveness of a destination becomes a factor that influences tourists' perception of the destination. Positive imagery from travel experiences result in a positive judgement of the vacation. A better appearance will increase the opportunity for tourists to interact and return to the same location. The more valuable the tourist experience when visiting a destination, the higher the tourist's loyalty (Setiawan et al., 2021). Functional style is always related to what tourists can see and measure, while emotional style is related to mental states that can only be felt and experienced in a place. Destination style is a process created by tourists to compare the characteristics of different areas.

Fundamentally, an innovative destination project must start by addressing the resources for the destination and its ability to deliver a competitive tourism product. Concern for environmental sustainability is another important aspect of tourism development. According to research (Baek et al., 2021), Tourists/visitors from various destinations have been tried, including types of visiting behaviour based on visiting patterns, environmental trends, distance from residence, and demographic characteristics that mainly focus on the natural surroundings, social/cultural, facilities, and activities/programs.

According to research (Shimamoto, 2018) The identified benefits of global destinations should enable stakeholders to develop the destination and progress based on early discussions, anticipate changes, make destination governance arrangements quickly, and adopt a long-term global perspective, regardless of current level of development (Rodriguez-Giron & Vanneste, 2019).

Loyalty is an important notion in tourism marketing, hence numerous studies analyse, conceptualise, and quantify loyalty to innovative tourist attractions using an attitudinal approach. In creative tourism, three significant factors of loyalty are perceived value, tourist satisfaction, and the quality of experience (Suhartanto et al., 2020). Research (Rasoolimanesh et al., 2019) confirms the role of the psychological aspect of tourist involvement, thus mediating tourist satisfaction while enhancing visitor loyalty and intention to return. The value of tourist experiences during a visit to a tourist destination will promote tourist loyalty; destination image can increase tourist loyalty to visit natural tourist sites because of the traveler's power boost.

Tourist engagement can play an essential part in boosting the quality of interactions, which eventually leads to long-term relationships with customers and, consequently, improved satisfaction and loyalty (Shafiee et al., 2020). Tourist Engagement demonstrates that the higher the experience value that visitors have when visiting natural tourism places, the more powerful the incentive for tourists to participate. The power of tourist interaction can increase tourist loyalty (Setiawan et al., 2021).

Female tourists are more likely to be loyal to a destination based on its origin, values, and culture. As a result, local authorities should capitalise on the diversity of female tourists to foster a stronger sense of connection and devotion to the location (Rasoolimanesh et al., 2021). Culture is defined as the process and outcome of the interaction of natural and cultural assets in space and time, as well as complex phenomena with tangible and intangible identities. Cultural and heritage values have been acknowledged as a necessary for a sustainable living environment, coupled with environmental awareness and energy efficiency (Jerome et al., 2021). The assessment of structures in heritage should encompass technical and reliability elements (including user safety), as well as the principles of conserving heritage value (Eberhardt et al., 2021). Presentation of the history, identification of location, and instruction for the future." More crucially, legacy values are inherited by local populations through oral interpretation of the landscape, allowing for the practice of sustainable local cultural heritage (Feng et al., 2021).

The hypothesis proposed are:

- H1: Experience value can influence tourist engagement positively and significantly
- H2: Destination image can influence Tourist Engagement positively and significantly.
- H3: Destination service utility can influence tourist engagement positively and significantly
- H4: Tourist engagement can influence Tourist Loyalty positively and significantly.
- H5: Heritage value can moderate tourist loyalty and tourist engagement positively and significantly
- H6: There is a positive and significant influence of experience value on tourist loyalty
- H7: There is a positive and significant influence of destination image on Tourist Loyalty
- H8: There is a positive and significant influence of destination service utility on tourist loyalty
- H9. There is a direct and indirect influence of experience value on tourist loyalty through the mediating variable tourist engagement.
- H10. There is a direct and indirect influence of destination image on tourist loyalty through the mediating variable tourist engagement
- H11. There is a direct and indirect influence from the destination service utility on tourist loyalty through the mediating variable tourist engagement

