The Impact of Covid-19 on Millennial Perceptions of Experience Quality and Flow of Experience and Its Influence on Behavior Intention to Revisit a Nature and Rural Destination (Case on Jakarta, Indonesia)

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Abstract. The purpose of this research is to study Quality of Experience and Flow of Experience and their influence on Behavioral Intentions to visit natural and rural destinations for the millennial generation. A total of 156 respondents were assessed and valid for further analysis. The result is that the Quality of Experience determines the satisfaction and behavioral intentions of millennials. Meanwhile, it is recommended that flow of experience be used to influence satisfaction because it has no effect on behavioral intention. The results also show how satisfaction can be a strong mediation of the two independent variables on behavioral intention. This study uses Structural Equation Modeling (SEM) with a Partial Least Square approach using SMARTPLS 3.0. The population of this research is millennials in the Jakarta area and its surroundings. The questionnaire was run while Jakarta was implementing the Health Protocol for distance and movement restrictions to avoid the spread of Covid-19.

1. Introduction
Tourism sector has grown rapidly, very diverse and have potential to bring new values as an innovative product and services of experience such us place to work while enjoy the beauty of a countryside [1];[2];[3]. It also has become one of the largest and fastest growing economic sectors with 1.5 billion international tourist recorder around the world globally in 2019 [4], 4% in 2020 growth [5] until Covid-19 pandemic hit the world. The disaster affects most of nations, including Indonesia as well. Consequently, the governments must act by fully closing the border and restricting all activities and human movement that creating crowds to prevent and stop the virus transmission. The results are bring almost all industries into a recession, and the biggest loss is tourism [6].

Before Covid-19 pandemic, Indonesian’s domestic economy grew by 5%. Supported by the increasing of consumer’s buying power, it drives the growth of trips and spending of the domestic tourists. In 2018, it grew by 12.89% to Rp 291 trillion compared to Rp 246.85 trillion in the previous year [7]. It is also followed by the trend of millennials begin likely to go travelling rather than shopping [8]. As the largest population, millennials have an important role in the economic development [9]. According to WTTC reported by T. Rochelle (2017), for businesses involved in the tourism industry sector, it is difficult to ignore millennial tourists as they constitute about one fifth of international tourists and generated over US $ 180 billion in annual tourism revenue in 2016, growing...
at a CAGR of 30% during 2007–2016 [10]. Millennials are impacted by various factors related to their behavior when choosing a destination and what value and what kind of experience they need for fulfill their satisfaction [9]. They are likely to look for new and novel experiences, not just only features. They prefer to open public spaces rather than in hotel rooms. They are looking for activities, adventures and in the same time learning about the new lifestyle that cannot be found in the urban society [8]. This generation also known as tech-savvy [11] and their motivation to sharing their travel experience will make it easier for a tourism destination to become exposed and discovered [12]. And the more important why this generation are very potential as a target market is because they can become as “an agent of change”. They like and easy to do comments, recommends, make a review, testimonials, photos, and share it on their social media. And others are love it.

However, this pandemic has changes in people's behavior as consumers [13]. People will seek experience more with small groups and they will avoid tourist attractions which do not provide clear protection especially health protection [14];[15]. But there is optimism that tourism will recover more quickly because people, especially millennials, have planned to travel after the COVID-19 pandemic. Nature and rural tourism will be the most popular choices with safety, cleanliness, and beauty aspects that are important to meet the needs of tourists. [16]. New Strategies need to be developed to increase tourists' confidence related to the safeness and health of the destination. Furthermore, researchers such as Alina et, al, Wachyuni & Kusumaningrum, and Parade et, al., as well as reports from KANTAR consulting suggest the importance of formulating destination development strategies to deal with new trends in tourist behavior after the pandemic ends[17]; [18]; [19]. By discussing the study in the context of the ongoing COVID-19, it is possible to anticipate factors related to how people behave in post-crisis tourists.[20].

Latest studies showed that Experience and Flow experience are found as an important factors that impact directly for the tourists to became loyal [21] and influence their intention to revisit for their next holiday [22] [23]. It reveals five dimensions of the tourism experience: Concentration on the task at hand, loss of self-awareness, time transformation, autotelic experience, and challenge-skill balance. As hypothesized, the effects of time transformation, autotelic experience and challenge-skill balance on positive emotions were significant and positive. Concentration on the task at hand, Autotelic experience, challenge-skill balance, and positive emotions positively affect the loyalty of tourists [23]; [24]; Thus, the model constructed in this study influences several factors, including: Experience Quality; the experience experienced by tourists, Flow Experience; flow or feelings that arise when traveling. Satisfaction, who feels satisfaction with their trip.

