

The role of tourist experience, perceived value, and storytelling in brand value creation: A case study from Silancur Highland

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Abstract

Purpose – This research uses brand relationship theory as a theoretical framework for analyzing the role of the variables perceived value (PV), affective commitment (AC), and storytelling behavior (SB) to show the relationship between tourist experience (TE) and brand value (BV).

Design/methodology/approach – The study approach was evaluated empirically using data from 175 Generation Z tourists visiting the destination Silancur Highland. The research model was tested using AMOS.

Findings – The research results show that 1). Tourist Experience has a significant and positive effect on perceived value. 2). Tourist Experience has a significant and positive effect on Affective Commitment. 3). Perceived value has a significant and positive effect on Affective commitment. 4). perceived value has a significant and positive effect on storytelling behavior. 5). affective commitment has a significant and positive effect on storytelling behavior. 6). Storytelling behavior has a significant and positive effect on brand value. 7). Tourist experience has a significant and positive effect on storytelling behavior. 8). Tourist experience has a significant and positive effect on brand value.

Research limitations/implications – Researchers only replicate the model in various types of tourism, such as sport tourism, rural tourism, farm tourism, heritage tourism, and rural tourism, so it cannot yet generalize the results further. Future research can also apply this framework to the context of other fields of science such as communication as well as psychology and other consumer features.

Practical implications – empirical investigation findings, management of this area is significant because this will determine how good the total brand value is. Managers must also be able to stand out from the crowd due to the intense competition. This can be achieved by developing a tourist experience that combines these elements to build customer brand relationships, which are important for growing brand value.

Originality/value – This research is a pioneering use of brand relationship theory to explore the impact of tourist experience on affective commitment, storytelling behavior, and brand value at the destination Silancur Highland, provides a new view through empirical confirmation of a model that connects tourist experience activities with brand value through perceived value (PV), affective commitment (AC), and storytelling behavior (SB).

Keywords: Generation Z, brand value, storytelling behavior, affective commitment, tourist experience.

Introduction

Branding strategy has become a significant indicator in the marketing mix, and this factor is considered the key to achieving sustainable competitive advantage (Hyun et al., 2024). Tourism destination branding aims to create public recognition of a destination, commercialize the location, enable the area to compete with other destinations and help shape the tourist experience (Ooi, 2005). To build their business, destination managers must understand how important brand equity is. One type of their equity is customer-based brand equity (CBBE). CBBE refers to consumers' overall utility value on a particular brand. CBBE is a key factor in determining brand value from a long-term perspective (Christodoulides & de Chernatony, 2010). EBB comes from brand value and brand strength (Hyun et al., 2024).

Along with the increase in the number of similar tourism products and services, tourist destinations also increase their branding activities by strengthening brand value to differentiate their products and services from other competing products and services. Co-creation of brand value, which contributes to the company either directly (e.g., buying behavior) or indirectly (e.g., referring the brand to others) (Hussain et al., 2021).

Co-creation of brand value can be enhanced by a story. If a story has enough appeal and interest, it can spread beyond a person's social media network and potentially be shared worldwide. This can go "viral." So, if people have the right storytelling skills, the potential for a story to spread and reach can affect millions of people (Lund et al., 2018). So, great storytelling generates influence and power. It can influence discourse, such as strengthening brand value because what is being told is the destination's strengths or values.

Tourists have strong storytelling behavior if they have a strong affective commitment to the destination (Zhong et al., 2017). The widespread digitalization and use of the Internet has led to an increase in the role and influence of the latter, which has defined it as an excellent space for telling impressive stories and expressing the most daring ideas. A special area of interest is storytelling as the art of telling stories and writing readable texts (Semenova et al., 2021). Social media's common characteristics have a big impact on running story-telling (Lim, 2018). Therefore, Brand communication based on creating a unique story for a brand and emotional appeal can connect the brand with the target market. Individual stories are the foundation of brand communication and to identify the brand's identity. Therefore, this subject is important considering the increasing use of storytelling in brand management compared to word of mouth. Apart from that, commitment is required for the relationship between destinations and tourists to be strong. Commitment is the foundation of many relationships (Fernandez-Lores et al., 2016). Consumers who are committed to a brand have an emotional attachment to the brand so affective commitment is higher for these customers (Iglesias et al., 2019). Tourists with high commitments identify with and feel connected to a destination, and they are more likely to recount their memorable stories to positively reinforce their identity and relationships (Zhong et al., 2017). Customers will be more motivated to have a relationship with a brand if they have a high affective commitment to it.

The length and strength of customer relationships result from the customer's perceived relative value to the brand (Shahid et al., 2022). Apart from that, Perceived value can maintain competitive advantage (Yu et al., 2013), can measure marketing success (Heskett et al., 1994), and as a reliable idea for expecting tourist behavior (Eid & El-Gohary, 2015).

The importance of understanding the relationship or bond between customers and brands will enhance brand value (Sharma, 2017). The relationship between consumers and brands will be strong and full of emotion if formed from positive experiences. Experiential Marketing is a phenomenon of significant importance in modern marketing (Sharma, 2017). A pleasant tourist experience will evoke strong emotions in tourists (affective commitment). A pleasant tourist experience will provide good material for storytelling. This shows that experience is an important element of tourism and supports a strong relationship between customers and brands, thus requiring further research to prove it. So the influence of tourist experience and brand value can be said to be a value creation process. This co-creation of value can occur between the brand and individuals or groups of consumers, or among the consumers themselves. If viewed from the

consumer-brand relationship theory, it considers the emotional connection that consumers build with the brand. (Robertson et al., 2022). Brand relationships are built on experiences and connections between consumers and the brand over time (Hamzah et al., 2014). There have not been many studies using the variable of tourist experience, such as the influence of tourist experience on affective commitment, the influence of tourist experience on storytelling behavior, and the influence of tourist experience on brand value, making this a novelty in this research. Based on the analysis of earlier empirical studies, it is also known that experience has not been extensively researched regarding the influence of experience variables and storytelling in the tourism industry (Hernandez-Fernandez & Lewis, 2019; Mody et al., 2019).

Recent studies have examined the relationship between tourist experience and perceived value, as well as between perceived value and storytelling behavior, but no comprehensive study has been conducted. Pujiastuti et al., (2023) showed a relationship between tourist experience and perceived value and storytelling behavior, without including affective commitment or brand value. Another study by Pujiastuti et al. (2022) also investigated the relationship between tourist experience, perceived value, affective commitment, and storytelling behavior as predictors of destination loyalty, but did not include brand value as an outcome. This study also included affective commitment but did not comprehensively examine whether affective commitment mediated the relationship between tourist experience and storytelling behavior or brand value.