III. RESEARCH METHODS

This study design takes a quantitative approach. This study includes four (four) independent variables: the value of the experience, the type of the trip, the demand for travel services, and tourist loyalty. The intrinsic Values variable is one of the mediating variables, with Emotional Acceptance as the dependent variable. This study's demographic consists of tourists who have visited Java tourism locations such as Central Java, West Java, East Java, DIY, and Banten multiple times. These tourism sites were selected based on unique project qualities and research objectives. Tourism businesses are strongly influenced by the environment and have several features that make them vulnerable to environmental changes. Tourists, whether through direct or indirect involvement with tourism, have varying wants and expectations that must be satisfied. The goal of holding a population is to decide the size of the sample members drawn from the population and so limit the validity of the generalisation region. Mardani mentioned this knowledge in 2020. The sample is a member of the population selected by sampling processes. Here, the sample must properly reflect the circumstances of the population, which means that the research results drawn from the sample must be about the population (Mardani, 2020). For data collecting approaches, the sampling method in this research uses non-probability sampling, which means that components in the population do not have the same chance of being selected as a sample and the population size is unknown (Ghozali, 2021). Purposive sampling was chosen as a sample approach; this method is based on the researcher's criteria (Sekaran & Bougie, 2016). This study's analysis tool was SmartPLS software version 3.0. The purpose of this

study's instrument test was to determine the correctness and reliability of primary data obtained from 230 visitors who visited tourist communities in the province of Java. Figure 1 depicts the conceptual framework that follows.



Figure 1. Research Conceptual Framework

This study collected data using a questionnaire distributed to travellers via Google Forms. The questionnaire instrument was then tallied and processed in the SmartPLS version 3 application. SEM-PLS is designed to examine both the measurement model (outer model) and the structural model (inner model). The measuring model includes validity and reliability testing. Meanwhile, the structural model includes multicollinearity tests, coefficients of determination, predictive relevance (Q2), and hypotheses.

IV. RESULT

The use of respondent characteristics to determine the diversity of respondents based on age, gender, length of service, type of work, education, monthly income, and frequency of visits. The data is expected to provide a clear picture of the characteristics of respondents and their relationship to the problems and objectives of this study.

The researcher presents the characteristics of the respondents in the table below:

Characteristics	Category	Total	Percentage
Age	20-30 year	53	23,04
	31-40 year	72	31,30
	41-50 year	51	22,17
	51-60 year	38	16,52
	> 60 year	16	6,95
Gender	Man	110	47,83
	Woman	120	52,17
Long working	1 - 5 year	97	42,27
	5 - 10 year	46	20,00
	10 -15 year	39	16,95
	>15 year	48	20,87
Education	SMA/SMK	12	5,21
	Diploma	45	19,56
	S 1	115	50
	S 2	55	23,92
	S 3	3	1,31
Monthly Income	IDR 1 jt – 5 jt	31	13,47

Table 2. Respondent Data

	IDR 5 jt – 10 jt	50	21,74
	IDR 10 jt – 15 jt	75	32,60
	IDR 15 jt – 20 jt	55	23,91
	>IDR 25 jt	19	8,26
Frequency of visit	Jawa Tengah	42	18,26
	Jawa Barat	38	16,52
	Jawa Timur	32	13,91
	DIY	16	6,95
	Banten	102	44,34

Outer Model, also known as Measurement Model, is used to ensure that the results of this research are valid and reliable and to determine the relationship between variables and indicators. Convergent validity is measured through multi-item scale measurements, and variables are used to illuminate constructs that have a high level of variance. The purpose of this model is to determine the validity of each relationship between indicators and constructs, or latent variables (Hair et al., 2019). Convergent validity terdiri dari dua komponen: factor loading (outer loading) dan average variance extracted (AVE). The factor loading analysis (outer loading) analyzes the value of each indicator item used to evaluate the variable; in this study, the indicator value factor loading exceeds 0.7 (> 0.7), indicating that the indicator is valid for measuring the construct. The variable experience values of the first independent variable (X1) in this study are six variables, and the results of external load calculations are provided in Table 1 below.

