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The role of perceived value in understanding tourist experience and post experience at heritage destinations

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Article Info	Abstract

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Purpose: This research aims to develop and test the theoretical model of the use of Means-end theory in the creator of a tourism-coordinated value chain that integrates the concept of memorable tourist experience, perceived value, affective commitment, storytelling behavior and destination loyalty. This study used Means-end theory approach by reviewing perceived value in understanding memorable tourist experience and post-experience behavior (perceived value, tourist satisfaction, affective commitment, storytelling behavior and destination loyalty). In particular, this research examined the influence of variable memorable tourist experience, perceived value, tourist satisfaction, affective commitment, and storytelling behavior on destination loyalty.

Design/Methodology/Approach: The population of this research was all tourists who had visited the tourist attraction of Borobudur temple, Magelang Regency, Central Java, Indonesia. The number of samples used was 437 people who were selected with certain considerations, namely tourists who had visited Borobudur Temple at least once. Data collection was carried out in August-October 2020 using google form. This research used SEM analysis tool which was operated by the AMOS application.

Finding: The results showed memorable tourist experience that had significant effect on Perceived Value, Storytelling Behavior, Affective Commitment, and Destination Loyalty. Simultaneously, Perceived Value had a significant influence on Storytelling Behavior, Affective Commitment, and Destination Loyalty. Secondly, Storytelling Behavior also had significant effect on Destination Loyalty**.**

Research Limitation/Implications: This research had limitations in sample selection. The sample of this research was tourists who had visited Borobudur temple because the variable used in this research was memorable tourist experience. Ideally, respondents were travelers whose visit time was close to the time of data collection. However, at the time of data collection, the management of Borobudur temple closed tourist access due to the Covid 19 pandemic; thus, the samples used were tourists who had visited Borobudur Temple before the Covid 19 pandemic. Further research is recommended whenever using variable of memorable tourist experience. It is better to use sample of tourists who have visited the destination with a close distance between the visit to the destination and the time of data collection.

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Practical Implication: The benefits obtained by tourists were illustrated by the perceived value provided by the destination. Therefore, tourism destination managers and marketing staff must focus on the key variable forming perceived value, namely memorable tourism experience. Experience and memorable tourism experience were the main products of the destination. Destination managers and marketers should have a better understanding of tourist needs. They must analyze whether they had created a memorable tourism experience that could create value for tourists.

Original Value: The research of the influence of memorable tourist experience, perceived value, tourist satisfaction, affective commitment, and storytelling behavior variable on destination loyalty was the novelty of this research. In addition, the use of the Means-end theory approach to analyze research results was also novelty in this research.

Keywords: heritage destination, memorable tourist experience, perceived value, storytelling behavior, affective commitment, destination loyalty, Borobudur temple.

Introduction

Today, culture and cultural heritage are the most important foundations in creating and maintaining the value of destination identity (Di Pietro et al., 2018). The global trend is shifting from culture destinations where tourist attractions emphasize exhibitions and education to heritage destinations. Heritage destinations focus on the development of more tourist-oriented attractions that emphasize consumer preferences and the quality of personal experiences (Apostolakis & Jaffry, 2005). Visitors consider quality to be more related to their experience during the visitation process than the services provided by heritage destinations.

The shift in the value of heritage destinations occurs due to changes in the demand of the market. The destination market that is intended today is the millennial generation, where millennials have different wants and needs compared with previous generations. Millennials are experience-oriented, unique in demand, and have lifestyle value improvement (if value refers to social media presence), social media presence and compulsive consumption patterns (Wang, 2009). Millennial travelers choose authentic experiences that allow them to get to know local communities, history and heritage (Edge Research, 2017). This is understandable because millennials are more experimental and prefer to live fully through these moments, their senses and sensations (Veiga et al. 2017). Millennial travelers prefer benefits or values that suit their lifestyle such as publishing all their activities on social media.

Changes in tourist behavior need to be studied more deeply because understanding tourist behavior and travel motivation is important for tourism managers to create demand and assist tourists in decision making (Djeri et al., 2007; Hsu et al., 2009; Van Vuuren & Slabbert, 2011; Decrop & Kozak, 2014; Blasco et al., 2016). The behavior of the traveler in question is the attitude, decision, activity, idea, or experience of the consumer in using, buying, evaluating and looking for products and services that satisfy the needs (Van Vuuren & Slabbert, 2011; Schiffman et al., 2014; Cohen et al., 2014). The emotional factor of tourists is one of the important factors in the decision-making process of travelers when choosing a destination (Swarbrooke & Horner, 2007; Seyidov & Adomaitiene, 2016). Tourists make the decision to visit a certain destination if the destination can provide value (benefit) that touches the emotions of tourists according to lifestyle and needs.

From 1990 until now, the growing phenomenon shows that the company determines priority in customers turning into a priority on value (Zeithaml & Bitner, 1996); thus, making customer value as the fundamental basis for all marketing activities (Holbrook, 1994). Therefore, to develop heritage destinations, managers ensure the value of tourists as the fundamental basis in formulating marketing strategies. Sustainable heritage destination development can use several approaches, one of which is Means-end theory (Gutman, 1982). Means-end theory reveals

perceived value as a high order of cognitive structure and evaluation of the overall brand (such as monetary, social, emotional, and altruistic). Attributes, consequences and values are useful in understanding customer experience and their post-experience behavior. Customer value is an important component of consumer consumption and decision-making processes (Zeithaml, 1988).

Perceived value has an important role in understanding post-experience experiences and behaviors but the perceived value has not received enough attention in the literature (Al-Sabbahy et al., 2004). This encourages researchers to further examine empirically the role of perceived value to memorable tourist experience and post-experience behavior (satisfaction, affective commitment, storytelling behavior, and destination loyalty). In addition, perceived value was used in this reseasrch because according to the researcher, tourist behavior should better be explained when analyzed together with the perceived value of tourists from a product, destination, or activity (Gallarza & Gil Saura, 2006).