To address gaps in the literature, this research develops and empirically tests a tourist experience model in encouraging tourists' storytelling behavior to create brand value. In addition, this research examines the mediating effect of perceived value and affective commitment in this reciprocal relationship. This research is important to carry out, apart from being based on the research studies above, it is also based on the results of a bibliometric study we conducted which shows that there is still limited research on tourist experience, perceived value, affective commitment to storytelling behavior and brand value in nature-based destinations, so it is novel in this research. The limited number of topics encourages researchers to conduct research. The bibliometric results are:

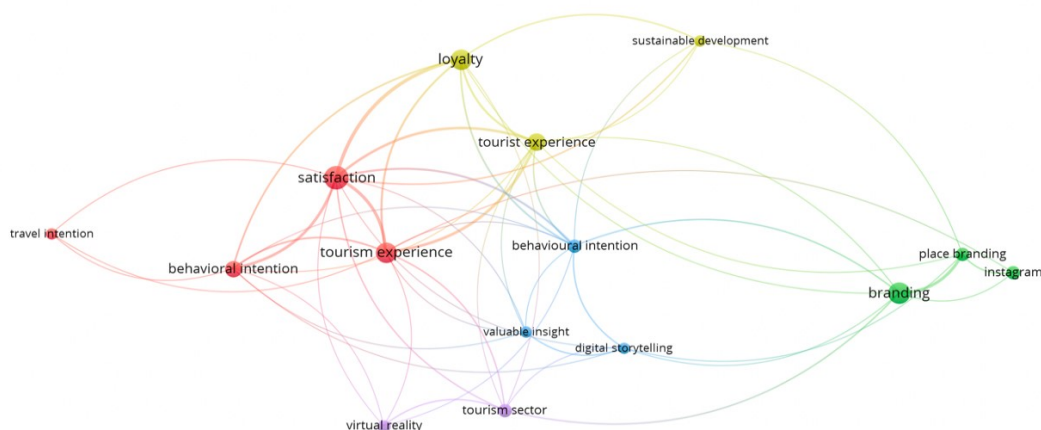


Figure 1. Co-word analysis (Source: Vosviewer).

The object of this research is the Silancur Highland, a tourist destination in Central Java, Indonesia, offering the natural beauty of Mount Sumbing and its surroundings, as well as several interesting tourist attractions. The Silancur Highland offers a memorable, unique, and authentic tourism experience, thus having strong narrative potential and relevance to post-visit behavioral phenomena such as emotional commitment, storytelling, and brand value.

The main goal of this research is to build and confirm a tourist experience model of storytelling behavior and brand value integrated with the addition of two variables, perceived value, and affective commitment, which are applied to the context of nature-based destinations. This research was conducted to enrich the research on tourist experience variables and brand equity, especially brand value in the tourism industry. Improving the tourist experience can help marketers identify market niches rather than maintaining competitive prices or superior product functions

and features (Kao et al., 2007). Brands connect consumers with tourism products, and many customers learn of the destination brand. Because in the tourism industry, the name of a tourist destination is usually used as a brand. In this research, brands are the focus of research because destination brands have become an important part of destination marketing today to differentiate the destination and attract more tourists. In addition, this research will deepen the contribution of tourists in creating brand value and evaluate the brand value created by destination managers. In the theory of consumer-brand relationships, it considers the emotional connection that consumers build with the brand (Robertson et al., 2022). In addition, this research explores the role of perceived value, which is a central part in understanding tourist experiences and post-experience behavior (such as affective commitment, storytelling behavior, and brand value).

This research discovers and explain that 1) Tourist experience has a significant and positive effect on perceived value. 2). Tourist experience has a significant and positive effect on affective commitment. 3). Perceived value has a significant and positive effect on affective commitment. 4). Perceived value has a significant and positive effect on storytelling behavior. 5). Affective commitment has a significant and positive effect on storytelling behavior. 6). Storytelling behavior has a significant and positive effect on brand value. 7). Tourist experience has a significant and positive effect on storytelling behavior. 8). Tourist experience has a significant and positive effect on brand value.

The contributions of this research are first, the development and validation of a model of the relationship between tourist experience and storytelling behavior and brand value through perceived value and affective commitment. Second, using brand relationship theory in research models in the tourism sector. Brand relationship theory plays a role in creating relationships between tourists and destinations. Brand relationship theory is based on a 'dyadic' brand-consumer relationship, which implies an equal exchange between the brand and the consumer. Sweeney & Chew (2002) looks at this relationship in terms of the relationship between consumers and brands. They argue that understanding this customer-brand relationship or bond will increase brand value. Both parties contribute to creating brand value, which occurs in an ongoing meaning-based exchange (Heding et al., 2015). So the research will use brand relationship theory. Third, this research combines variables originating from the marketing discipline (tourist experience, perception value, and brand value), and human relations (affective commitment) in tourism. Fourth, the research contributes to the literature by understanding the direct relationship between tourist experience on storytelling behavior and brand value mediated by perceived value and affective commitment factors. These findings also have practical consequences for how destination management organizations (DMOs) should plan and create initiatives to increase tourist return visits.

Literature Review and Hypotheses

Brand Relationship Theory

While the focus of the relational approach is the ongoing exchange (or relationship) between brands and consumers, it is important to emphasize that relationships are a phenomenon influenced by contextual changes. Brand relationship theory tries to understand consumers' lives holistically (Heding et al., 2015). Brand relationship theory considers the emotional connection consumers build with the brand (Fournier, 1998; Fournier & Yao, 1997). Brands play an important role in developing companies that today consider their brands as one of their assets most valuable, to where branding has become a real economic issue (Jernsand et al., 2015; Michel, 2004).

Brand relationships are defined as "Consumers form relationships with objects of consumption (products, brands, stores, etc.), which range from feelings of antipathy to slight liking, to what, in terms of people-to-people relationships, amount to love" (Shimp & Madden, 1988). "Brands can be active relationship partners for consumers and provide meaning in a psycho-socio-cultural context (Fournier, 1998)." Emphasizing long-term commitment Kumar (2006) defines "Brand relationships as nothing more than knowing how people make long-term commitments to the inanimate objects they buy and use, and help make, sell and distribute.

Tourist Experience

Experience according to Schmitt (1999) is an individual response that occurs to a stimulus and often results from direct observation or participation in events. Experiences are considered valuable economic offerings, adding value to traditional products and service commodities to satisfy the emotional and sensory needs of postmodern customers (Pine & Gilmore, 2013). Tourism experience is a person's subjective evaluation of affective, cognitive, and behavioral parts of an event related to tourism activities (Tung & Ritchie, 2011). Experience involves interactions between consumers, products, and services (Pentz & Gerber, 2013). The tourist experience is a tourist's reaction to a stimulus and generally occurs when someone takes part directly in tourism events at the destination (Altunel & Koçak, 2017; Moscardo & Pearce, 1999).

