Experience Quality and Value: An Assessment in The Creative Tourism Industry

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Abstract. This empirical study tries to evaluate the dimension of tourists experience gained from a creative attraction and its impact on perceived value in a creative tourism attraction context. This study used quantitative method. The data is gathered from 260 respondents using questionnaire distributed to tourists who visited creative tourism attractions in Bandung, Indonesia. To assess the dimension of experience quality, exploratory factor analysis was applied. In addition, multiple regression was employed to examine the effect of experience quality on perceived value. The results demonstrate that experience quality consists of two dimensions, i.e. pleasure and learning and employee services. Further, the regression analyses reveal that both experience quality dimensions significantly impact the perceived value components of functional, social, emotional, and perceive sacrifice. The findings of this research contribute conceptually to extend our understanding on the quality and value relationships in creative tourism context. Further, from managerial practices, it can be concluded, this study provides a guidance for creative attraction management to improve their customers experience quality as a strategy to develop their business competitive advantage.

1. Introduction

The application of experience in tourism context is expanded. It is an implication of the emergence of experience economy notion as a new marketing strategy caused by alteration of consumer consumption pattern. Consumer focus has extended to seeking experience, instead of only product or service. A consumer turns into a consumer, who stands as a co-creator or co-producer in creating the personal experience [1]. Consequently, consumers, in this case, are tourists, become more active and are not only looking for amusement; they want a new experience.

In tourism context, the idea of experience quality is often juxtaposed with service quality. Service quality is associated with the performance of attribute level, whereas experience quality is related to psychological judgments generating from tourist experience [2]. Therefore, psychological factors in the form of emotion and feeling result in a wider scope of experience quality. As an extension of service, tourists express their experience through fantasy and joy. It reflects that experiences which tourist feel as a consumer not only happen when consuming services, but also when communicating and interacting with tourism employees during service period [3].

Most researchers associate tourism experience as an impression in a trip [4]. To present memorable attraction, Pine and Gilmore [5] recommend that a company should give a dramatic experience like a theatrical performance. Previous studies have revealed that conation of experience
and customer emotion are notable factors in subsequent behaviour. However, after associating impression with satisfaction or dissatisfaction, tourists will feel positive or negative emotions and then affect their lives [6]. Prior research has indicated the impact of experience quality on post-purchase behaviour intention. For instance, Chen and Chen [7] research in Taiwan’s heritage tourism reveals that travellers who feel positive experiences tend to have a good assessment which encourages them to satisfy themselves and revisit. Reciprocally, other scholars emphasize post-purchase behaviour like word of mouth and desire to return are strongly influenced by tourist experience when travelling.

Hapsari et al [8] defines perceived value as consumer perception in assessing the comparison between what is given and what is received. The study also emphasizes that perceived value can be described in four definitions: affordable price, expected product, expected quality-money comparison, and what is get on what consumers have given. Similarly, Sweeney and Soutar [9] interpret this variable as a result of post-consumption evaluation which concerns on gain and sacrifice. Both of previous definitions focus on two points, benefit and sacrifice. Benefit refers to what consumer perceive they gained from a product, such as quality, external and internal features, also psychological benefits. Sacrifice represents price as monetary and non-monetary cost, specifically: price, energy, effort, time and risk which is used to obtain a product [10]. These two focuses imply to positive effects on perceived value if the benefit is better than sacrifice.

In the purchase, obtaining value is a primary goal of a consumer. As pointed out by Backman [11], perceived value plays a significant role in a consumption process. Recent research verifies the significance of perceived value impact on behavioural intention, even its influence is better than satisfaction. In addition, Um, Chon [12] research in Hong Kong that identified tourist evaluation affecting revisit intention found that the desire to revisit is determined more by tourist perceived rather than their satisfaction. Accordingly, research on perceive value will provide considerable benefit in predicting after-consumption-behaviour and gives prominent information to planning marketing strategies.

Perceived value is a complicated construct. Two major perspectives dissociate perceived value in a multidimensional construct and a uni-dimensional construct. However, both of these constructs are always criticized. The dimensions of a multidimensional construct are ambiguous, less variance and the relationship among dimensions is often confounded. At the same time, a uni-dimensional concept is inconclusive in its opinion that consumers have a mutual meaning of value. Most researchers prefer a multidimensional construct which represents perceived value in different dimensions. For example, SERV-PERVAL measurement of developed five dimensions: monetary price, quality, reputation, non-monetary price, and emotional response. Moreover, PERVAL was modified in Chang’s creative tourism research to identify quality, emotional, social, and price aspects. Recently, Hapsari has proposed a more specific measurement scale in creative tourism context consisting of the value of functional, emotional, and social, as well as sacrifice perceived by consumers.