Based on Means-end theory, the basis for creating a destination value chain is a memorable tourist experience that can create profitable behavior for the destination. Tourist experience (MTE) contains memories of memorable experiences in the past. Memorable tourist experience is important to be studied because memory and memorable experiences need to be learned in order to easily understand the behavior intentions of tourists (Lehto et al., 2004; Kim et al., 2012; Chen & Rahman, 2018) as well as tourist behavior (Chen & Rahman, 2018). In addition, memorable tourist experience is also important in the creation of tourism value (Cornelisse, 2018).

In accordance with Means-end theory, it is known that perceived value can be used to understand the behavior of tourists' post-experience. Post-experience behaviors include satisfaction (Dean et al., 2019; Lee et al., 2019; Jin et al, 2015; Eid and Gohary, 2015; Ramseook et al., 2015; Sun et al., 2013; Han et al., 2011; Chen & Chen, 2010), Storytelling behavior (Maharaniputri et al, 2021) and destination loyalty (Kim & Thapa, 2018; Ramseook et al., 2015; Hasan, Kiong and Allnudin, 2014; Song, Su and Li, 2013; Sun et al, 2013; Chen & Chen, 2010). Destination loyalty is exceptional to discuss in this research due to the output of the value chain in the destination which was loyalty whereas loyalty becomes the glue of emotions between tourists and managers. Destination loyalty appears in tourists after tourists feel satisfied when visiting destinations (Nasir, Mohamad, Gania and Afthanorhana, 2020; Viet, 2019; Kim & Thapa, 2018; Su et al., 2017; Li et al., 2015; Assaker et al., 2015; Setiawan et al., 2014; Ramseook et al., 2015; Chen & Phau, 2013; Lai & Vinh, 2013; Sun et al., 2013; Chi and Qu, 2008).

Post-experience behavior changes are also inseparable from the growing phenomenon of technological development such as social media. Social media can influence the behavior of tourists in storytelling. Nowadays, story sharing activities occur not only through traditional communication (Caprariello & Reis, 2013) but also through social media communication (Lee, 2016). Digital technologies such as social media (Facebook, Twitter, Instagram etc.) are used by tourists to tell their stories and share their experiences of the places they love. Storytelling is an effective and influential technique to shape the brand of the future and to create emotional investment both at the destination level and at the product level (Singer et al., 2011; Akgün et al., 2015). Storytelling is used because people love to tell stories and people love to listen to stories. People who live in a certain place have sufficient experience in that destination and develop a deep love for the destination (Bassano et al., 2019). The value chain in the destination is strong if the tourist has a strong emotional bond to the destination. The emotional bond is affective commitment. Affective commitment determines the desire of travelers to continue their relationship with future destinations (Johnson et al., 2006). Based on the theory of attitude (Bagozzi, 1992), it is known that affective results will strengthen the results of behavior, meaning that affective commitment that appears in tourists strengthen the results of behavior.

Based on literature studies and current phenomena, several things can be known. Firstly, there are few papers that examine the relationship between memorable tourist experience to affective commitment and storytelling behavior in heritage destination, for example research conducted by Zhong et al. (2017) and Maharaniputri et al. (2021). The research of Zhong et al.

(2017) and Maharaniputri et al., (2021) needs to have further research because it is likely that the results of their research was different from the results of this research such as storytelling behavior is not influenced by affective commitment and memorable tourist experience. The possibility of different results motivates researchers to continue the research of Zhong et al. (2017) and Maharaniputri et al. (2021). Secondly, the researchers also have not found much use of perceived value toward storytelling behavior, this study was conducted by Maharaniputri et al. (2021). Thirdly, the researchers also have not found much use of perceived value against affective commitment, affective commitment in relation to destination loyalty, and storytelling behavior towards destination loyalty in heritage destination. Fourthly, the work of Bassano et al. (2019) who convey storytelling behavior can cause deep love in the place (destination loyalty) that needs to be examined empirically. In addition, in the research of academic literature research, the influence of storytelling behavior on destination loyalty in heritage destinations has not been done empirically. Fifthly, this research used Means-end theory (Gutman, 1982) approach by using perceived value to understand MTE and post-MTE behavior. This research gap motivated this research and becomes the originality in this research. The novelty in this research was the relationship between variables such as perceived value to affective commitment and storytelling behavior to destination loyalty in heritage destination.

This research aimed to develop and test the theoretical model of the use of Means-end theory in the creator of a tourism-coordinated value chain that integrated the concept of memorable tourist experience, perceived value, affective commitment, storytelling behavior and destination loyalty. This research used Means-end theory approach by reviewing perceived value in understanding memorable tourist experience and post-experience behavior (perceived value, tourist satisfaction, affective commitment, storytelling behavior and destination loyalty). In particular, this research examined the influence of variable memorable tourist experience, perceived value, tourist satisfaction, affective commitment, storytelling behavior on destination loyalty.

The contribution of this research is to enrich the research of affective commitment variable in the heritage destination industry and storytelling variable as an effective marketing strategy. In addition, this research will deepen the use of Means-end theory in the creation of value chains in the heritage destination industry. Thus, it can be said that perceived value is a central aspect in understanding memorable tourist experience and understanding post-experience behavior (such as affective commitment, storytelling behavior and destination loyalty).

Literature Review and Hypotheses

Memorable Tourism Experience

Memorable tourist experience is defined as a tourism experience that is remembered after the event occurred (Kim et al., 2012). The experience that has been felt while enjoying the tour is a value that is felt by tourists. Memorable tourist experience consists of the following seven dimensions: hedonism, refreshment, local social and cultural interaction, meaning, knowledge, engagement, and novelty (Kim et al., 2012).

Perceived Value

Perceived value is a benefit sought by tourists visiting the destination. Perceived value is defined as the overall evaluation made by consumers through weighing their giving and receiving with regard to the product (Zeithaml, 1988). Perceived value is a trade-off between perceived benefits and perceived costs (Lovelock, 2000). Perceived Value is the result of consumer comparisons among different pricing structures including advertised sale prices, advertised reference prices and internal reference prices (Jacoby & Olson, 1977).