Table 3. Factor Loading

Item Indicator	DI	DSU	EV	нν	TE	TE*HV*TL	TL
DI1	0,896						
DI2	0,824						
DI3	0,871						
DSU1		0,921					
DSU2		0,898					
DSU3		0,885					
EV2			0,909				
EV3			0,871				
EV4			0,743				
HV1				0,896			
HV2				0,882			
HV3				0,862			
HV4				0,796			
HV5				0,727			
TE*HV						1,670	
TE2					0,704		
TE3					0,834		
TE4					0,873		
TE5					0,811		
TL1							0,894
TL2							0,869
TL3							0,825
EV1			0,907				

Average variance extracted (AVE), the value that shows the variable's ability to be measured in the difference of the degree of varianc, is the second step. The results of the connection validity test done by external loading show that all the index entries for

each variable have a value higher than 0.7. Since the construct can capture the variation, the AVE value must be more than 0.5 to be regarded genuine (Ghozali, 2021). Table 4 below shows the results of AVE values for each measurement variable.

Table 4. Average Variance Extracted

Variabal	Average Varian			
Vallabel	Extracted (AVE)			
Destination Image	0,747			
Destination Service Utility	0,813			
Experience Value	0,740			
Heritage Value	0,697			
Tourist Engagement	0,653			
Tourist Loyalty	0,745			

In the AVE column, you can see that all the variables have an AVE value above 0.5, so it means that all the indicators in the measured variables are correct.

Validity Analysis Test is used to ensure that each idea for a variable is different from the others. Validation tests determine how well a measuring device performs its intended measurement task. The Fornell-Larcker criterion measures critical power by comparing the square root of the AVE (Average Variance Exacted) of each construct. The resulting value should be greater than the highest correlation with other constructs; in other words, the correlation between variables should not be greater than the correlation between themselves. The results are shown in the following graphic:

	Destination Image	Destination Service Utility	Experience Value	Heritage Value	Tourist Engagement	Tourist Loyalty
Destination Image	0,864					
Destination Service Utility	0,774	0,902				
Experience Value	0,831	0,700	0,860			
Heritage Value	0,816	0,835	0,740	0,835		
Tourist Engagement	0,779	0,877	0,725	0,886	0,808	
Tourist Loyalty	0,676	0,776	0,655	0,763	0,909	0,863

Table 5. Square Roots AVE Value – Fornell – Larcker Criterion

In Table 5, AVE square root value for each variable represents the value of correlation between one construct and another in the model that is being investigated. The square root value table shows that destination images have a square root value of 0.864 which is greater than other square root values. In addition, the square root value of destination service utility value is 0.902, the square root value of experience value is 0.860, the square root value of heritage value is 0.835, the square root value of tourist commitment value is 0.808, and the square root value of tourist commitment value is 0.808, and the square root value of tourist commitment value is 0.863. Therefore, all variability is considered equal. Relationships with other constructs that demonstrate discriminant validity. All indicators used in this research are valid, according to the results of Convergent Validity and Discriminant Validity.

Table 6. Cronbach Alpha and Composite Reliability per Variabel

Variabel	Cronbach Alpha	Composite Reliabilty
Destination Image	0,831	0,898
Destination Service Utility	0,885	0,813
Experience Value	0,880	0,740
Heritage Value	0,890	0,697
Tourist Engagement	0,822	0,653
Tourist Loyalty	0,830	0,745

According to Table 6, Cronbach's Alpha and Composite Reliability values for Experience Value, Destination Image, Destination Service Utility, Tourist Loyalty, Tourist Engagement, and Heritage Value are both more than 0.7. Using both values demonstrates that the measuring device is effective/reliable, acceptable, and capable of revealing field data. So, based on the test results in The validity of the indicator items used to measure the study's variables was successfully ascertained by the instrument test, and it can be inferred from the Outer Model (Measurement Model) that the instruments employed were robust and dependable enough to consistently reveal and capture data in the field. In order to explain the link between the variables in this study, structural model testing is performed by examining the outcomes of statistical computations for Path Coefficient, T-Statistic, R-Square, Predictive Relevance (Q2), and Model Fit (NFI).