The need for experiences stimulates the presence of creative tourism, i.e. a tourism concept that allows tourists to be actively involved and evolves their creative potential through learning they followed in a destination. This type of tourism has become a trend adapted to various destinations because it is considered as a new generation of promising tourism [13]. However, it does not necessarily attract academics; research in this area is limited.

Experience is the principal construct in travel and tourism. However, its effect on tourist perceived value they have gained out of travel experience has not been known. Using multiple regression analysis, this study has explored the effects between both of these variables. In fact, perceived value is a factor that is rated as a key to successful companies. When the perceived value is increasing, satisfaction will grow, and then leads to positive post-purchase behaviour. Furthermore, the enhanced number of rational consumer encourages competition on intensifying value. Perceived value is used as a differentiator [14] from a similar excursion. Hence, in choosing alternative offerings, consumers make a comparison based on their perceived value. Comprehensive understanding of perceived value gives direction how to conform current offerings. This study tries to evaluate the
dimension of tourists experience gained from a creative attraction and its impact on perceived value in a creative tourism attraction context

2. Method

As described earlier, understanding the relationship between experience quality and perceived value will facilitate providers to predict future behaviour of tourists and encourage them to improve their current services. In line with the past studies, Chen’s heritage tourism research verifies the impact of experience on perceived value, as well as the study of Caruana and Ewing [15] that provides evidence of the effect of passenger experience towards perceived value. Further, scholars assume the effect of both variables which is due to experience is the result of values felt by tourists. Therefore, referring to the previous explanation, we propose a relationship between experience quality and perceived value.

The data were collected through quantitative approach using questionnaire. The questions in this questionnaire were referred to existing literatures. Various dimensions of experience quality measurement have been widely known. Pine and Gilmore introduced education, entertainment, escape, and aesthetic to measure hotel experience. In the context of tourism, present some dimensions, namely: escape, involvement, learning, peace of mind, and recognition that is consisted of twelve indicators. Although the naming of dimension might different, the concepts are actually similar in the way that participation of tourist as the key factor.

The perceived value used combination scale from Hapsari, namely: of the value of functional, emotional, and social, as well as sacrifice perceived by consumers. The functional value represents performance that derived from expected quality. This construct is known as the basic value which every product and service must possess to solve problems and handle tasks more easily. In tourism perspective, it is linked to infrastructure and facilities of the destinations. Social value is associated with abilities to increase personal image. It means someone travels to improve social approval or reputation and feel acceptable. Scholar has denoted that being accepted is a part of basic needs which will cause inconvenient feeling if failure is to meet. Further, being well-accepted in a community influences customer satisfaction and fidelity. Emotional value concerns abilities of product or service to arouse feelings that makes the tourist feel relaxed, comfortable and pleasant. Lastly, perceived sacrifice focuses on what customers give including monetary cost, risk, and time. The three preceding values represent benefits, whereas the latest dimension has a private meaning which reflects the sacrifice itself. If the stage of perceived sacrifice is high, perceived value will fall. In short, a product or service has no value when the price is too high, and the buyer is not willing to fork out.

Both variables were measured by using the 5-point Likert scale, from “strongly disagree” to “strongly agree”. Besides the proposed question related to variables, the questionnaire asked the characteristics of respondents. The questionnaires were distributed conveniently to 260 local tourists in the four popular creative destinations of Bandung such as Eco Bambu (Cipaku), Horse Riding of Daarus Sunnah, Batik Komar, and Saung Angklung Udjo. All attraction in that four places is dominated by cultural activities like playing music assembly, crafting puppet, drawing batik, and participating in traditional games. The rest is sport-related activities, i.e. horse riding and archery.

After all, SPSS V.23 was used to analyze the data. The first investigation was about factor analysis to verify and simplify experience quality dimension. Then, the test was conducted through analysis of regression. The analysis of multiple regression was employed to examine the effect of experience quality that consists of two dimensions, i.e. pleasure and learning and employee on perceived value components of functional, social, emotional, and perceive sacrifice.