2. Literature Review and Hypothesis Developments

2.1. Experience Quality

Experience Quality or the quality of experience is the value that a person get from his/her trip during a certain period of time in a tourism destination [25];[26];[27]. Evaluation of the quality of experience tends to be holistic/gestalt rather than attribute-based, and the focus of the evaluation is on the self(internally) but not mere on the service environment(external) [28]. Also, the scope of experience is more specific, its nature is experiential, hedonic, symbolic rather than functional/utilitarian, and psychological representations are more effective than cognitive [29]. For marketing, Experience Quality has become a main concept to create value, to give a destination operator a sustainable edge and to foster customer satisfaction, loyalty and positive word of mouth [30].

\[ H1: \text{Experience Quality has a significant relationship with Satisfaction} \]

\[ H2: \text{Experience Quality has a significant relationship with Behavioral Intention} \]

2.2. Flow Experience

Flow is an intrinsically highly rewarding condition that makes people lose their sense of time and self-awareness in positive way [31];[32];[33]. This flow condition is more likely to occur when individuals freely choose activities, goals are clear against their expectations, but when the balance between these expectations is not achieved, emotions that do not flow such as anxiety, boredom, or apathy are experienced [34]. Flow is characterized by a narrowing of the focus of awareness, loss of self-awareness, responsiveness to clear goals and unambiguous feedback, and a sense of control over
the environment. Furthermore, people who feel the flow of the experience will increase their feeling of
playfulness in an activity he/she involved in [35]. According to Walker (2010), Individuals that
experiencing the flow will likely continue their activities only for the pure pleasure they experience.
And there are two dimensions that form the Flow Experience, Social Flow and solitary flow [36].

**H3**: Flow Experience has a significant relationship with Satisfaction

**H4**: Flow Experience has a significant relationship with Behavioral Intention

2.3. Tourist Satisfaction

Longman Dictionary of Contemporary English (1981) defines satisfaction to mean: something that
pleasant, feeling that come up of fulfillment of need or desire [37];[38];[39]. Further, According to
Standard ISO 10004, that: Satisfaction is a judgment, an opinion expressed by the customer [40]. The
degree of satisfaction reflects the gap between the customer’s vision of the expected product and the
customer’s perception of the delivered product [41];[42]. It is an emotional response toward an object,
the response is the level of a person's feeling which is the result of a comparison between performance
appraisals or the final product to customer expectations [37]. Understanding customer satisfaction will
make it easier for companies to maintain customer satisfaction with products or services as well as an
inferior product or service can be improved to enable the customer to impress extraordinarily [43].
There are four dimensions used to measure tourist satisfaction, namely: Feeling satisfied with all
facilities such as lodging / restaurants, tourist attractions, etc. that are in line with expectations.
Available to communicate well with the travel company. The level of satisfaction with the services
provided meets expectations. The last is Feel comfortable at the location [44].

**H5**: Satisfaction as a mediation, has a significant relationship with Behavioral Intention

2.4. Behavioral Intention

Behavioral intention is the behavior of consumers who are have intention to act or to do or to become
in a result of something he/she achieve or have or get that is satisfy their need or desire [37];[45].
Loyalty to the company or destination, willing to revisit for next vacation, willing to recommend to
others, give positive feedback or positive word-of-mouth are some consequences or behavioral
intention[46];[47]; [48]; [49]. Behavioral intention is the goal. According to if a product has a
favorable behavioral intention, the company will be able to survive and win the competition if they
can build favorable behavioral intention to their customer [50]. Therefore, the ultimate goals of this
study to be assessed is the important role of tourist’s behavioral intention on millennials.

3. Methodology

This research is using quantitative study and descriptive method. It’s uses the Structural Equation
Modeling (SEM) technique with the Partial Least Square (PLS) approach to explain the relationship
between variables. Data analysis will use cross-loading and Average Variance Extract (AVE) to test
the validity. The reliability test will use Cronbach Alfa and Composite Variable. And to test the
hypothesis will use the Coefficient P-Value with the condition that the value must be below 0.05. This
condition applies to the relationship between variables, which are directly or indirectly. Collecting
data was carried out in the period from May 1st to June 31st, 2020. Incidental sampling (or
convenience sampling) is used in this study. Population are those who have criteria as millennials [51]
and like to go on vacation and want to go on vacation immediately after the pandemic protocol has
been relaxed. Specific questions are used to make sure the selected respondents are correct such as:
Hotel or Home Stay, City tour or Rural tour; Theme Park or Landscape Adventure, will be asked to do
filtering the respondents. As mention above, millennials are individuals who is “living the moment”,
adventurer, learning new life, collective learning as well and connected with the natural. There 184
respondents are collected. After filtering and assessment of the criteria, there are 152 respondents that
eligible for further process.

