

# The Effect of Perceived Value on Culture-Based Tourism In Istano Basa Pagaruyung on Revisit Intention

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**Abstract:** As a culture-based tourism destination, Istano Basa Pagaruyung attempted to enhance the strategy of domestic tourists' revisit intention. Therefore, this study aimed to obtain findings regarding the Perceived Value, Revisit Intention, and the influence of Perceived Value on culture-based tourism at Istano Basa Pagaruyung on revisit intention. This type of research was descriptive and verification with explanatory survey methods. The samples in this study were 110 domestic tourists, using the incidental sampling technique because the target population was those who had visited Istano Basa Pagaruyung. The data analysis technique used was multiple regression analysis. The results obtained indicate that the description of Perceived Value variable had a significant effect on the revisit intention variable, and partially it was found that there were 2 sub-variables, namely social value and epistemic value, which had a significant effect on Revisit Intention. However, the two other dimensions, emotional value and conditional value which did not have significant direct effect on revisit intention. Tourists could receive social quality and knowledge about a culture very well so that they could become motivation or intentions to visit again.

**Keywords:** Istano Basa Pagaruyung, Perceived Value, Revisit Intention

## 1. Introduction

Indonesia makes tourism a strategic industry that drives the economy by the 2017 Government Work Plan (RKP), which is one of the five National Development Priorities besides food, energy, maritime, as well as industrial estates and Special Economic Zones (KEK). This industry is important because tourism supports the world economy at this time which has the fastest growth rate and will continue to increase [1]. Indonesia's competitiveness ranking in the Travel and Tourism Competitiveness Index category according to the version of the World Forum Economic (WEF) which is calculated every two years, continues to increase, until it occupies the 40th position in 2019. This is directly proportional to the increase in the number of domestic tourist trips up to 303.4 million times and the total expenditure of up to 291.02 trillion rupiahs in 2018.

The progress in the tourism sector can make visits to West Sumatra increase every year, a significant increase occurred in 2019, namely 11,969,626 tourists. However, this was not followed by the development of the number of tourist visits in the Tanah Datar Regency, which has decreased in the last three years with a percentage difference of 3.94%. There are historical building that have cultural values found namely Istano Basa Pagaruyung. This is encouraged by organizing culture-based events every year at Istano Basa Pagaruyung. In its management, there is data on tourist visits that have decreased from 2016 to 2019. The decrease in the number of visits each year has a profound impact on the economic growth of the community.

The decrease in visits was influenced by several factors such as inadequate coordination and cooperation between government agencies, tourism actors such as tourism awareness groups (*Pokdarwis*), and travel guide or private parties in their efforts to support, develop the facilities or service provided, and limitations in promoting regional tourism extensively. This factor causes the low interest of tourists to visit and even attracts tourist who have visited to return to Istano Basa Pagaruyung Tanah Datar Regency, West Sumatra Province. When the Covid-19 pandemic, West Sumatra was an area greatly impacted the tourism sector. According to BPS, the 69.56% decline in tourist visits to West Sumatra during the last 4 months was

felt directly by tourism actors there. One of the national policies to anticipate this problem is to change the strategy that focuses on quality. An increase in the quality of the services offered can increase satisfaction for tourists when visiting and can create experience that become a stimulus for making revisit intention decisions [2].

Previous research states that revisit intention can be increased through several concepts such as Consumer Perception of Price, Service Quality, Experience, Destination Image, Satisfaction, Tourist Motivation, and Perceived Value ([3];[4];[5];[6];[7];[8];[9];[10];[11];[12];[13]). Perceived value is one of the concept that indirectly affect tourists' decisions to visit again [14]. The concept of perceived value in a marketing strategy aims to convey the value that tourists feel gives satisfaction in visiting or enjoying the facilities provided [15]. Moreover, culture-based tourism as the tourism identity of an area has advantages or uniqueness to increase tourist visits to the area

Perceived value contained in the Tanah Datar Regency, especially the tourist attraction of Istano Basa Pagaruyung, is a strategy in improving the quality of service for visiting tourists. This research is implemented using four dimensions consisting of Emotional value, Social value, Conditional value, and Epistemic value based on Waheed and Hasan (2016) study.

Emotional value refers to the feelings felt by tourists upon arrival until they are inside the Istano Basa Pagaruyung building. Whereas, Social value is related to improving the personal image of tourists when they experience it directly by wearing traditional clothes, following the traditional ways of eating together, and following the daily activities of the Minangkabau community. Conditional value relates to the usefulness of services received by tourists such as traditional clothing rental and simple transportation rental. Meanwhile, Epistemic value is synonymous with curiosity to provide something new and increase tourists' knowledge.