Experiences are distinct from services because they are personal, interactive, and complex phenomena, that emphasize fantasy and feelings, and require insight and active participation from the tourist (Jernsand et al., 2015). By using the Customer Experience idea, providers must be able to build strategies obtained from the results of identifying and observing customer behavior, so providers can map certain market shares and push prices competitively (Kao et al., 2007). Quan and Wang (2004) divided the total experience offered by the company into peak experience and supporting experience. Peak experiences are the main motivation for a tourist's trip (e.g. attractions), but supporting experiences are considered an extension of the tourist's everyday travel experiences (e.g. food and accommodation).

Perceived Value

Perceived value according to Zeithaml (1988) is a consumer's overall assessment of the usefulness of a product based on perceptions of what is received and what is given. Also, according to Zeithaml (1988) conveying perceived value is an integrated measure of customer perceptions regarding the costs and benefits arising from the use or experience of a product or service. Perceived value is an overall assessment of what is received from an experience and what is given to obtain that experience (Zeithaml, 1988). Perceived value concerns the experience gained relative to the acquisition cost paid (both monetary and non-monetary). the idea of experience value refers to a strong relationship resulting from the experience of customer interaction after using a product (Mathwick et al., 2001; Vera & Trujillo, 2013). While the idea of perceived value is the customer's conclusion about the product based on the experience he gets of value is essential to determine customer choices and behavior about the sustainability of using a product. Perceived value is defined as the utility individuals get from tangible products or intangible services; it includes what benefits individuals get and what costs they pay (Holbrook, 2002; McDougall & Levesque, 2000; Shen et al., 2016; Zeithaml, 1988). Perceived value can be interpreted as a method or benchmark for assessing customer perceptions based on psychology, which includes many things such as perceptions of products and perceptions of customers (Tynan et al., 2010). Customer perceived value is defined as customers' overall assessment of the net value of a service, based on their evaluation of what they receive (the benefits provided by the service) and what they sacrifice (the costs of receiving and using the service) (Zhong et al., 2017).

In the tourism-specific context, perceived value is defined as the result of an individual cognitive-affective evaluation of the tourism products or services from the process of tourism consumption based on the benefits against the costs of travel (Pandža Bajsić, 2015). Perceived value in tourism refers to an individual's assessment of a tourism product, considering parts such as social elements, cost, emotional connection, and service quality (Qiu et al., 2024). Adventure, rural, and eco-tourism are among the several forms of tourism that have investigated this idea (Carvache-Franco et al., 2022; Paul & Roy, 2023). One-dimensional methods or multi-dimensional scales can quantify perceived value (C.-F. Chen & Chen, 2010).

The perceived value theory combines various value theories. There are at least five types that are most widely used, namely functional, social, emotional, epistemic, and conditional (Ledden et al., 2007). A brief explanation of the dimensions of the get part of value follows:

- a). Functional value (FV) relates to the perceived performance/ utility of a product or service, that is, an offering's ability to fulfil its function and the benefits associated with owning the offering.

- b). Social value (SV) represents the benefits derived through inter-personal/group interactions and can be related to the educational context through the value students receive from forming friendships with course colleagues.
- c). Epistemic value (EPV) refers to benefits derived through an offering's ability to arouse curiosity, provide novelty or satisfy a desire for knowledge.
- d). Emotional value (EMV) accounts for benefits obtained from an offering's ability to arouse feelings and/or affective states
- e). Conditional value (CV) represents the benefits derived in a specific situational context,

Perceived value depends on consumer judgment, which depends on outcomes, such as pre-purchase information, contextual judgment, and moment of purchase (Jamal & Sharifuddin, 2015). So the idea of perceived value is the customer's conclusion about a product based on the experience they have gained (Mathwick et al., 2001; Vera & Trujillo, 2013).

Storytelling Behavior

Combining the words "story" and "telling," which means "to talk," results when convincing others of your point of view through a compelling and easy-to-understand narrative. The technique of creating shared value through interaction while seeking, experiencing, and sharing stories in the broadest sense is known as tourism storytelling. Moscardo & Pearce (1999)) views storytelling as an important part of changing tourists' perspectives and encouraging them to be interested in certain tourist attractions. tourists are driven by opportunities to create and tell stories from their experiences, create their own stories and tell stories to others, making stories a central element, not just of destination promotion, but of tourism as a whole system (Moscardo, 2020). Storytelling reduces the negative impact of resource use by increasing understanding of the resource's value and informing visitors in advance (Moin et al., 2020). Storytelling can be viewed as a central part of human existence, as people use stories to help with communication (Moscardo, 2020), understand the world around them, and form their identity (Bassano et al., 2019). Storytelling is a special type of word-of-mouth communication or narrative (Delgadillo & Escalas, 2004). Storytelling behavior is a particular type of WOM communication structured as a narrative, although narration can differ from narrative in its conceptual and measurement domains (Zhong et al., 2017).

Applying consumer storytelling theory to tourism proposes five principles. The first three – stories are the way people think about their experiences, they are the way people store information in their memory, and they are the way people make sense of the world – follow research from psychology, tourist experience, and interpretation evaluation. The fourth and fifth principles – people tell stories about their travel because it is pleasurable and lets them relive archetypal myths, and companies can help people to develop these experience stories – suggest that it is possible to improve EOD through a better understanding of their stories (Moscardo, 2018).

Tourists are more likely to tell other people (storytelling) when they feel high consumption value. The results of an empirical study conducted by (Pujiastuti et al., 2022) show that perceived value has a significant and positive effect on storytelling behavior. Perceived value substantially impacts storytelling behavior (Pujiastuti et al., 2023).

Affective Commitment

Affective commitment is defined as "identification, involvement, and emotional attachment to an organization" (Allen & Meyer, 1996). Affective commitment is a customer's tendency to have a relationship with a service provider based on emotional attachment, positive feelings, liking, and identification with the service provider (Fullerton, 2011; Garbarino & Johnson, 1999). Affective commitment, also called emotional commitment, is defined as "the degree to which customers identify and feel a positive attachment to their partners" (Fullerton, 2011). The affective commitment of tourists is defined as a psychological state related to the visitor's intention to

develop and maintain stable and long-lasting relationships arising from needs, desires, and obligations (Fullerton, 2011). Stories are a specific type of narrative that should provoke an emotional response (Campos & Almeida, 2022; X. Chen et al., 2021). An empirical study conducted by Pujiastuti et al., (2023) shows that tourists' affective commitment improves storytelling behavior. The results of other research conducted by Pujiastuti et al., (2022) namely affective commitment significantly impact storytelling behavior.