Variable	Tourist Engagement	Tourist Loyalty					
Destination Image	4,226	4,802					
Destination Service Utility	2,563	4,877					
Experience Value	3,314	3,432					
Heritage Value		5,937					
Tourist Engagement		6,914					
Tourist Loyalty							

Table 7. Multicolinearity (Inner VIF Values)

Table 7 shows that all variables in this study have VIF values below 5, so it can be concluded that all variables have no sign of relationship.

Table 8. R-Square and R-Square Adjust

Variabel Endogen	R Square	R Square Adjust
Tourist Engagement	0,799	0,796
Tourist Loyalty	0,853	0,849

Table 8 shows the findings of the R2 Variable. Tourist Engagement has an R2 value of 0.799 (79.9%), indicating that the endogenous variables of Tourist Engagement can be explained by exogenous variables such as Experience Value, Destination Image, Destination Service Utility, and Tourist Loyalty, with the remaining 20.1% explained by variables not examined in this model. Although the variable Tourist Loyalty has a R2 value of 0.853 (at 85.3%), it appears that the variable Tourist Loyalty Endogenous can be explained by its exogenous components—that is, Tourist Engagement of 85.3%. The remaining 14.7% are explained by other variables that are not investigated in this model. According to the influence value (Hair et al., 2019), the two variables mentioned above fall into the Moderate group, whereas the value R Square Adjusted the outcome of value rectification R Square based on standard errors, R Value Square. Adjusted, this delivers a more accurate forecast than R Square regarding the potential of exogenous factors to explain endogenous variable constructs. (Ghozali, 2021).

Table 9. Predictive Relevance(Q2)

Variabel Endogen	Q2	Result
Tourist Engagement	0,799	Memiliki Nilai Relevansi Prediktif
Tourist Loyalty	0,853	Memiliki Nilai Relevansi Prediktif

Table 9 shows that the Q2 value of the endogenous variable tourism interaction with tourist loyalty is greater than zero, indicating a positive prediction link between the end variables.

Table 10. Path Analysis Results

		Original Sample (O)	T Statistics (O/STDEV)	P Value	Conclusion
H1	Experience Value - Tourist Engagement	0,130	1.990	0.047	Supported

H2	Destination Image – Tourist Engagement	0,157	2.490	0.013	Supported
H3	Destination Service Utility – Tourist Engagement	0,664	14.579	0.000	Supported
H4	Tourist Engagement – Tourist Loyalty	1.171	16.508	0.000	Supported
H5	Tourist Engagement– Heritage Value- Tourist Loyalty	0.087	4.198	0.000	Supported
H6	Experience Value– Tourist Loyalty	0.088	1.884	0.060	Not supported
H7	Destination Image - Tourist Loyalty	-0.034	0.588	0.557	Not supported
H8	Destination Service Utility –Tourist Loyalty	-0.046	0.718	0.473	Not supported
H9	Experience Value – Tourist Engagement – Tourist Loyalty	0.152	1.995	0.047	Supported
H10	Destination Image- Tourist Engagement – Tourist Loyalty	0.184	2.549	0.011	Supported
H11	Destination Service Utility – Tourist engagement – Tourist Loyalty	0.778	10.106	0.000	Supported