Affective Commitment

Affective commitment is defined as a customer's emotional attachment to a particular brand or store based on their identification with the store or brand (Allen & Meyer, 1990). Affective

commitment is defined as an emotional response derived from psychological identification and customer attachment to a brand (Fullerton, 2003). Commitment becomes three components of affective commitment, normative commitment, and continuance/calculative commitment (Allen & Meyer, 1990). Affective commitment measures the emotional attachment and feelings that customers establish with affirmative providing service.

Storytelling Behavior

Storytelling has been practiced as a marketing communication strategy. Stories have been widely applied to traditional marketing, trying to evoke consumer affection to generate empathy for the characters and plots in the story and change consumer attitudes to achieve marketing goals (Ho et al., 2013). Stories as facts with emotional packaging is intend to encourage people to take action to change the world (Kakroo, 2015). The three main points in storytelling are plot, character, and aesthetics (Kakroo, 2015). The plot includes beginning, interval, and ending. A story would not be formed without plots while plots defined the actions in a story. Character is actions that would not be generated in a plot without characters. A good brand at telling stories would have the brand become a character in consumers' life; besides, brand allowed consumers to be more persuasive to the characters in life. Aesthetics including costume, decoration, telling styles, and rhetorical skills in narrative would make a story more attractive.

Destination Loyalty

Loyal customers are considered to be the customers' dedication to any brand or retailer (Chenini & Cherif, 2016). The term loyalty in the context of customer loyalty refers to the extent to which the customer is intended to be a permanent buyer in the future taking into account the given provider as the sole priority for any prospective transaction (Colgate et al., 2007; Woisetschläger et al., 2011). Loyal customers can be characterized as customers who are ready to spend services or products and recommend services to prospective clients (Gee et al., 2008).

Memorable Tourist Experience and Perceived Value

Means-end theory developed by Gutman (1982) explained customer perceived value is the high order of cognitive structure and evaluation of the overall brand (e.g. monetary, social, emotional, and altruistic). Attributes, consequences, and values are useful in understanding customer experience and their post-experience behavior. Based on the theory presented by Gutman (1982), perceived value can be used to understand the tourist experience and post-consumption behavior. The value of a product or service perceived by consumers depends on the level of hedonism that consumers get and in a consumption experience described as something funny and enjoyable. The most important benefit that consumers receive is hedonistic value (Coudounaris & Sthapit, 2017). Otto & Ritchie (1996) confirmed that the hedonist factor as a construct in the tourism experience as well as hedonists being part of the memorable tourist experience (Kim et al., 2012). Memorable tourist experience is important for value creation in tourism (Cornelisse, 2018). Memorable tourist experience has a significant influence on perceived value (Soeprapto et al., 2021). Based on Means-end theory (Gutman, 1982) and research results of Maharaniputri et al. (2021), this research compiled the hypothesis as follows:
H1: Memorable tourist experience positively and significantly affects their perceived value.

Memorable Tourist Experience and Storytelling Behavior

Memory during travel is very important because it has a certain intrinsic appeal and appreciation that arises in moments of storytelling (Neumann, 1999) and reliving an old event that has already occurred (Gilbert & Abdullah, 2004). Human memory based on story is the first principle of storytelling behavior as we are more likely to remember the story and attributed the story to experiences already in memory (Schank, 1999). Talking to others allows customers to relive their experiences (Lee & Oh, 2017), as travelers tend to regard past experiences as a valuable and

reliable source of information (Hoch & Deighton, 1989). Travelers share their travel activities about new knowledge gained such as attraction information as well as about emotional experiences through stories and pictures (Baym, 2010). In the end, tourists become frequently involved in word of mouth communication about their travel experiences through sharing stories (Delgadillo & Escalas, 2004).

Narrative processing has created or improved its own brand connections in consumer theory because people generally interpret the meaning of their subsequent experiences to interpret the experience and turned it into a story (Escalas, 2004). Storytelling is inherently fun for writers because it is done to enjoy nostalgia by reminiscing their experience (Schindler & Holbrook, 2003). Thus, it can be said that storytelling behavior is central to the tourist experience (Pearce & Packer, 2013). Online reviews shared by tourists have been noted as one type of storytelling (Yoo & Gretzel, 2008). Travelers share their travel experiences on social media on the grounds of their personal motivation and community-based motivation (Munar, 2010). With the story of the destination, it can give the destination a unique competitive advantage and a more meaningful travel experience (Mossberg, 2008). Storytelling in tourism is fundamental not only for the competitiveness of the destination but specially to understand the tourism experience itself (Moscardo, 2010).

In literature studies it is known that memorable tourist experience is a powerful antecedent to storytelling behavior because storytellers convey stories to understand their past events or relive unforgettable moments (Woodside and Megehee, 2010). Research conducted by Maharaniputri et al. (2021) showed that memorable tourist experience (MTE) has a significant influence on behavior storytelling. Research conducted by Zhong et al. (2017) confirmed that memorable tourism experience affects behavior storytelling. Based on previous research related to the relationship between memorable tourism experience and behavior storytelling in the heritage destination, we propose the research hypothesis as follows:
H2: Memorable tourist experience has a significant and positive effect on storytelling behavior.

Memorable Tourist Experience and Affective Commitment

The term customer commitment includes the psychological and economic attachment a customer may have to a particular brand, store or product (Thomson et al., 2005). Tourists who have experienced (memorable tourist experience) in accordance with the desired or more then bring out a sense of bound to the destination (affective commitment). Research in the field of commitment has identified two different types of customer commitment, namely affective and continuance (Allen & Meyer, 1990; Fullerton, 2003; 2005; Evanschitzky & Wunderlic, 2006). Economic commitment or continuation is characterized by the need for customers to keep in touch with certain stores due to lack of other alternatives or high switching costs (Evanschitzky & Wunderlic, 2006). Affective commitment is defined as a customer's emotional attachment to a particular brand or store based on their identification with the store or brand (Allen & Meyer, 1990). Research conducted by Maharaniputri et al. (2021) showed that memorable tourist experience (MTE) has a significant effect on Affective Commitment. Research conducted by Zhong et al. (2017) confirmed that memorable tourism experience affects tourist affective commitment. Based on previous research, it is known that there is still little research on the relationship between memorable tourism experience and affective commitment in heritage destinations. Thus, we propose the research hypothesis as follows:
H3: Memorable tourist experience has a significant and positive effect on affective commitment.