Brand Value

Brand value is defined as the extra dollar value that consumers will pay to buy a particular brand by comparing alternative brands with similar functions (X. Chen et al., 2021). Although there are the same substitution brands that enable boosting the monetary value, if customers feel the brand value is higher than others, the brand value might be expressed as the monetary value when the consumer spends money. A brand is created by adding a core product with distinctive values that differentiate it from competitors. This is building brand value (Zhong et al., 2017). The value a brand provides to consumers is an integral part of brand equity (Xixiang et al., 2016). Aaker (1992) mentions four factors that determine the value of a brand: (i) brand awareness, (ii) loyalty, (iii) product quality recognized by consumers, and (iv) associations related to the brand.

Customer-based brand equity has five main determining factors, namely value, commitment, trust, social image, and performance. These determinants contribute greatly to developing customer-based brand equity (Qiao et al., 2022). The results of an empirical study conducted by Pujiastuti et al., (2022) show that perceived value has a significant and positive effect on affective commitment.

The hypotheses in this research are:

H₁: Tourist Experience has a significant and positive effect on perceived value.

H₂: Tourist Experience has a significant and positive effect on Affective Commitment

H₃: perceived value has a significant and positive effect on Affective commitment

H₄: perceived value has a significant and positive effect on storytelling behavior.

H₅: affective commitment has a significant and positive effect on storytelling behavior

H₆: storytelling behavior has a significant and positive effect on brand value.

H₇: tourist experience has a significant and positive effect on storytelling behavior.

H₈: tourist experience has a significant and positive effect on brand value.

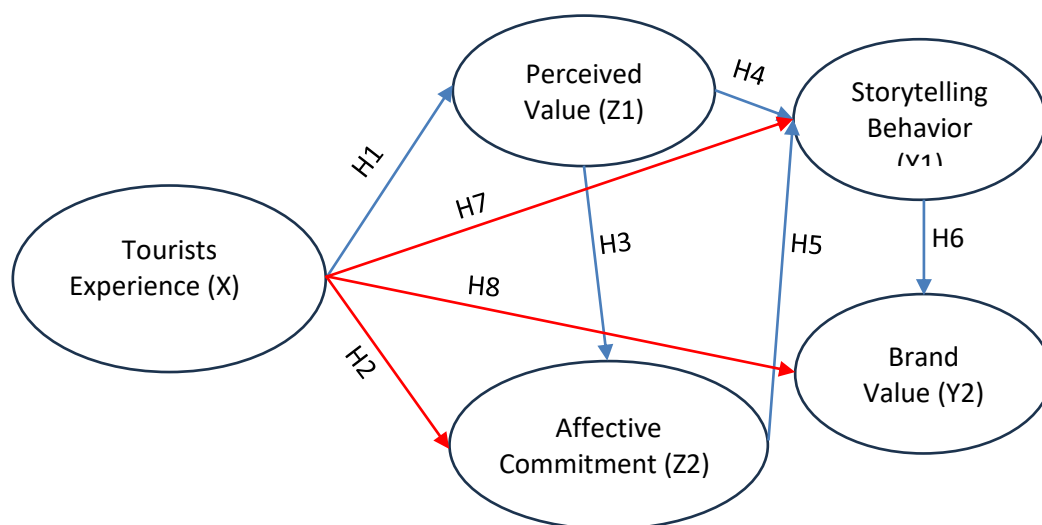


Figure 1. Conceptual Model

Explanation:

→ : the direction of the relationship that has been studied

→ : novelty of the research

Research Methods

This research is limited to the direct influence of tourist experience, perceived value, affective commitment, and storytelling behavior on brand value applied to the destination context. However, little research has examined the relationship between tourist experience on storytelling behavior and brand value.

Research Design

This investigation uses quantitative methods. This research is explanatory because it uses hypothesis testing and explanation to clarify causal relationships between variables. To collect factual information about tourist experiences, perceived value, affective commitment, narrative behavior, and brand values that are consistently found in the research object, this explanatory research uses a survey approach.

Data Collection and Samples

This research uses an incidental sampling technique, namely a non-probability sampling technique to collect data. The Silancur Highland destination, a natural tourist attraction, offers beautiful natural views. became the focus of research. The focus of the study is Silancur Highland located on the southeastern slopes of Mount Sumbing, more precisely Dadapan Hamlet, Mangli Village, Kiangrik District, Magelang Regency, Central Java.

The sample included local tourists (generation Z) who were enjoying the Silancur Highland destination. Accidental sampling is the method used to take samples. Visitors who meet the sample requirements will receive a questionnaire (in the form of a Google form) to fill out. The Machin and Campbell (2011) formula was used to calculate the sample size. A total of 175 respondents were sampled. 200 questionnaires were given to local visitors who visited the tourist village. Of these, 175 questionnaires were returned, or about 87.5% of the expected sample size. The response level was enough to be analyzed using AMOS SEM.

Instruments

Questions changed from earlier research was used to collect demographic information from respondents. In this study, the scale used was a 5-point Likert scale, with the numbers 1 being strongly agree, 2 being agree, 3 being neutral, 4 being disagree and 5 being strongly disagree. The demographic variables are the respondent's age, gender, status, and education level. In creating the research questionnaire, the researchers change indicators from other studies such as the indicators of storytelling behavior and affective commitment (Zhong et al., 2017), perceived value (Qiao et al., 2022), tourist experience (Pujiastuti et al., 2022), and brand value (Jo et al., 2022). Instrument validity and reliability testing was carried out before data collection. The measurement of each variable is show in Table 1.

Table 1. Variable Measurement

Variabel	Indicators	Source
Tourist experience	Joy cheerful Love Surprise Pleasure Implication	(Pujiastuti et al., 2022)
Perceived value	The value of my experience when visiting the Silancur Highland tourist attraction was that it was enjoyable. Get a tourist experience that is worth the price. My experience at the Silancur Highland Tourist Attraction has fulfilled my needs.	(Qiao et al., 2022)

Storytelling behavior	My experience at the Silancur Highland Tourist Attraction has fulfilled my wishes.	(Zhong et al., 2017)
	Experience the extraordinary quality of tourist attractions in the Silancur Highland area.	
	Find it easy to enjoy the tourist attractions offered by the Silancur Highland Area.	
	Experience a precious visit to the Silancur Highland Area.	
	Posting photos to share my holiday stories on Silancur Highland with family.	
	Using social media to share my holiday stories on Silancur Highland with other people.	
	Talking about my holiday in Silancur Highland with other people by telling stories.	
	Narrate about my holiday experience in Silancur Highland to other people	
	Talking about my holiday in Silancur Highland through stories in a conversation.	
	Telling other people about my holiday at the Silancur Highland tourist attraction.	
Affective commitment	Posting photos to share stories of my holiday at the Silancur Highland Tourist Attraction with friends.	Zhong et al., 2017
	There is an "emotional bond" with the Silancur Highland tourist destination	
	A sense of ownership over the Silancur Highland tourist destination.	
	Even though there are many other tourist destinations, I still want to visit Silancur Highland.	
Brand value	Tourist attractions with storytelling are popular with many people.	Jo et al., 2022.
	I prefer tourist attractions that tell a lot about them.	
	The tourist attraction described is unique.	
	Visit tourist attractions full of stories (often told via social media).	
	I want to visit tourist attractions often talked about on social media even if it costs money.	