- a. Influence Experience Value has a coefficient of 0.130; t-statistic of 1.990, and p-value of 0.047<0.05. This condition shows that it has a positive effect on Experience Value has a positive and significant effect on tourist engagement. Thus, H1 supported.
- b. Influence Destination Image has a coefficient of 0.157; t-statistic of 2.490, and p-value of 0.013<0.05. This condition shows that it has a positive effect on Destination Imagehas a positive and significant effect on tourist engagement. Thus, H2 supported.
- c. Influence Destination Service Utility has a coefficient of 0.664; t-statistic of 14.579, and p-value of 0.000<0.05. This condition shows that it has a positive effect on Destination Service Utility has a positive and significant effect on tourist engagement. Thus, H3 supported.
- d. Influence Tourist Engagement has a coefficient of 1.171; t-statistic of 16.508, and p-value of 0.000<0.05. This condition shows that it has a positive effect on Tourist Engagement has a positive and significant effect on Tourist Loyalty. Thus, H4s upported.
- e. The influence of heritage value as a moderating variable has a coefficient of 0.087; t-statistic of 4.198, and p-value of 0.000<0.05. This condition shows that it has a positive effect on heritage value has a positive and significant effect on Tourist Engagement and tourist Loyalty. Thus, H5 supported.
- f. Influence Experience Value has a coefficient of 0.088; t-statistic of 1.884 and p-value of 0.060<0.05. This condition shows that it has a negative effect on Experience Value has a negative and insignificant effect on Tourist Loyalty. Thus, H6 not supported.
- g. Influence Destination Image has a coefficient of -0.034; t-statistic of 0.588 and p-value of 0.557<0.05. This condition shows that it has a negative effect on Destination Imagehas a negative and insignificant effect onTourist Loyalty. Thus, H7 not supported.
- Influence Destination Service Utility has a coefficient of -0.048; t-statistic of 0.718 and p-valueof 0.473<0.05. This condition shows that it has a negative effect on Destination Service Utility has a negative and insignificant effect onTourist Loyalty. Thus, H8 not supported.
- i. Influence Tourist Engagement as a mediating variable has a coefficient of 0.152; t-statistic of 1.995, and p-value of 0.047<0.05. This condition shows that it has a positive effect on Tourist Engagemen thas a positive and significant effect on Experience Value andtourist Loyalty. Thus, H9 supported.
- j. Influence Tourist Engagement as a mediating variable has a coefficient of 0.185; t-statistic of 2.549, and p-value of 0.011<0.05. This condition shows that it has a positive effect on Tourist Engagemen thas a positive and significant effect on Destination Image and tourist Loyalty. Thus, H10 supported.
- k. Influence Tourist Engagement as a mediating variable has a coefficient of 0.778; t-statistic of 10.106, and p-value of 0.000<0.05. This condition shows that it has a positive effect on Tourist Engagement and has a positive and significant effect on Destination Service Utility and Tourist Loyalty. Thus, H11 Supported.</p>

V. DISCUSSION

The researcher explains the decision based on the results of this study as follows:

1. The value of the experience is positive and has a significant impact on the interaction of tourists. The effect of the pleasant atmosphere tourists feel is a great experience when visiting a tourist destination. However, the unique culture/tradition of

the tourist villages is less introduced by the management of the tourist villages, causing the tourists to miss the learning experience of the unique culture/tradition that can be represented by tourism homes.