Memorable Tourist Experience and Destination Loyalty

Emotional feelings, such as being friendly, fun, happy, irritated, guilty, sad, and worried (Larsen & Jenssen, 2004) form a memorable tourist experience in person (Ballantyne et al., 2011). These emotions can influence behavior such as destination loyalty (Cohen & Areni, 1991). Loyalty is defined as an in-depth commitment to consistently repurchasing a product or service (Oliver, 1997). One form of loyalty is cognitive loyalty which is about consumer loyalty to knowledge

related to brand attributes or information that makes it preferred over other brands (Han et al., 2011; Oliver, 1999). Cognition has been regarded as the basis of loyalty (Oliver, 1999). In tourism, cognitive loyalty is related to the evaluation of tourists or responses to travel experiences (Yuksel et al., 2010). Therefore, memorable experiences need to be learned to better understand the behavior intentions of tourists (Lehto et al., 2004; Kim et al., 2012) because past experience has a great influence on future behavioral intentions (Hoch & Deighton, 1989). As Timothy & Boyd (2003) mentioned, emphasizing and improving the memory of someone who has visited a heritage destination can contribute to increased awareness of the past which translates it into a desire to interact with heritage in a sustainable way. The relationship between memorable tourist experience and destination loyalty can be examined using Theory of Planned Behavior (Ajzen, 1991) that tourists have an intrinsic desire to revisit destinations, related to places that have provided positive experiences. The more tourists have a positive attitude towards a behavior, the greater the intention to adopt the same behavior (Ajzen, 1991).

Previous researches have supported the influence between memorable tourism experience and destination loyalty in the hospitality industry (e.g. Ali et al., 2014). Previous study only discussed the relationship between memorable tourism experience and destination loyalty in heritage destination. Thus, we propose the research hypothesis as follows:
H4: Memorable tourist experience has significant and positive effect on destination loyalty.

Perceived Value and Affective Commitment

By communicating the values received by tourists will create an understanding and commitment to the brand (destination). Based on Means-end theory presented by Gutman (1982) it is known that perceived value can be used to understand post-experience behavior such as affective commitment. Thus, we propose the research hypothesis as follows:
H5: Perceived value has a significant and positive effect on affective commitment.

Perceived Value and Storytelling Behavior

The value and meaning of previous consumption (e.g., travel) can be strengthened through sharing previous consumption, not just making purchases (Taylor., 2012). Tourists who have received the value of a visit to a destination will tell the perceived value after returning home. If they have positive value, they will tell story with passion about the value and vice versa. Travelers are more likely to express favorable comments and return back when travelers see high consumption value (Chen & Chen, 2010; Gallarza & Gil Saura, 2006; Petrick & Backman, 2002). This is because tourists are looking for a certain value when deciding to visit a destination. The results of research conducted by Maharaniputri et al. (2021) showed that perceived value has a significant and positive effect on Behavior Storytelling. Based on Means-end theory (Gutman, 1982), it is known that perceived value can be used to understand post-experience behavior such as storytelling behavior. Thus, we propose the following research hypothesis:
H6: Perceived value has a significant and positive effect on storytelling behavior.

Perceived Value and Destination Loyalty

Perceived value from total package of products and services is a component that affects consumer behavior and is the best predictor for competitive success (Buzzell & Gale, 1987). Customer value is an important component of consumer consumption and decision-making processes (Zeithaml, 1988), both for first-time and repeat purchase decision making, such as emotional value become number one factor for increasing customer loyalty (Forrester, 2016). While superior value products, services, brands, and objectives lead to consumer loyalty and strong financial performance (Agrawal et al., 2015; Chen & Chen, 2010). Therefore, the perceived brand value of consumers is one of the most influential concepts for investigating consumer behavior, predicting loyalty, and behavioral intentions (Cronin et al., 2000). Based on Means-end theory (Gutman, 1982), it is known that perceived value can be used to understand post-experience behaviors such as destination loyalty.

Previous studies have supported positive effects between perceived value and destination loyalty in the tourism industry (e.g., Ramseook et al., 2015; Kim & Thapa, 2018). Hasan, Kiong and Allnudin (2014) showed the relationship between perceived value and customer loyalty in the banking industry. Research by Song, Su and Li (2013) showed that perceived value affects destination loyalty intention through tourist satisfaction. Furthermore, perceived value plays a unique role in developing destination loyalty (Sun et al., 2013 and Chen & Chen, 2010). Based on previous literature studies, only a little research on perceived value and destination loyalty relationship in heritage destination. Thus, we propose the research hypothesis as follows:
H7: Perceived value has a significant and positive effect on destination loyalty.