Respondents believe this primary data represents visitors to the Silancur Highland destination. A questionnaire (Google Form) was used to collect primary data on these topics: brand value, affective commitment, perceived value, storytelling behavior, and visitor experience. Interviews are another method of gathering information. The data collection process will be carried out in February and March 2024.

Results and Discussion

Respondent Sociodemographics

Sociodemographics of 175 respondents are as follows. The age range of respondents ranges from 13 years to 28 years, 68% of respondents are between 19 years and 23 years old. 36% of respondents are female. Respondents' education is 70% senior high school, 19% bachelor's degree, 10% junior high school, and 1% elementary school. Respondents' occupations are 74% students, 20% employees, 4% entrepreneurs, and 2% government employees. Most respondents get information about the Silancur Highland tourist attraction from social media (47%), the remaining 32% recommendations from friends, and 21% from both. Most respondents come from Central Java (78%), followed by East Java 10%, Yogyakarta 8%, West Java 2%, and outside Java 2%.

Validity and Reliability of the Instrument

To determine the discriminant validity, it is necessary to analyze the measurement model through CFA applied in AMOS. If the measure of fit for the measurement model in SEM is adequate, it

can be concluded that the constructs in the model can be further analyzed. The results of the Goodness-of-Fit measures test show a Chi-Square value = 19.94 with CFI = 0.878 and RMSEA = 0.093. These results indicate that not all model criteria are good. The CFI value meets the criteria for the critical cut-off value as a sign that the model is appropriate or supported by empirical data.

A validity test is carried out to verify the validity of the instrument (questionnaire) used to collect or record data. In this study, Pearson product-moment correlation analysis is considered. The validity of a measuring instrument is determined by statistical techniques that calculate the correlation coefficient between the score of each item/statement and the total score. If the correlation coefficient between a statement and the total score of other items is less than or equal to 0.30, then the statement is considered valid (Sekaran, 2011). Each item or phrase had a correlation coefficient greater than 0.30, the computation found. This shows that each item or statement is considered valid and suitable for use as a data collection tool.

A reliability test was carried out to determine the stability and consistency of the research questionnaire. According to Malhotra (2010), a questionnaire is considered reliable if Cronbach's alpha coefficient is less than the 0,6 significance level. In this study, all research instruments were reliable. It was proven that each variable had a Cronbach's alpha value of over 0.6 (Table 1).

Table 2. Reliability Test

Variable	Cronbach's Alpha	Alpha	Information
Tourist experience	0.844	0.6	Reliable
Perceived value	0.872	0.6	Reliable
Affective commitment	0.818	0.6	Reliable
Storytelling behavior	0.824	0.6	Reliable
Brand value	0.820	0.6	Reliable

Source: Primary data that was processed, 2024

Descriptive Analysis

Research findings show that the average respondent gave a score of Tourist experience (X) variable 4.29, which indicates that in general, this variable is in the high category. This shows that respondents generally have good tourism experiences.

The average respondent gave a score to the Perceived value (Y1) variable of 4.15, which indicates that in general, this variable is in the high category. This shows that respondents generally think that tourists have a good value perception.

The average respondent gave a score to the Affective commitment (Y2) variable of 4.06, which indicates that in general, this variable is in the high category. This shows that respondents generally think that tourists have good affective commitment.

The average respondent scored the Storytelling behavior variable (Y3) of 3.77, which indicates that in general, this variable is in the high category. This shows that respondents generally think that tourists have strong storytelling behavior.

The average score of respondents' responses to the Brand value variable (Y4) was 4.15, which is indicated by findings that increasingly support the assumption that this variable is generally in the high category. This shows that the respondent has good brand value.

Table 3. The distribution of respondents' perceptions.

Variables	Indicators	Average Scores
Tourist experience	Happy	4.27
	Cheerful	4.33
	Like	4.35
	Like	4.45
	Inspired	4.06
	Happy	4.30
	Like	4.30

Perceived value	The value of my experience when visiting the Silancur Highland tourist attraction was that it was enjoyable	4.29
	Get a tourist experience that is worth the price	4.22
	My experience at the Silancur Highland Tourist Attraction has fulfilled my needs	4.08
	My experience at the Silancur Highland Tourist Attraction has fulfilled my wishes	4.22
	Experience the extraordinary quality of tourist attractions in the Silancur Highland area	4.05
	Find it easy to enjoy the tourist attractions offered by the Silancur Highland Area	4.07
	Experience a precious visit to the Silancur Highland Area	4.15
Storytelling behavior	Posting photos to share my holiday stories on Silancur Highland with family	3.95
	Using social media to share my holiday stories on Silancur Highland with other people	4.01
	Talking about my holiday in Silancur Highland with other people by telling stories	4.22
	Narrate about my holiday experience in Silancur Highland to other people	4.08
	Talking about my holiday in Silancur Highland through stories in a conversation.	4.14
	Telling other people about my holiday at the Silancur Highland tourist attraction.	4.14
	Posting photos to share stories of my holiday at the Silancur Highland Tourist Attraction with friends.	3.94
Affective commitment	There is an "emotional bond" with the Silancur Highland tourist destination	3.75
	A sense of ownership over the Silancur Highland tourist destination	3.73
	Even though there are many other tourist destinations, I still want to visit Silancur Highland	3.83
Brand value	Tourist attractions with storytelling are popular with many people	4.20
	I prefer tourist attractions that tell a lot about them	4.15
	The tourist attraction described is unique.	4.13
	Visit tourist attractions full of stories (often told via social media).	4.18
	I want to visit tourist attractions often talked about on social media even if it costs money	4.10

Source: Primary data that was processed, 2024.