- 2. Tourism style has a positive and significant effect on tourist interaction. The image of the tourist village is shown in the advertisements made by the government and the tourist village itself is very attractive to the tourists. The good infrastructure of the tourist village in addition to the good landscape architecture of the village gives a good value to the nature of the trip so that the tourists enjoy the activities and activities in the tourist village. Of course, it should be noted that supporting a good and impressive wizard requires a lot of money for the creation, installation, construction, and architecture. Tourist villages should be able to work together and cooperate with stakeholders to get help when needed.
- 3. Using destination services enhances tourist interactions. Places in a tourist site play a significant role in tourists' activities when they come. The tourist information center, located in the tourist village, assists travelers in planning their activities and provides detailed information about the tourist village's attractions. However, these activities are often hindered by water and electricity problems, such as frequent shortages and poor toilets. Tourist villages should work hard to overcome this so that tourism is not harmed during the trip. Tourist interaction has a positive and significant effect on tourist loyalty. A beautiful tourist village can socialize tourists or visitors through activities organized by the tourist village manager. Managers of tourist villages should focus on the needs of visitors or tourists by trying to provide attractive places to attract tourists to participate. Managers can optimize the culture and traditions of the village into an exciting activity or learning experience for visitors to develop social interaction skills between residents and visitors. This study shows in the descriptive table that the visitors thought that the tourist village provided better hospitality to the visitors. This needs to be addressed because if the tourist village does not welcome the visitors, the visitors will not want to return.
- 4. Tourist arrivals have a considerable positive impact on loyalty, with heritage value acting as a moderating element. In this study, it was discovered that the highest average value of the heritage value is related to the degree of having a tourist village and the historical site as a tourist village's attractiveness strength. Furthermore, community participation can transform the tourist hamlet into a true city, with significant assets to preserve and attract tourists. Furthermore, the beauty of the tourist village might attract genuine tourists and visitors who come to participate in the activities offered by the tourist village. However, many tourists believe that in this study there is nothing special about the importance of tourist villages. It can be assumed that the managers create uniqueness in the managed tourism village.
- 5. The travel style variable has a positive and significant effect on tourist loyalty through tourist interaction as a mediating variableIn this study, tourism is defined as the desire of tourists or visitors to participate in activities organized by the organization to support the activities of tourists while visiting the tourist village. The nature of tourist attractions in tourist villages becomes the main destination for tourists to choose and decide to visit a tourist village. If the manager does not create interesting activities, the possibility that the tourists will not like the tourist destination is very high, which will affect the future visits. In this study, it was found that visitors do not want to share their experiences with their friends and family while they are in the tourist destination. This should be expected by the manager as soon as possible.
- 6. The demand variable for travel services has a positive and significant effect on tourist loyalty and tourist interaction as a mediating variable. If tourists get good value from the services offered, they will remain loyal to the destination. A high "demand for travel services" increases the perception of this value, and "tourism communication" contributes to enhancing the perception of these values. "Tourism integration" can serve as a proxy variable because it can mediate between tourism service benefits and tourists' loyalty. By being actively involved, tourists can develop an emotional connection to the destination, increasing their loyalty. "Tourist loyalty" is the result of positive and positive experiences of tourists in a destination. If "tourist consumption" mediates the relationship between "address service need" and "tourist service", it can be considered that the participation of tourists creates a strong and loyal relationship with the trip.

VI. CONCLUSIONS

This study addresses a void in marketing literature, particularly in tourism marketing taims to enhance a theoretical framework developed by experts and earlier research. The mediation model research, which includes the construct of tourist participation strength, is expected to shed light on the process behind the relationship between destination image and experience value and visitor loyalty. This study can help tourism destination administrators better understand the loyalty of tourists who visit other places.

VII. SUGGESTIONS

Stated above, the researcher provides the following suggestions:

- 1. Future studies should be familiar with the context of the tourist village that is the subject of the research. Get to know the history, cultural challenges, and opportunities at home. Understanding this context helps formulate appropriate research questions and ensure the validity of research results. To be able to celebrate the uniqueness of each tourist village.
- 2. Actively involve local communities, village owners, local authorities, and other stakeholders in the research process. A collaborative approach can help achieve deeper knowledge and ensure that research results are beneficial for local communities.
- 3. Focus on lifestyle factors in research. Consider the impact of tourism on the environment, society, and local economy. Research questions should include sustainability strategies, cultural preservation, and sustainable economic development.
- 4. Further research should also focus on economic, social, and cultural aspects. Evaluate the positive and negative impacts of tourism, including changes in livelihoods, influence on local wisdom, and potential conflicts that may arise. Recommend strategies to minimize negative impacts and maximize positive impacts.

VII. ACKNOWLEDGMENT

The author expresses his thanks to the presence of Almighty God for all His mercy and grace so that research can be carried out entitled "The Influence of Experience Value, Destination Image, Destination Service Utility on Tourist Loyalty with Tourist Involvement as an Intervening Variable and Heritage Value as a Moderating Variable in the Village Tourism on the island of Java" can be completed well. The author realizes that this research would not have been possible to complete without the support, guidance, and assistance of various parties. Therefore, constructive criticism and suggestions are highly expected for future improvements. Hopefully, the findings of this study will help to the advancement of science and the tourism sector in Indonesia, particularly in the context of tourist communities on the island of Java.