Storytelling Behavior and Destination Loyalty

Tourist behavior is basically when tourists love to tell stories and listen to people tell stories (Bassano et al., 2019). Thus, consumer thoughts and actions often involve tourism behavior including elements of good stories (Mc Kee & Chase, 2003). Behavioral intentions can be profitable (say positive things, stay loyal to the company, recommend the company, spend more with the company, willing to pay premium prices) or unprofitable (say negative things, turn to other companies, complain to external institutions, do less business with the company) (Zeithaml et. al., 1996). Through storytelling, tourists can relive their tourism experience and it is a signal aspect of themselves (Manthiou et al., 2017; Pera, 2014). The signal aspect means that tourists are loyal to the brand destination that has been firmly embedded in the minds of consumers so that tourists are happy to tell stories. Tourists who are enthusiastic about the destinations visited can increase their affection to the destination or love the destination. Tourists who already love the destination will be loyal to the destination and will not choose other destinations. People who live in a certain place have considerable experience in that destination and often develop a deep love for that destination (Bassano et al., 2019). Storytelling is purposed to motivate tourism visitors to visit a place, create trust, confidence, and a sense of belonging, sharing norms and values (Barone & Fontana, 2005; Denning, 2002, 2005; Fontana, 2013) so as to strengthen the brand destination. Based on the work of Escalas (2004), Pera (2014), Manthiou et al. (2017) and Bassano et al. (2019), it needs to be proven empirically and based on literature studies that have not found research that tests the influence of storytelling behavior on destination loyalty. Thus, we propose the following research hypothesis:
H8: Storytelling behavior has significant and positive effect on destination loyalty.
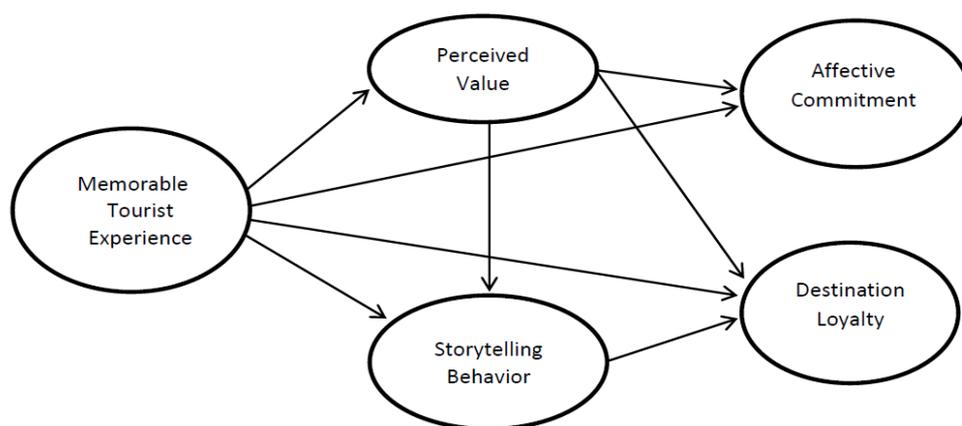

Figure 1. Conceptual Model

Research Methodology

Population, Sample, and Data Collection

This research was explanatory research with quantitative method, meaning research that explained the relationship between one variable and another variable. The variables included memorable tourist experience, perceived value, affective commitment, storytelling behavior and

destination loyalty. This research was conducted at Borobudur temple, Magelang Regency, Central Java Province, Indonesia. Borobudur Temple is one of the heritage destinations. The population were all tourists who have been to Borobudur temple, Magelang Regency. The samples were tourists who have been visiting Borobudur temple attractions whose number is unknown. Determination of the number of samples used the Matchin and Campbel methods (Machin et al. 2011); thus, the number of samples used were 437 people. Sampling techniques were used with certain considerations (Sugiyono, 2017). Considerations used in the selection of samples were tourists who have visited Borobudur Temple because researchers used variable memorable tourist experience that have visited Borobudur temple. Data collection was conducted in August - October 2020 using google form.

Data Measurement

Memorable tourist experience can be defined as tourist experience after visiting Borobudur Temple. Perceived value is the result of tourist comparison between different prices including the advertised selling price and reference price as well as the internal reference price of the package offered by Borobudur temple destination. Affective commitments were liking a destination, enjoying a partnership, and having a sense of owning. Storytelling behavior is tourists telling stories to others to share their knowledge and experiences in narratives and anecdotes to communicate Borobudur temple through social media. Destination loyalty is an in-depth commitment of destinations to revisit it consistently.

Data Analysis

Data collection through questionnaires is carried out using a Likert scale, which is a scale used to measure a person/group's attitudes, opinions, and perception about social phenomena (Sugiyono, 2017). In accordance with the model developed in this research, the data analysis technique used was SEM operated using AMOS application. A 5% signification rate is determined for hypothesis testing.

Results and Discussion

Results

The results of Goodness of Fit testing on full models developed in this research with cut-off value according to Ghozali (2013) are presented in Table 1.

Table 1. Goodness of Fit Index

| Goodness of fit index	Cut-off value	Research Model	Model
Chi Square Statistic	Expected Low	1497.729	
Probability	≥ 0.05	0.000	Marginal Fit
RMSEA	≤ 0.08	0.030	Good Fit
GFI	≥ 0.90	0.880	Marginal Fit
AGFI	≥ 0.90	0.869	Marginal Fit
CMIN/DF	≤ 2.0	1.400	Good Fit
TLI	≥ 0.90	0.974	Good Fit
CFI	≥ 0.90	0.976	Good Fit

Source: Output AMOS 22 Model Fit Summary

The overall Goodness of Fit results showed a good level of conformity. Thus, it can be said that the test results of Goodness of Fit on the standard model used in this research showed that the data observed was in accordance with the theory or model. After evaluating the fulfillment of assumptions contained in SEM, the next stage was hypothesis testing. The eight hypotheses presented in this research were conducted based on the critical ratio (CR) value of a causality relationship.