The results of hypothesis testing

Table 3. Results of direct influence hypothesis testing

Exogenous	Endogenous	Estimate	S.E	CR	P-value	Conclusion
Tourist_Experience	Perceived_Value	1,137	,109	9,613	***	Accepted
Tourist_Experience	Affective_Commitment	,559	,087	9,244	***	Accepted
Perceived_Value	Affective_Commitment	,528	,095	8,682	***	Accepted
Perceived_Value	Storytelling_Behavior	,472	,099	10,653	***	Accepted
Tourist_Experience	Storytelling_Behavior	,228	,066	7,040	***	Accepted
Affective_Commitment	Storytelling_Behavior	,310	,045	9,849	***	Accepted
Storytelling_Behavior	Brand_Value	,914	,051	10,549	***	Accepted
Tourist_Experience	Brand_Value	,119	,049	2,935	0,003	Accepted

Source: Primary data that was processed, 2024.

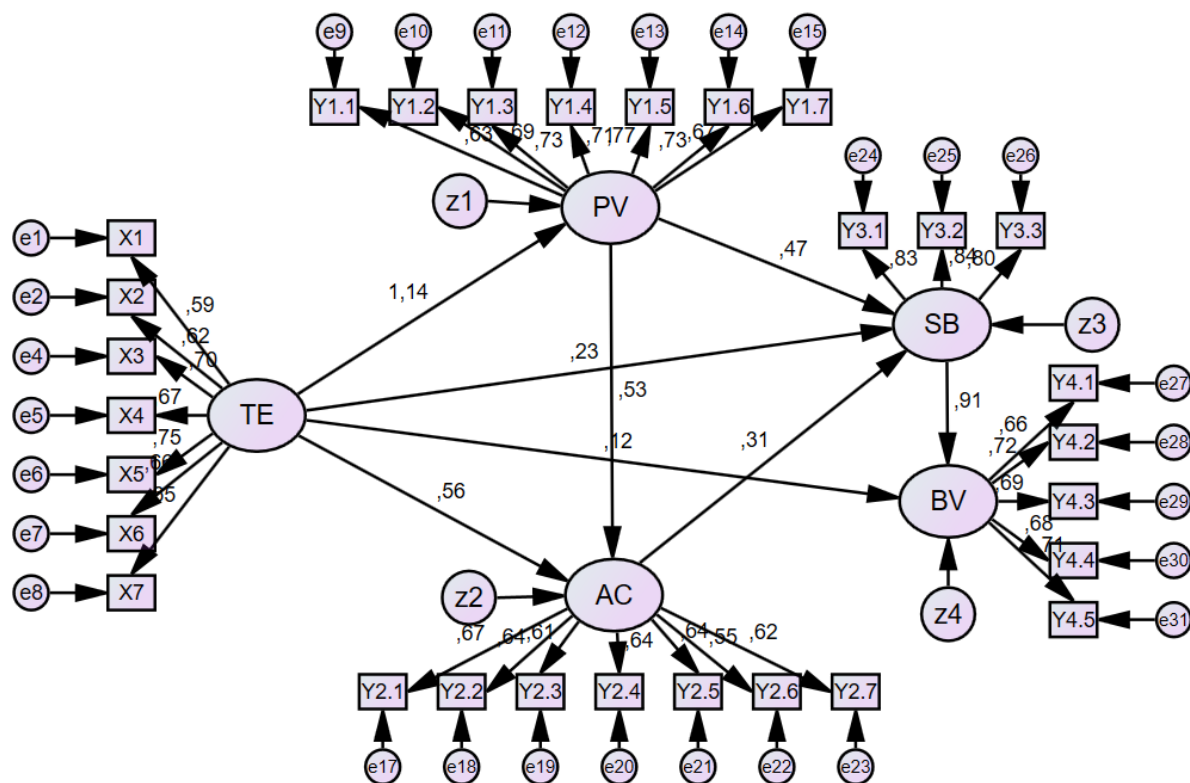


Figure 2. Results of the research.

H₁: Tourist Experience has a significant and positive effect on perceived value

The results of the AMOS SEM analysis obtained an estimated value of 1,137 and a probability value of 0.000 (starred). This means that the probability significance value is < 0.05 . The decision is that the proposed H₁ is empirically proven so the hypothesis that has been formulated can be accepted in this research. This means that the tourist experience significantly affects perceived value. The estimated value with a positive sign indicates that the higher the tourist experience, the greater the perceived value. This means that a positive and more intense tourist experience usually strengthens perceived value. Tourist experience seems to be a significant predictor of perceived value. The results strengthen the results of Lee et al., (2011) namely escape and entertainment experiences are important predictors of both functional and emotional values. Aesthetic experience influences emotional value, but educational experience influences functional value. Rosid et al., (2020) namely, visitor experience has a direct positive and significant effect on visitors' intention to revisit. This is even though conceptual research regarding the relationship between experience and perceived value has been noted (Oh et al., 2007; Prahalad & Ramaswamy, 2004; Wartiningsih et al., 2020)

Perceived value involves comparing perceived experiences and sacrifices such as the price paid and time spent on customer consumption. Customers who receive a higher level of value from a product or service come from the experience they receive when visiting a destination. The experiential or hedonic parts of the consumption experience are generally accepted as important elements for conceptualizing perceived value (Babin & Attaway, 2000; Sweeney & Soutar, 2001). This research uses the second dimension, namely considering value from an intrinsic perspective (value is guided by the experience of using a product or service) (Zietsman et al., 2020).

H₂: Tourist Experience has a significant and positive effect on Affective Commitment

The results of the AMOS SEM analysis obtained an estimated value of 0.559 and a probability value of 0.000 (starred). This means that the probability significance value is < 0.05 . The decision is that the proposed H₂ is empirically proven so the hypothesis that has been formulated can be accepted in this research. This means that the tourist experience significantly affects affective

commitment. The estimated value with a positive sign indicates that the higher the proven tourist experience, the greater their affective commitment to the destination. This means that if tourists prove that the experience is good, it will strengthen affective commitment.

Affective commitment is a customer's tendency to have a relationship with a service provider based on emotional attachment, positive feelings, liking, and identification with the service provider (Fullerton, 2003). Affective commitment can be formed from consumer experience because customer experience is holistic and stimulates customers' cognitive, affective, emotional, social, and physical responses (Verhoef et al., 2009).

Customer experiences in the tourism industry may have a beneficial emotional influence (Rose et al., 2012). According to Ali et al., (2016) consumer emotions—described as affective states of subjective feelings—are positively and significantly influenced by education, entertainment, aesthetics, and escapist experiences (Jang et al., 2011; Jang & Namkung, 2009; Rose et al., 2012). Based on customer brand relationship theory, several parameters can measure the relationship quality between consumers and brands. Trust, satisfaction, and commitment are three factors previously identified as indicators of high-quality relationships (Tsai & Men, 2017; Ulaga & Eggert, 2006). The results that there is a quality relationship between consumers and brands, as seen from the formation of affective commitment where affective commitment is formed from tourist experience.