REFERENCES

- Amoah, F., Radder, L., & van Eyk, M. (2016). Perceived experience value, satisfaction and behavioural intentions: A guesthouse experience. *African Journal of Economic and Management Studies*, 7(3), 419–433. https://doi.org/10.1108/AJEMS-10-2015-0121
- Antón, C., Camarero, C., & Laguna-García, M. (2018). Experience Value or Satiety? The Effects of the Amount and Variety of Tourists' Activities on Perceived Experience. *Journal of Travel Research*, 57(7), 920–935. https://doi.org/10.1177/0047287517727366
- 3) Baek, J., Kim, Y., Kim, H., & Song, H. (2021). Understanding visitors at an urban park by profiling of destination attributes. *Sustainability (Switzerland)*, 13(7), 1–16. https://doi.org/10.3390/su13074036
- 4) Björk, P., Prebensen, N., Räikkönen, J., & Sundbo, J. (2021). 20 years of Nordic tourism experience research: a review and future research agenda. *Scandinavian Journal of Hospitality and Tourism*, 21(1), 26–36. https://doi.org/10.1080/15022250.2020.1857302
- 5) Eberhardt, S., Pospisil, M., Ryjacek, P., & Sykora, M. (2021). Heritage value assessment method Application to historic steel bridgein prague. *International Journal of Computational Methods and Experimental Measurements*, *9*(4), 309–326. https://doi.org/10.2495/cmem-v9-n4-309-326
- 6) Feng, D., Chiou, S. C., & Wang, F. (2021). On the sustainability of local cultural heritage based on the landscape narrative: A case study of historic site of Qing Yan Yuan, China. *Sustainability (Switzerland)*, 13(5), 1–31. https://doi.org/10.3390/su13052831
- 7) Ghozali, I. (2021). Partial Least Squares Concepts, Techniques and Applications using the SmartPLS 3.0 Program. *Semarang: Issuing Board of Diponegoro University.*
- 8) Hair, J., Jeffrey, R., Marko, S., & Christian, R. (2019). When to use and how to report the results of PLS-SEM. *Emerald*. https://www.emerald.com/insight/content/doi/10.1108/EBR-11-2018-0203/full/html
- 9) Herdiana. (2019). *Desa Wisata Berbasis Masyarakat*. 6, 63–86. https://ojs.unud.ac.id/index.php/jumpa/article/view/52757/31237
- 10) Jerome, A., Femenías, P., Thuvander, L., Wahlgren, P., & Johansson, P. (2021). Exploring the relationship between environmental and economic payback times, and heritage values in an energy renovation of a multi-residential pre-war building. *Heritage*, *4*(4), 3652–3675. https://doi.org/10.3390/heritage4040201
- 11) Kemenparekraf. (2023). Expert Survey: Sektor Pariwisata dan Ekonomi Kreatif Tumbuh pada 2024.

Kemenparekraf/Baparekraf RI. https://kemenparekraf.go.id/ragam-pariwisata/expert-survey-sektor-pariwisata-dan-ekonomi-kreatif-tumbuh-pada-2024