4. Result and Discussion

4.1. Respondents Profile
152 respondents have been collected. Coincidentally the number of men and women are equal. There are 76 respondents are men and 76 respondents are women. There were 57.2% of respondents aged 20-25 years or 87 respondents. Respondents with 26-30 years old were 32 respondents or 21.1%. Respondents 31-35 years old were 17 respondents or 11.2%. Respondents <20 years as many as 10 respondents or by 6.6%. Respondents 36-40 years old as many as 6 respondents or by 3.9%. Meanwhile, respondents above 40 did not exist because this study focused on the millennial generation. 82.9% of respondents or 126 respondents had used travel agent while the rest was 17.1% or as many as 26 respondents had travel by themselves. Later, respondents will be filtered based on only respondents who have used travel, whether they are <20 years old, 20-25 years old, and 26-40 years old, the data will be processed.

### 4.2. Structure Equation Model Analysis

First, testing the outer model that has been created. Result of the outer model is described below:

![Outer model and Inner model analysis](image)

**Figure 1.** Outer model and Inner model analysis.

Next is to test the validity. The results of cross loading used on validity test. It is expected that each indicator block has a higher loading for each latent variable measured compared to indicators for other variables. The cross-loading are described below:

| Indicator                        | Beh_int | Exp_Q | Flow_exp | Satis |
|----------------------------------|---------|-------|----------|-------|
| Really comment to family and relative | 0.825   | 0.623 | 0.611    | 0.634 |
| Positive WOM                     | 0.814   | 0.63  | 0.556    | 0.559 |
| To recommend to others           | 0.746   | 0.551 | 0.448    | 0.454 |
| Revisit                          | 0.731   | 0.575 | 0.668    | 0.535 |
| Tour Package                     | 0.56    | 0.731 | 0.633    | 0.55  |
| Good Atmosphere                  | 0.509   | 0.71  | 0.558    | 0.572 |
| Mood Experience                  | 0.542   | 0.776 | 0.603    | 0.562 |
| Quality of Souvenir              | 0.602   | 0.732 | 0.613    | 0.602 |
| Experience with other tourists   | 0.607   | 0.775 | 0.65     | 0.616 |
| Important of time management     | 0.492   | 0.689 | 0.641    | 0.625 |
The table shows that the cross-loading value of each indicator on each variable has a value greater than the other indicator from other variables. The next validity test is to measure Average Variance Extracted (AVE), which requires a good model if the AVE of each construct is greater than 0.50 [52]. The Average Variance Extracted (AVE) is showed below:

| Table 2. Average Variance Extracted |
|--------------------------------------|
|                                      |
| AVE                                  |
| Behavioral Intention                 | 0.609 |
| Experience Quality                   | 0.534 |
| Flow Experience                      | 0.545 |
| Satisfaction                         | 0.67  |

Reliability test was conducted to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs. First, the construct is declared reliable if the Cronbach alpha values are above 0.60. Second, the construct is declared reliable if the value of composite variable test is above 0.60. The results of the reliability test are described below:

| Table 3. Reliability Test          |
|------------------------------------|
|                                      |
| Cronbach Alpha | Composite Reliability |
| Behavioral Intention | 0.785 | 0.861 |
| Experience Quality        | 0.875 | 0.901 |
| Flow Experience            | 0.834 | 0.878 |
| Satisfaction               | 0.836 | 0.89  |

This result indicates that all variables are valid and reliable and can proceed for the next analysis that is the correlation and significant analysis. The result of Hypotheses showed by the significant indicator P-Value, are described below:

| Table 4. Path Coefficient and Hypotheses Result |
|-----------------------------------------------|
|                                              |
| Original Sample (O) | Sample Mean (M) | T Statistics | P Values | Result           |
| EXP_Q -> Beh_Int    | 0.401 | 0.39 | 0.141 | 2.845 | 0.005 | Supported |
| EXP_Q -> Satis      | 0.485 | 0.48 | 0.1  | 4.841 | 0.000 | Supported |
| Flow_exp -> Beh_Int | 0.277 | 0.284 | 0.15  | 1.847 | 0.065 | Not Supported |
| Flow_exp -> Satis   | 0.374 | 0.384 | 0.105 | 3.577 | 0.000 | Supported |
From the results of the path coefficient above, the results of the hypothesis are significant except for two hypotheses, which are the relationship between Flow and Behavioral Intention, and the relationship between Satisfaction and Behavioral Intention. Next step is to analyze the direct and indirect relationship within the model. The result is described below:

Table 5. Indirect Effect

| Path                     | Original Sample (O) | Sample Mean (M) | Sample STDEV | T Statistics | P Values |
|--------------------------|---------------------|-----------------|--------------|--------------|----------|
| EXP_Q -> Beh_Int         | 0.344               | 0.346           | 0.072        | 4.769        | 0.000    |
| Flow_exp -> Beh_Int      | 0.264               | 0.274           | 0.082        | 3.238        | 0.001    |

From the results of the path coefficient above for analysis of the indirect relationship from Experience Quality to Behavioral Intention through Satisfaction, it is significant with the number 0.000. Likewise, the result of the indirect relationship path coefficient from Flow Experience to Behavioral Intention through Satisfaction is significant with a P-value of 0.001.

In this study, Directly, Satisfaction did not have a significant effect on behavioral intention. However, it appears that satisfaction is capable as a mediating variable for Experience Flow and Experience Quality. This strengthens the results of the study by Aliman et.al, [53] that satisfaction should indeed be a mediation to test whether the experience gained by tourists will affect their intention to come back, recommend destinations, and be loyal. In line with Adinegara [54], satisfaction is the goal of all destination operators, regardless of the size of the institution, where Satisfaction can be a strong mediation to create loyalty, recommendations, and positive Word of Mouth.

5. Conclusion

Based on the results of the research that has been done, it is found that the Experience Quality variable has a significant positive effect on behavior intention. This is in line with the results Li et.al [55]. Whereas Experience quality increases, Behavioral intention also increases. Experience Quality also has a significant positive effect on Satisfaction [56].

Associated with the Flow Experience variable which does not have a significant positive effect on Behavioral Intention. The results of this study are the same as the results of a study by Triantafillidou & Petala(2016) [57] which explains that Flow Experience is positively related but not strong enough to affect the millennial segment on their Behavioral Intention. It can be concluded that the millennial segment does not really care about how they are involved and feel that time is consumed in enjoying a tourist destination, be it attractions, involvement, and their feeling of time. But this Flow is what they need for satisfaction. The behavior of millennials who prefer adventure is also the reason why satisfaction does not affect forming loyalty and revisit in their intentions. Because they feel like a new atmosphere. Explore new places even though they feel satisfaction in the previous place.

For Destination operators, millennials are a large market segment but cannot expect them to visit again. However, research shows that the value of recommendation indicators is quite large, and it can be used. Because millennials really like to recommend and give positive tests if they are satisfied and like a destination. Therefore, a marketing strategy must be developed in that area. Likewise, the concept of tour packages must be creative with the concept of quality experiences. And remember, Satisfaction is the right mediation for millennials. In this study, it is implied that motivation can be a good material for making experienced tour packages and attractive flows. As the results of a study from Prayag et al., 2017) [58]. Unforgettable experiences are an important strategy in creating experiences. Tour operators must also collaborate to develop tourism programs that combine activities with unexpected activities so that the Flow Experience is maintained. For example, tourists that
visiting rural areas have the opportunity to interact with the local community to create a quality experience that is being lived.

To further clarify, the researchers provide suggestions based on the results of the questionnaire, several indicators are taken, strategies that can be used are to strengthen the experience quality of tourists, they are happier if the travel agent can understand their complaints, the facilities provided are pleasant, existing tour packages attract tourists, during the trip they must make tourists in a good atmosphere, interact with other tourists, and not make tourists wait for a long time. So that from these indicators it can be concluded that if the experience quality is good, they will feel satisfied and will recommend their tour. A travel tour business actor in making tour packages must be able to follow existing trends so that they are always in demand by the public. Creativity and innovation are also important so that the products offered are superior to others so that potential tourists can easily see them.

6. Limitation
This research is inseparable from several limitations that are known through observations throughout the course of the research. The weaknesses felt by researchers need to be expressed for the perfection of further research in the same discussion. Among them, this research was taken during the Covid-19 Pandemic where the pandemic period took place and still going until now. The government will not take reckless action by opening destinations while it can sacrifice the safety of tourists. Still, we do not know when it will end for the government and the tourism actors are very careful to open destination areas so there is a possibility that the behavior and intentions of millennials can be change.

Some of the indicators from the questionnaire do not meet the validity and reliability test criteria so it is necessary to redevelop the Flow and Experience Quality variables so that they get a stronger and more rigid concept for the next research.

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