H₃: Perception Value has a significant and positive effect on Affective Commitment

The results of the AMOS SEM analysis obtained an estimated value of 0.528 and a probability value of 0.000 (starred). This means that the probability significance value is < 0.05 . The decision is that the proposed H₃ is empirically proven so the hypothesis that has been formulated can be accepted in this research. This means that perceived value significantly affects affective commitment. The estimated value with a positive sign indicates that the greater the perceived value received by tourists, the greater their affective commitment to the destination. This means that if tourists feel positive value from the destination, it will strengthen affective commitment. The results strengthen the results of research conducted by (Pujiastuti et al., 2022; Roberts-Lombard et al., 2022). Tourists who receive a higher level of value from products or services usually strengthen their emotional commitment (affective commitment) to the destination. Affective commitment, namely a customer's emotional attachment to a brand, is influenced by the customer's perceived value. The level of perceived value of a service impacts a customer's emotional bond with the brand (Roberts-Lombard et al., 2022).

Based on customer brand relationship theory, this relationship is said to be of quality based on several parameters. The parameters proposed by Tsai & Men, (2017; Ulaga & Eggert, (2006) expressions of trust, satisfaction, and commitment have been measures of quality relationships. The results that the relationship between consumers and brands is a quality relationship because this relationship has formed affective commitment. To create quality relationships, in this research affective commitment can be formed from perceived value.

H₄: Perceived value has a significant and positive effect on storytelling behavior.

The results of the AMOS SEM analysis obtained an estimated value of 0.472 and a probability value of 0.000 (starred). This means that the probability significance value is < 0.05 . The decision is that the proposed H₄ is empirically proven so the hypothesis that has been formulated can be accepted in this research. This means that perceived value significantly affects storytelling behavior. The estimated value with a positive sign indicates that the greater the perceived value received by tourists, the greater their storytelling behavior regarding the destination. This means that, if the perceived value is proven good, it will strengthen tourists' storytelling behavior. The results strengthen the results of research conducted by Pujiastuti et al., (2022, 2023) Perceived value if communicated or told to other tourists will create an understanding of a destination (Pujiastuti et al., 2022). Thus, values are seen to influence consumer behavior. For this research, perceived value can influence consumer behavior such as storytelling behavior. Actions, attitudes, emotions, and

behavior are largely influenced by perceived value. Travelers who receive a higher level of value from products or services are more likely to tell family, friends, or other people via social media.

H₅: Affective commitment has a significant and positive effect on storytelling behavior

The results of the AMOS SEM analysis obtained an estimated value of 0.228 and a probability value of 0.000 (starred). This means that the probability significance value is < 0.05 . The decision is that the proposed H₅ is empirically proven so the hypothesis that has been formulated can be accepted in this research. This means that affective commitment significantly affects storytelling. The estimated value which is positive indicates that the stronger the proven affective commitment, the stronger their storytelling behavior will be for that destination. This means that if tourists have a strong affective commitment, this will strengthen their storytelling behavior about the destination. The results strengthen the results of research conducted by Zhong et al., (2017) and Pujiastuti et al., (2022)

Affective commitment is a positive response from tourists which becomes the basis for behavior, namely storytelling behavior. Tourists with affective commitment will be happy to share stories with others (storytelling behavior). Affective commitment is guided by consumers' emotions, which influence their future behavior such as storytelling behavior as a form of commitment to a destination.

H₆: Storytelling behavior has a significant and positive effect on brand value

The results of the AMOS SEM analysis obtained an estimated value of 0.914 and a probability value of 0.036 (starred). This means that the probability significance value is < 0.05 . The decision is that the proposed H₆ is empirically proven so the hypothesis that has been formulated can be accepted in this research. This means that storytelling behavior significantly affects brand value. The estimated value which is positive indicates that the stronger the proven storytelling behavior, the stronger the brand value of the destination. This means that if tourists have positive storytelling behavior, it will help strengthen brand value. The results strengthen the results of research conducted by Jo et al., (2022) and Moin et al., (2020)

A holistic brand storytelling model is needed to embed brand values in a story and engage consumers to experience the representation of the story (Baker & Boyle, 2009). Stories can make a destination visible and unique (Hsu et al., 2009). Good storytelling related to tourism destinations increases the brand value of the tourism destination (Ganassali & Matysiewicz, 2021). Storytelling increases persuasion in attracting tourist attractions by telling stories related to destinations and tourist attractions (Jo et al., 2022). Good storytelling related to tourism destinations increases the brand value of the tourism destination (Ganassali & Matysiewicz, 2021). Storytelling can convey the value of tourist attractions to tourists and provide emotional value to tourists (Kim et al., 2020). Storytelling can be a promising tool in establishing a destination brand (Pachucki et al., 2022). In the past and present, stories created with shared information have played an important role in shaping meaning, constructing identity, and determining behavior (Godsil & Goodale, 2013). Build identity by building a brand. So, because they understand the importance of a company's brand value, businesses actively use storytelling techniques to communicate their values and increase their brand value (Empirical study results show that storytelling increases brand value, brand liking, and brand satisfaction (Moin et al., 2020). Kim (2020) argues that storytelling can convey the value of a product to consumers and provide emotional value beyond rational values such as product function and price. Tourism storytelling impacts the brand value of tourism destinations (Jo et al., 2022; Soon Choi, 2016).

As active agents in customer behavior relationship (CBR), consumers construct brand meaning through dialogue between brands and consumers (O'Reilly, 2005; Schembri, 2009). The process of creating narratives with others through interactions while learning stories, experiencing them, and sharing them in a foreign language is known as tourism storytelling.

H₇: Tourist experience has a significant and positive effect on storytelling behavior

The results of the AMOS SEM analysis obtained an estimated value of 0.228 and a probability value of 0.007 (starred). This means that the probability significance value is < 0.05 . The decision is that the proposed H7 is empirically proven so the hypothesis that has been formulated can be accepted in this research. This means that the tourist experience significantly affects storytelling behavior. The estimated value which is positive indicates that the greater the proven tourist experience, the stronger the storytelling behavior of the destination. This means that if the tourist experience is positive it will strengthen storytelling behavior.

Tourists are co-creators of tourism experiences where narratives are co-constructed through interactions between producers and consumers (Chronis, 2012). So narrative is at the core of tourism because experiences are essentially stories constructed together (Chronis, 2012). This shows that traveling presents countless photo opportunities and experiences in an expanded phase where social media offers a suitable channel to share these experiences with social networks (Lund et al., 2018). When people connect on social media and share content with their virtual friends and acquaintances, they are essentially storytellers, and sharing stories is their way of doing social activities. The material used as content is the experience gained while traveling. Travel narratives are not only an important element in the construction of personal, collective, and place identities but are also important when reflecting on, experiencing, remembering, and transmitting travel and tourism experiences (Rakic, 2016).