Table 2. Hypotheses Results

Hypotheses			Estimate	S.E.	C.R.	P-value	Result
MTE	→	PV	.658	.049	13.450	0.000	Accepted
MTE	→	CA	.619	.058	10.707	0.000	Accepted
MTE	→	STB	.308	.052	5.942	0.000	Accepted
MTE	→	DL	.103	.049	2.115	0.034	Accepted
PV	→	CA	.291	.055	5.302	0.000	Accepted
PV	→	STB	.311	.047	6.614	0.000	Accepted
PV	→	DL	.204	.046	4.422	0.000	Accepted
STB	→	DL	.519	.077	6.701	0.000	Accepted

Source: Analytical Data Results
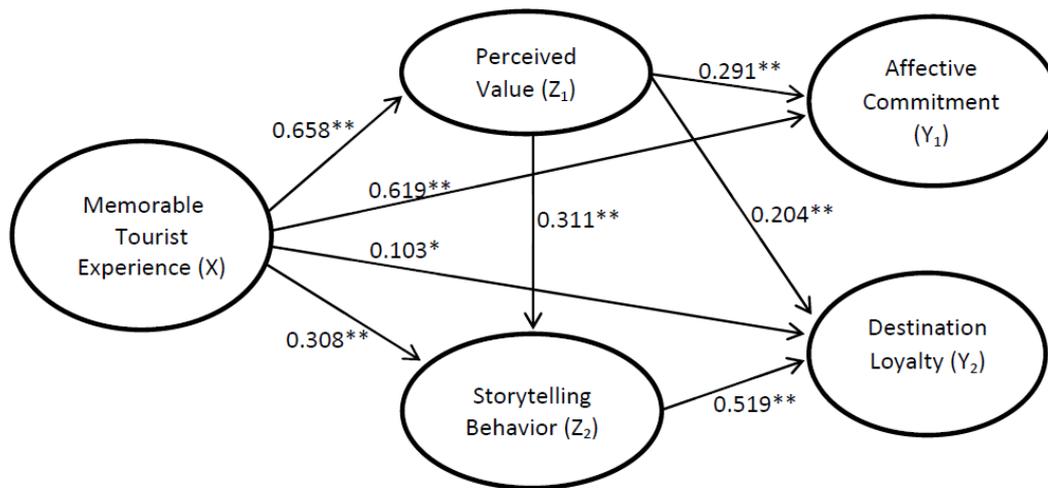
** Significant on 0.001; * Significant on 0.050

Figure 2. Research Model Results

Based on the results of hypothesis testing in Table 2, the interpretation of direct influence test results among research variables is as follows:

a. Hypothesis Testing 1

The result of memorable tourism experience effect on perceived value showed probability value of 0.000 (less than significance value of 0.05). Thus, the first hypothesis of research is acceptable meaning that memorable tourism experience had a significant effect on perceived value. Critical ratio (CR) of 13.450 can be interpreted that memorable tourism experience had an influence of 13.450 on perceived value. Estimated values had a positive value of 0.658 or 65.8%. Thus, it can be interpreted that memorable tourism experience had a positive impact on perceived value. The significant and positive influence of memorable tourism experience on perceived Value implies that better memorable tourism experience will be able to increase perceived value. Conversely, worse memorable tourism experience will be able to decrease the perceived value.

b. Hypothesis Testing 2

The result of memorable tourist experience influence on storytelling behavior showed a probability value of 0.000 (less than the significance value of 0.05). This proved that the hypothesis of both studies was acceptable, meaning that memorable tourist experience had a significant effect on storytelling behavior. Critical ratio (CR) of 10.707 can be interpreted that memorable tourist experience had a storytelling effect on behavior of 10.707. The estimated value had a positive value of 0.619 or 62.9%. Thus, it can be interpreted that memorable tourism experience had a positive impact on storytelling behavior. The significant and positive influence between memorable tourist experience on storytelling behavior showed that higher and better memorable tourist experience that is understood to be stored in the

respondent's memory will improve storytelling behavior about the destination of Borobudur temple.

c. Hypothesis Testing 3

The result of memorable tourist experience effect on affective commitment showed a probability value of 0.000 (less than the significance value of 0.05). It is showed that the third hypothesis in this research was accepted, meaning that memorable tourist experience had a significant effect on affective commitment. Critical ratio (CR) of 5.942 can be interpreted that memorable tourist experience had an influence on affective commitment of 5.942. The estimated value had a positive value of 0.308 or 30.8%. Thus, it can be interpreted that memorable tourist experience had a positive impact on affective commitment. The significant and positive influence between memorable tourist experience to affective commitment showed that higher and better memorable tourist experience that tourists experience will increase affective commitment in tourists.

d. Hypothesis Testing 4

The results of memorable tourist experience influence on destination loyalty showed a probability value of 0.034 (less than the significance value of 0.05). It is an evident that the third hypothesis in this research was accepted, meaning that memorable tourist experience had a significant effect on destination loyalty. Critical ratio (CR) of 2.115 can be interpreted that memorable tourist experience had an influence on destination loyalty of 2.115. The estimated value had a positive value of 0.103or 10.3%. Thus, it can be interpreted that memorable tourist experience had a positive impact on destination loyalty. The significant and positive influence of memorable tourist experience on destination loyalty showed that higher and better memorable tourist experience that tourists experience will bring up destination loyalty to tourists.

e. Hypothesis Testing 5

The result of perceived value influence on affective commitment showed a probability value of 0.000 less than the research significance level of 0.05. This proved that the fifth hypothesis of research is acceptable, meaning that Perceived value had a significant effect on affective commitment. Critical ratio (CR) of 5.302 can be interpreted that perceived value had an influence on affective commitment of 5.302. Estimated value had a positive value of 0.291 or 29.1%. Thus, it can be interpreted that perceived value had a positive impact on affective commitment. The significant and positive influence between perceived value to affective commitment implies that higher perceived value of tourists will increase affective commitment in tourists.

f. Hypothesis Testing 6

The result of perceived value influence on storytelling behavior showed a probability value of 0.000 (less than the significance value of 0.05). This proved that the sixth hypothesis of research was acceptable, meaning that perceived value had a significant effect on storytelling behavior. Critical ratio (CR) of 6.614 can be interpreted that perceived value had an influence on storytelling behavior of 6.614. Estimated values have a positive value of 0.311 or 31.1%. Thus, it can be interpreted that perceived value has a positive impact on storytelling behavior. The significant and positive influence between perceived value and storytelling behavior implies higher perceived value of tourists will increase storytelling behavior about the destination of Borobudur Temple. Conversely, if perceived value of tourists is low, they tend to be reluctant to do storytelling behavior about the destination of Borobudur temple.