The implementation of Perceived Value in Istano Basa Pagaruyung culture-based tourism is expected to be a strategy to improve the quality of tourist service to increase the revisit intention so that it can increase visits to Istano Basa Pagaruyung. Based on the research background that has been described above, it is necessary to research "The Effect of Perceived Value on Culture-Based Tourism in Istano Basa Pagaruyung on Revisit Intention". (Survey of Indonesian Tourists in Istano Basa Pagaruyung, Tanah Datar Regency, West Sumatra Province)

## 2. Methods

This study used descriptive and verification research to gain an image of Perceived Value, Revisit Intention, and data to validate the hypothesis of descriptive research findings using statistical calculations that suggests the to be rejected or accepted. Hypothesis testing used in this study can be done simultaneously and partially. Furthermore, this research applied quantitative research methods, which explain how to solve problems or respond to numerical-based questions through questionnaires and interviews, then evaluated using statistics (Silalahi, 2018: 9). The variable used in this study consisted of two variables including the independent variable, namely Perceived Value, and the dependent variable, namely Revisit Intention. The unit of analysis of this research was domestic tourists who visit Istano Basa Pagaruyung. This research is conducted once in less than one year, so the method used was the cross-sectional method. The method used in this research is the explanatory survey method, where research is used to obtain data from certain natural places, one of which is distributing questionnaires and interviews. This research was supported by data from the Indonesia's tourism rank competitiveness, domestic tourist visit in Indonesia in 2013-2018, domestic tourist visits in West Sumatra, and literature on Perceived Value, Culture-based Tourism and Revisit Intention.

The population used in this study refers to tourist who visited Istano Basa Pagaruyung in 2019. The sample used is 110 Respondents by Non-Probably Sampling technique using the incidental sampling method. The data analysis method in this research is descriptive data analysis, verification, and multiple linear regression analysis to examine the effect of the independent variables, which are emotional value, social value, conditional value, and epistemic value, on the dependent variable, namely revisit intention.

## 3. Results

Based on the results of data processing, it was determined that the number of responses about the description of Perceived Value at Istano Basa Pagaruyung was high by the total score of 5373 and equals to 81.4%. It shows that the Perceived Value applied by Istano Basa Pagaruyung was successful in conveying

existing values to visiting tourists. The results regarding Perceived Value in this study are in line with research by Waheed and Hassan (2016) which states that the point of satisfaction of tourist visits can be driven by the delivery of values from destinations such as the cultural-based Istano Basa Pagaruyung. In addition, the results of data processing regarding Revisit Intention of domestic tourists visiting with sub-variables include the willingness to revisit and recommend it to others, an be concluded that the tourists' assessment of the revisit intention variable is in the "High" category, by the value of the Revisit Intention continuum is 1840. The results of respondents' responses regarding revisit intention at Istano Basa Pagaruyung in this study are in line with research by Mat Som et al., (2012) which states that the impact of tourists feeling satisfaction with their visit will foster the intention to return to visit and provide recommendation for the advantages that exist to other word of mouth.

Based on data processing, it was found that the correlation value of perceived value to revisit intention in Istano Basa Pagaruyung was 0.806, that shows the strength of the correlation between each dimension of perceived value on the variable of intention to visit back simultaneously in the strong category, with a range of 0.61-0.80. Moreover, the coefficient of determination (R Square) is 0.650 or 65%. R Square is the result of the quadrant correlation value. This shows that each dimension of perceived value contributes 65% to the revisit intention variable, while the remaining 35% is the contribution of other factors not examined in this study.

Based on the results of testing the regression coefficient, it can be seen that  $F_{count} = 48,794$  is the  $F_{count}$  value of the correlation between each dimension of perceived value on the revisit intention variable simultaneously with a significance level of 0,000. The value of  $F_{count} = 48,794$ , when compared with  $F_{table}$  which is 2.30, it can be said that  $F_{count} > F_{table}$  which means that each dimension of perceived value simultaneously has a significant effect on the revisit intention variable. The significance value of 0.000 is smaller than 0.05, so  $H_0$  is rejected and  $H_1$  is accepted. This means that there is a significant influence between perceived value in Istano Basa Pagaruyung culture-based tourism which consists of emotional value (X1), social value (X2), conditional value (X3), and epistemic value (X4) on revisit intention (Y).

Based on the analysis results show that the constant value of 2.052 means that if X1, X2, X3, X4 is ignored, so the decision to visit again is 2.052. The X1 coefficient of 0.177 means for every decrease in one unit of emotional value, it will decrease the value of the decision to visit again by 0.177. The X2 coefficient of 0.454 states for every increase of one unit of social value, it will decrease the value of the decision to visit again by 0.454. The X3 coefficient of 0.183 means that for every decrease in one unit of the conditional value, it will decrease the value of the decision to visit again by 0.183. The coefficient of X4 is 0.408, which means that for every one-unit increase in the epistemic value, it will increase the value of the decision to visit again by 0.408.

Based on the finding of this study, it was found that strengthening the concept that perceived value can positively affect revisit intention [8] and reinforces the theory that perceived value is identified as the benefit received by tourists for exchanged service prices or service price utility exchanged, or the overall utility of the product is based on the perception of what is received and that is exchanged so that it can motivate revisit intention [6].

#### 4. Conclusion

The conclusion in the study entitled "The Effect of Perceived Value on Culture-Based Tourism Istano Basa Pagaruyung on Revisit Intention", known that perceived value is in the "high" category and emotional value is the sub variable that gets the highest score. This means that the cultural values and local knowledge contained in Istano Basa Pagaruyung are values that are very well accepted by visiting domestic tourists. Revisit Intention is in the "high" category with the sub variable, namely the willingness to revisit, which has the highest category, this means that tourists visiting Istano Basa Pagaruyung have a high willingness to visit again.

This study shows that the 4 sub-variables perceived value simultaneously has a significant effect on the revisit intention of domestic tourists. Meanwhile, partially there are sub-variable, namely emotional value and conditional value which do not have a significant effect on the revisit intention of domestic tourists in Istano Basa Pagaruyung.

## 5. References

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