3. Results and discussion

3.1. Results

Off the 260 respondents, female tourists are slightly more [56.2 %] than male tourists [43. 8%]. Regarding age, the sample composition is being dominated by productive age groups; 62.7% respondents were under the age of 40. This is reflected in the occupational profile that the majority of
respondents were students. Therefore, this research confirms prior research that Y generation or youth group prefers to travel than the early generation.

As shown in Table 1, five dimensions of experience quality are represented by twelve items. To simplify the dimension, this study applies the method of Principal Component Analysis and rotation of Varimax with Kaiser Normalization as recommended by F. Hair Jr, Sarstedt [16]. The result reveals experience quality can be categorized into two factors comprising 52.56% of the variance. The initial factor has higher variance value [41.26] than the second factor [11.30%]. The six items of the first factor refer to visitor pleasure that comes from inner feeling as expected in an excursion, thus it is termed “pleasure”. The second factor with eigenvalue 1.36 consists of six items associated with learning and staff capability to give expected services; therefore, the factor is labelled as “Learning and Employee Service”. All of the dimensions are reliable, indicated by Cronbach’s Alpha value above 0.7. For the validity, Kaiser-Meyer Olkin test and Bartlett’s test of sphericity depicted value 0.836 and p<0.01 that supports required validity criteria.

| Indicators/Item                        | Pleasure | Learning and Employee service |
|----------------------------------------|----------|-------------------------------|
| I can forget my daily activities.      | .730     |                               |
| I feel escape from my daily routine activities. | .744     |                               |
| Comfortable                            | .699     |                               |
| Relaxing                               | .784     |                               |
| Feeling involved in fun activities     | .623     |                               |
| Getting a unique experience            | .500     |                               |
| I can choose any activities which is suitable for me. | .418     |                               |
| Increasing my knowledge of this activity| .584     |                               |
| Increasing my skill in this activity   | .674     |                               |
| Learning new things                    | .629     |                               |
| The staff treats me like an important person. | .753     |                               |
| The staff treats me with respect.      | .778     |                               |

The test related to the impact of experience quality on perceived value was tested through two multiple regression analysis. When referring to research objective, it is enough to analyse using simple regression. But, the results of factor analysis split experience quality into two factors. Besides that, perceived value scrutinized one by one based on the dimensions. In this way, the out coming data was clearer and easier to interpret. Table 2 exhibits the relationship of every experience quality factor to the entire perceived value dimensions. All of the pleasure factors related to tourist enjoyment in destinations significantly [p<0.01] influence on functional value [β=0.234], social value [β=0.208], emotional value [β=0.431] and perceived sacrifice [β=0.328]. Similarly, another factor that explained employee ability and learning gained in the destination have significant effects [p<0.01] on functional value [β=0.651], social value [β=0.712], emotional value [β=0.523] and perceived sacrifice [β=0.492]. Thus, it can be concluded that the relationship between experience quality and perceived value is confirmed.

Further, Table 2 informs R square value. This value is related to effect power of independent variable on every construct. Ranked on highest impact, experience quality predicted 46.3% emotional value, affected 45.8% functional value, explained 45.5% functional value and supported 37.2% perceived sacrifice. Chin, Peterson [17] categorized the effect of independent variables into three types: weak for R2=0.19; moderate for R2=0.33; and substantial for R2=0.67. Referring to this classification, all effects are included in the moderate category.
Table 2. The results of multiple regression analysis.

| Factor/Dimension                     | Functional | Social | Emotional | Perceived Sacrifice |
|--------------------------------------|------------|--------|-----------|---------------------|
| Pleasure                             | 0.234**    | 0.208**| 0.431**   | 0.328**             |
| Learning and Employees Service       | 0.651**    | 0.712**| 0.523**   | 0.492**             |
| F                                    | 108.422**  | 106.727**| 110.372** | 76.089**            |
| R²                                   | 0.458      | 0.455  | 0.463     | 0.372               |

3.2. Discussion

Experience is a key in tourism concept, notably on creative tourism that is currently growing. However, no study has focused on examining its impact on perceived value. This work fills the gap through investigating experience quality in creative tourism and its effects on perceived value. The test verified the effect that quality of tourist experience positively impacts all dimensions of perceived value. Before confirming the relationship of both variables, the resulting data divides experience into two dimensions: pleasure and learning and employee services. In addition, this research has some implications which lead to a comprehensive understanding.