g. Hypothesis Testing 7

The result of perceived value effect on destination loyalty shows probability value of 0.000 (less than significance value 0.05). This indicated that the hypothesis of the seven studies is acceptable, meaning that perceived value has a significant effect on destination loyalty. Critical ratio (CR) of 4,422 can be interpreted that perceived value has an influence on destination loyalty of 4,422. Estimated value that has a positive value of 0.204 or 20.4% so that it can be interpreted that perceived value has a positive impact on destination loyalty. The significant and positive influence between perceived value and destination loyalty implies

that the higher the perceived value of tourists, it will give rise to destination loyalty at Borobudur temple destinations. On the contrary, perceived low value of tourists, they will tend to be reluctant to do destination loyalty at Borobudur temple destinations.

h. Hypothesis Testing 8

The result of storytelling behavior influence on destination loyalty showed a probability value of 0.000 (less than the significance value of 0.05). This revealed that the eighth hypothesis was acceptable, meaning that storytelling behavior had a significant effect on destination loyalty. Critical ratio (CR) of 6.701 can be interpreted that storytelling behavior had an influence on destination loyalty of 6.701. Estimated values had a positive value of 0.519 or 51.9%. Thus, it can be interpreted that storytelling behavior had a positive impact on destination loyalty. The significant and positive influence between storytelling behavior and destination loyalty implies that higher storytelling behavior of tourists will increase destination loyalty at Borobudur temple destinations. Conversely, if the storytelling behavior of tourists is low, they tend to be reluctant to do destination loyalty at Borobudur temple destinations.

Based on the result, it is known to have some indirect influences. Some significant indirect influences include: 1) perceived value mediated the influence of memorable tourism experience on storytelling behavior, 2) Storytelling behavior mediated the influence of memorable tourism experience on destination loyalty, 3) storytelling behaviors mediated the influence perceived value on destination loyalty.

Discussion

The results showed that memorable tourism experience had a significant and positive effect on perceived value. Memorable tourism experience is one form of hedonic value. Therefore, the results of this research can be studied that the beginning of the process of behaving from tourists is value and will produce a valuable value for tourists. Thus, the results reinforce the Means-end theory presented by Gutman (1982) which explained that perceived value can be used to understand the tourist experience. The results of the research are also in accordance with the results of previous research conducted by Maharaniputri et al. (2021) and memorable tourist experience is important for the creation of value in tourism (Cornelisse, 2018). The interaction between tourists and destinations will determine the experiences that will be remembered by tourists that will ultimately affect perceived value.

Apart from that, the results showed that memorable tourism experience had a significant and positive effect on storytelling behavior. This is accordance with Zhong et al. (2017), Aninda et al. (2021), and Maharaniputri et al. (2021). Memorable tourist experience is a powerful antecedent to storytelling behavior because storytellers tell stories to understand their past events or relive unforgettable moments (Woodside & Megehee, 2010). Travelers who have a memorable experience have materials to tell. Thus, it can be said that storytelling behavior is the center of the tourist experience (Pearce & Packer, 2013). Storytelling in tourism is fundamental to understanding the experience of tourism itself (Moscardo, 2010) because by telling stories will revive an old event that has already happened (Gilbert & Abdullah, 2004). By telling stories, tourists will enjoy nostalgia or happy moments by reminiscing about previous experiences (Schindler & Holbrook, 2003). When people connect personally through a story, they are more likely to remember the experience (Simmons, 2001).

Furthermore, the results showed that memorable tourism experience has a significant and positive effect on affective commitment. The results of this research were in accordance with Zhong et al. (2017) and Maharaniputri et al. (2021). Research conducted by Zhong et al. (2017) and Maharaniputri et al. (2021) confirmed memorable tourism experience affects tourist affective commitment. Tourists have the main purpose in consuming tourism products such as having a pleasant experience. A relaxing experience is a form of emotional component; thus, it can be said that the emotional component is an important aspect of the tourism experience. Emotional experiences that arise in tourists affect other emotions such as a sense of commitment to the destination (affective commitment). Affective commitment is a more emotional factor, and

develops through personal engagement (Fullerton, 2003), personal engagement occurs at the time of the creation of memorable tourism experience.

Moreover, the results showed that memorable tourism experience had a significant and positive effect on destination loyalty. The results of this research reinforced the Theory of Planned Behavior (Ajzen, 1991) that tourists have an intrinsic desire to revisit destinations, related to places that have provided positive experiences or memorable experiences. This in accordance with the results of Ali et al. (2014). One of the memorable tourism experiences is the feeling of emotions such as happy while enjoying the destination, this feeling of emotion is the glue with the destination to always return to visit (loyal). This result showed that memorable tourism experience can be used to establish long-term relationships with tourists and can encourage tourists to be loyal to the destination. Emotional value is the number one factor for increasing customer loyalty (Forrester, 2016). Memory and memorable experiences can be used to understand the behavior of tourists that will be done in the future such as visiting again. This is because past experiences have a great influence on future behavioral intentions (Hoch & Deighton, 1989). Brands need to provide a strong, memorable, and unique experience if they want customers to develop positive emotions and feelings towards the brand (e.g., Brakus et al., 2009; Mosley, 2007). Destination must provide a strong and memorable experience so that it is easy to remember and will give a positive feeling to the destination in the form of a feeling of loyalty to the destination (brand).

Additionally, the results showed that perceived value had a significant and positive effect on affective commitment. This reinforce the Means-end theory (Gutman, 1982) that perceived value can be used to understand post-experience behaviors such as affective commitment. Affective commitment is critical to the sustainability of a destination because affective commitment reduces the intention to move in search of alternative destinations (Fullerton, 2005). The creation of higher value to tourists and marketers were able to put forward commitments; thus, later loyalty will be awakened. Commitment is essential in building customer loyalty (Hur et al., 2013).