- 12) Kompas. (2023). Desa Penglipuran Bali Raih Penghargaan Desa Wisata Terbaik 2023 dari UNWTO Artikel ini telah tayang di Kompas.com dengan judul "Desa Penglipuran Bali Raih Penghargaan Desa Wisata Terbaik 2023 dari UNWTO", Klik untuk baca: https://travel.kompas.com/read/20. https://travel.kompas.com/read/2023/10/21/153959927/desa-penglipuranbali-raih-penghargaan-desa-wisata-terbaik-2023-dari-unwto?page=all
- 13) Krisnawati, I. (2021). Program Pengembangan Desa Wisata Sebagai Wujud Kebijakan Pemerintah Dalam Rangka Pemulihan Ekonomi Pasca Covid dan Implementasinya. *Transparansi : Jurnal Ilmiah Ilmu Administrasi*, 4(2), 211–221. https://doi.org/10.31334/transparansi.v4i2.1974
- 14) Lustono, L., & Suryani, R. (2022). the Effect of Destination Image and Service Quality Toward Touristst Visiting Decisions Through Visiting Interest As Intervening Variable. *Journal of Economic Empowerment Strategy (JEES)*, 5(Vol 5 No 2), 134– 151. https://doi.org/10.23969/jees.v5i2.5404
- 15) Mardani. (2020). Metode Penelitian Kualitatif & Kuantitatif.
- 16) Masitah. (2019). Pengembangan Desa Wisata Oleh Pemerintah Desa Babakan Kecamatan Pangandaran Kabupaten Pangandaran. Jurnal Ilmiah Ilmu Administrasi Negara, 6(3), 45.
- 17) Ppebalinusra. (2015). Ekowisata di Desa Sade. http://ppebalinusra.menlhk.go.id/ekowisata-di-desa-sade/
- 18) Rasoolimanesh, S. M., Khoo-Lattimore, C., Md Noor, S., Jaafar, M., & Konar, R. (2021). Tourist engagement and loyalty: gender matters? *Current Issues in Tourism*, *24*(6), 871–885. https://doi.org/10.1080/13683500.2020.1765321
- 19) Rasoolimanesh, S. M., Noor, S. M., & ... (2019). Investigating the effects of tourist engagement on satisfaction and loyalty. *The Service* https://doi.org/10.1080/02642069.2019.1570152
- 20) Riyanto, N. (2023). Development of Community-Based Tourism Village through Local Community Participation (A Literature Review). *MULTIPLE: Journal of Global and Multidisciplinary*, 1(3), 223–233. https://journal.institercomedu.org/index.php/multipleINSTITERCOMPUBLISHERhttps://journal.institercom-edu.org/index.php/multiple
- 21) Rodriguez-Giron, S., & Vanneste, D. (2019). Social capital at the tourist destination level: Determining the dimensions to assess and improve collective action in tourism. *Tourist Studies*, *19*(1), 23–42. https://doi.org/10.1177/1468797618790109
- 22) Satrio, M. A. (2021). Upaya Pemerintah Indonesia dalam Meningkatkan Pariwisata Mandalika Melalui Kerangka Branding 'Wonderful Indonesia .' 6(1), 65–85.
- 23) Sekaran, & Bougie. (2016). Research Methods for Business (Seventh Ed, Issue July).
- 24) Setiawan, H., Marwa, T., Wahab, Z., & Shihab, M. S. (2021). The Strength of Tourist Involvement in Mediating the Relationship Between Experience Value, Destination Image and Tourist Loyalty: An Empirical Study in Indonesia. 8(6), 1079–1090. https://doi.org/10.13106/jafeb.2021.vol8.no6.1079
- 25) Shafiee, M. M., Tabaeeian, R. A., & ... (2020). Tourist engagement and citizenship behavior: The mediating role of relationship quality in the hotel industry. *Tourism and Hospitality* https://doi.org/10.1177/1467358420914373
- 26) Shimamoto, K. (2018). The factors that influence the boundary between the markets of competing tourist destinations. *Tourism and Hospitality Management*, *24*(1), 185–196. https://doi.org/10.20867/thm.24.1.9
- 27) Skinner. (1990). Adapting to diversity: Organizational influences on student achievement. *The Journal of Higher Education*, *61*(5), 485–511.
- 28) Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867–879. https://doi.org/10.1080/13683500.2019.1568400
- 29) Talib, S. (2021). Strategi Pelestarian Budaya Lokal Sebagai Upaya Pengembangan Pariwisata Budaya (Sebauah Analisis Teoritis). 4(1).



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0)

(https://creativecommons.org/licenses/by-nc/4.0/), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.