First, this investigation discovers recent dimensions of perceived value that concentrate on creative tourism context, namely functional value, emotional value, social value, and perceived sacrifice. Compared to the measurements used by Backman, who recognizes PERVAL scale (emotional, quality, social, and price) and [18] who reports SERV-PERVAL dimensions (quality, reputation, emotional response, monetary price and non-monetary price), this scale is more representative and simpler. Price is not only seen as a cost but also is not divided into separate parts. Price is categorized in sacrifice, describing all the costs including monetary and non-monetary, such as effort, risk, spent time, and cost. Besides providing uncomplicated perceived value dimension, this study presents simpler measurement for experience quality consisting of pleasure and learning and employee services. Pleasure indicates tourist excitement where they can relax, feel free, and gain fun activities. Learning and employee services refer to the process of conveying knowledge and staff ability to serve tourists. However, the scrutiny confirmed that the instruments proposed in this study, both perceived value and experience quality were valid and reliable. Thus, these dimensions can be considered as a new scale and reference to measure tourist perspective in creative tourism.

Second, pleasure is reported as significant factors in enhancing perceived value. These results emphasize that pleasure is considered not just as a complement but also as a basic need in experiencing an excursion. It sounds logical because the aim of every vacationer is to find enjoyment, where they can get rid of their daily activities for a while and engage in fun activities. Therefore, better pleasure will impress customer perception. Ranked from the greatest influence, emotional value is in the first rank. This finding is in line with the study of Sweeney and Soutar that said the effect of emotional value is preponderant than functional value. Moreover, need for pleasure in many terms is defined as the emotional value. The second rank is perceived sacrifice. That result indicates the more felt pleasure; tourist will feel their effort to visit not in vain. Next, it is functional value. In tourism context, these finding associated with a positive assessment of the performance and facilities provided due to the pleasant experience. Last, the minimum effect among the other dimensions is social value. It means exhilarating experience does not really affect the reputation or desire to bring their experiences to relatives.

Third, this research has also revealed that perceived value is affected by learning and service of the employee. The analysis table indicates that this dimension is more influential than the first dimension. Scholar suggest the importance of learning and employee services stand separately. Although definition mentions that learning is a primary element in creative tourism, other studies confirmed employees service as the main dimension [19] and an important factor in tourism, while this finding merges both of dimension in one factor. Perhaps, it is due to learning and employee services as
a form of treatment. Although learning is often regarded as a process determined by each individual, its results will be greatly influenced by provider’s ability to deliver explanations. Different from previous findings, regression analysis informs social value as the most affected factor. Pleasure is concerns on emotion that is difficult to show in the future; moreover, it is influenced by the condition when telling stories. Conversely, learning enhances one’s knowledge and ability, from not being able to do something until having a certain skill. There is evidence to tell relatives; they can exhibit their skills either directly or using photos. Hereafter, it is functional value. This value is concerned with better quality and facility provided in a learning process, as well as better staff in serving tourist; functional value will increase. Then, emotional value and perceived sacrifice are still influence, even though these two lower dimensions are not larger as the preceding dimension. Learning and employee service enhances the positive feeling and perceived benefits.

Lastly, the findings of this research have some implications for creative tourism providers. Companies could take this research dimension to conceive specific factors which are related to profitable outcomes like perceived value. Although two dimensions of experience quality are confirmed affecting perceived value, we suggest providers to emphasize their services on learning and staff ability. In learning aspect, as a preface to the destination, the provider can recite interesting information and stories and display information to the history that attraction presented. However, in the learning process, instructors should improve the knowledge, sincerity to serve, empathy, and hospitality of the staff. Therefore, providers should concern in giving regular training to their employees.

4. Conclusion
Increasing an experience quality [pleasure and learning and employee services] of creative tourism leads to higher perceived value (functional, social, emotional, and perceive sacrifice). It is a crucial issue for destination management organization (DMO) providers to plan their sustainability strategies. If companies desire to enhance tourist perceived value, they should provide favorable experiences through activities and slightly atmosphere as well as fun learning and well-trained employees. Specifically, providers have to ascertain that visitors have opportunities to learn recent things. Further, provider should be aware of their staff ability in delivering services.

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