Beside that, the results showed that perceived value had a significant and positive effect on storytelling behavior. This strengthen means-end theory presented by Gutman (1982) known that perceived value can be used to understand post-experience behavior such as behavior storytelling. This is in accordance with the results of research that has been done by Maharaniputri et al. (2021). The value and meaning of previous consumption (perceived value) can be strengthened through sharing previous consumption or storytelling behavior. Travelers do not just make purchases (Taylor et al., 2012). The values received if communicated or told to other travelers will create an understanding of a destination.

The results showed that perceived value had a significant and positive effect on destination loyalty. The results of this research reinforced the Means-end theory presented by Gutman (1982) that perceived value can be used to understand post-experience behaviors such as destination loyalty. Perceived good value will not only increase the intention of tourists to visit again, but it also makes tourists willing to recommend the destination to others around them. Perceived value is an important indicator for buying back intentions (Petrick, 2004). Traveler loyalty is reflected in positive word of mouth publicity, recommending behavior and other aspects (Oppermann, 2000). Loyalty can be indicated in the form of behavioral tendencies to revisit (Jang & Feng, 2007). The results of this research were in accordance with the results of previous research (Ramseook et al., 2015; Kim & Thapa, 2018; Zong et al., 2014; Sun et al., 2013; Chen & Chen, 2010). Perceived value can be in the form of superior value products, services, which will lead to the loyalty of tourists (Agrawal et al., 2015; Chen & Chen, 2010).

The results showed that storytelling behavior had a significant and positive effect on destination loyalty. The results of this research showed that the basic attitude of tourists who like to tell stories had an impact on loyal tourists to the destination. Tourists tell about a destination to motivate other tourists and locals to visit a destination, create confidence, confidence, and a sense of owning, and share value (Barone & Fontana, 2005; Denning, 2002, 2005; Fontana, 2013). Motivating other tourists and locals to visit a destination, creating confidence, confidence,

and a sense of owning, and sharing value is a form of loyal behavior of tourists towards the destination. Thus, the form of loyalty of tourists is not only like visiting again, recommending destinations to other tourists, telling others, but tourists have behaviors such as feeling owning the destination and helping to build and strengthen the brand of the destination.

Perceived value was the result of a first purchase (first visit) and was the foundation for repurchasing (re-visit). The results of this research reinforced the Means-end theory presented by Gutman (1982) that perceived value can be used to understand behavior before post-experience and perceived value sought by tourists in fulfilling their desires and needs. According to means-end theory, it is known that tourist perceived value is the high order of cognitive structure and evaluation of the overall brand means the final state desired by tourists. Therefore, perceived value is a central aspect in understanding memorable tourist experience and understanding post-experience behavior (such as affective commitment, storytelling behavior and destination loyalty). Perceived Value is an important component that affects the behavior of future tourists or affects the behavior of repurchases for a tour package.

Conclusion and Future Direction

The findings of this research were novelty in research that includes direct influence and indirect influence. Direct influences of the results in this research included: 1) perceived value positively and significantly affects their affective commitment and 2) storytelling behavior positively and significantly affects their destination loyalty. Indirect influence consists of: 1) memorable tourism experience has a significant influence on destination loyalty through storytelling behaviors, 2) perceived value has a significant influence on destination loyalty through storytelling behavior. In addition, the resulting structural model is a novelty of this research, because this research model is different from the previous research model that became the basis for developing the research model.

Theoretical implications

This research contributed to theories related to perceived value, especially those related to the role of perceived value before the experience was obtained by tourists and after the experience was accepted. Previous research about the experiences was gained (memorable tourism experience) on tourist behavior after visiting such as satisfaction and affective commitment. This research reveals that a memorable tourist experience was also important in creating value for tourists. Perceived value is an important component of future tourist behavior, loyalty behavior is the end result. Therefore, this research showed that perceived value could be used to understand post-experience tourist behavior. Perceived value is a tool to identify the success of a destination in creating customer value because each destination is a synthesis of the main and supporting activities undertaken to design, produce, market, deliver, and support its products.

Practical implications

Understanding antecedents, processes, and post-visit behavior outcomes is the first step in developing and implementing a successful marketing strategy in attracting tourists, forming commitments and having the loyalty to keep visiting destinations. The purpose of the understanding process enables heritage managers and marketers to differentiate their tourist destinations from other tourist attractions by providing tourist attractions that can be memorable experiences and develop long-term emotional bonds among visitors/tourists and tourist destinations.

The results showed that perceived value was the value that tourists were looking; thus, tourists were willing to do good or help destinations in strengthening the brand. Activities that can be carried out by tourists are storytelling to potential tourists, strengthening commitment to tourists and destination loyalty. Perceived values play an important role in determining the behavior of tourists in the future and strengthening the emotions of tourists with destinations. Perceived value in this research can be formed through memorable tourism experience.

Therefore, heritage managers and marketing staff must develop tourist attractions and other components such as accommodation facilities to develop a memorable tourism experience.

Furthermore, the findings of this research implied the benefits obtained from the perceived value provided by destinations. Therefore, tourism destination managers and marketing staff must focus on the key variable that forms perceived value, namely memorable tourism experience. Experience and memorable tourism experience were the main products of the destination. Destination managers and marketers should have a better understanding of tourist needs. They must evaluate whether they had created a memorable tourism experience that can create value for tourists.

Research limitations and directions for future research

This research had limitations as in sample selection. The sample of this research was tourists who have visited Borobudur temple because the variable used in this research was memorable tourist experience. Ideally, respondents were travelers whose visit time is close to the time of data collection. However, at the time of data collection, the management of Borobudur temple closed tourist access due to the Covid 19 pandemic; thus, the samples used were tourists who had visited Borobudur Temple before the Covid 19 pandemic. Furthermore, research is recommended whenever using variable memorable tourist experience then it is better to use a sample of tourists who have visited the destination with a close distance between the visit to the destination and the time of data collection. Based on the results of the research, it is known that there are still few research that use variable of memorable tourist experience, affective commitment, storytelling behavior in heritage destinations. Thus, future research can be conducted on different destinations and conduct research by involving millennial tourists. Researchers can also use relationship marketing theory approach in analyzing conceptual relationships.

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