To succeed in destination promotion, factors such as location and accessibility, attractive product and service offerings, quality visitor experiences, and community support are essential (Bornhorst et al., 2010). Storytelling is a marketing tool for destination promotion. Storytelling is a marketing tool to advertise tourist attractions, create travel brand relationships, and maximize travel experiences (Moin et al., 2020; Pachucki et al., 2022). The role of storytelling becomes important when introducing tourist destinations and services in many tourist destinations (Howison et al., 2017). Soule and Wilson (2002) further describe storytelling as a communication process in which people share information and experiences through stories and narratives, to communicate learning, ideas, and cause and effect. Experience is material for telling stories. This positive experience can produce positive information that will be conveyed to other people by telling stories both online and offline. Through storytelling, tourism organizations can showcase tourist experiences by creating a holistic idea picture (Lundqvist et al., 2013).

Based on customer brand relationship theory, relationships between brands and consumers can occur by strengthening tourist responses and behavior. Positive and good experiences received by tourists will become content material that will be shared with other tourists either through word of mouth or using social media. Quality content in the digital marketing process provides a great opportunity for marketing managers to establish greater relationships with consumers (Kim et al., 2020)

H₈: Tourist experience has a significant and positive effect on brand value

The results of the SEM AMOS analysis obtained an estimated value of 0.119 and a probability value of 0.003. This means that the probability significance value is < 0.05 . The decision is that the proposed H8 is empirically proven so the hypothesis that has been formulated can be accepted in this research. This means that the tourist experience significantly affects brand value. The estimated value with a positive sign indicates that the greater the tourist experience, the stronger the brand value of the destination. This means that if the tourist experience is good it will strengthen brand value.

Tourists can create joint brands (Consumers' brand value co-creation). Consumers' brand value co-creation is a participatory effort by each consumer to create experience value collaboratively and contribute to increasing brand value (Chou et al., 2016). Customers must add specific/focused value to their experience through their personal interactions with the company thus generating co-created value and acquiring competence and knowledge.

The basic premise of the CBBE idea is that the strength of a brand lies in what customers have learned, feel, see, and hear about the brand because of their experiences over time (Rai, 2015). Destination managers must be able to study parts of their customer experience and prioritize

strategies to provide added value to the products they manage and improve the quality of the customer experience (Ledden et al., 2007; Shobeiri et al., 2013). This is because to build a strong brand, destination managers make sure customers have the right experience with services.

Based on CBR, which draws on theories of interpersonal relationships from social psychology (e.g. Fournier & Yao, (1997); Kim (2020), can explain the positive relationship that consumers have with a brand which will increase brand value. This positive relationship as positive experiences experienced by tourists will increase brand value. Brand relationship theory considers the emotional connection consumers build with the brand (Robertson et al., 2022). If the results are related to the consumer brand relationship theory, tourist experience influences brand value, this shows that there is a good relationship between consumers and brands. *Theory of consumer brand relationships* namely identifying relationships developing when a brand satisfies psychological needs and contributes to the development of an individual's self-concept (Bhat & Reddy, 1998). A unique experience will build and strengthen brand value and create a strong emotional bond with a brand. Active brands try to differentiate themselves based on experience (Varshneya & Das, 2017).

Theoretical Implications

This study theoretically increases our knowledge about consumer–brand relationships in two main areas. First, we propose and experimentally investigate the relationships between relatively unexplored constructs to contribute to research on consumers' relationships with brands. By examining the relationship between these factors, we can better understand how to build interactions between consumers and brands based on identification. The results emphasize the importance of brand attributes (such as brand value) as useful precursors that increase customers' sense of identification with the brand. So this research introduces tourist experience, perceived value, and storytelling behavior as causes of customer behavior intention (CBI), supporting previous research on consumer behavior (storytelling behavior) which strengthens brand attributes, especially brand value. The research findings strengthen the research results of Moin et al., (2020) that storytelling increases brand value, brand liking, and brand satisfaction. Kim et al., (2020) argues that storytelling can convey the value of a product to consumers and provide emotional value beyond rational values such as product function and price. Tourism storytelling impacts the brand value of tourism destinations.

Second, because other consumers can be informative clues to a business's identity, we emphasize how important it is to consider their influence when creating branding strategies. Managers can, for example, create tourist attractions that create positive experiences for consumers. This is why CBI requires customized methods and there is no one-size-fits-all solution. Branding tactics need to be considered carefully because antecedents have varying influences on how much other customers identify with a brand across product categories. The results that CBI development can be carried out based on the tourist experience which will influence the tourists themselves or the brand itself. The results are known 1). Tourist experience can strengthen tourists' affective commitment to a destination, 2). The tourist experience created can encourage tourists to do storytelling and 3) a good and positive tourist experience will create and strengthen the brand value of the destination.

Third, Perceived value is an important idea in marketing that helps explain consumer behavior. Analyzing customer sentiments toward a trip and forecasting future behavior are made easier aided by perceived value. The benefits that the customer obtains (economic, social, and relational) and the sacrifices that the customer makes (price, time, effort, risk, and reward) are considered to make up perceived value.

Practical Implications

As shown by the empirical investigation findings, managing this area is important because it will determine how good the total brand value is. Managers must also be able to stand out from the crowd due to the intense competition. This can be achieved by concentrating on developing a tourist experience that combines these elements to build customer brand relationships, which are important for growing brand value. Building and managing strong consumer brand relationships is

a challenge if tourist experience, perceived value, affective commitment, and storytelling behavior are considered. To effectively exceed customer expectations, tourism businesses must know them.

The research mentioned above shows that the respondent also thinks about the importance of brand value. It is hypothesized that destination managers who emphasize the application of these four factors to the younger generation will have a higher chance of building lasting customer brand relationships and strengthening brand value. Because connectedness develops over time, attention must be paid to the younger generation. This is increasingly supported by research that finds a strong relationship between independent variables and brand value and the existence of mediating variables. However, because tourist experience is the foundation of a good brand relationship with tourists, it must be the main focus. From a managerial perspective, providing good and positive experiences will increase perceived values so they can strengthen affective commitment. A strong emotional bond will increase the possibility that tourists will share their experiences, thus creating good and strong brand value.

Conclusion and Future Direction

The research results show that 1). Tourist Experience has a significant and positive effect on perceived value. 2). Tourist Experience has a significant and positive effect on Affective Commitment. 3). Perceived value has a significant and positive effect on Affective commitment. 4). perceived value has a significant and positive effect on storytelling behavior. 5). affective commitment has a significant and positive effect on storytelling behavior. 6). Storytelling behavior has a significant and positive effect on brand value. 7). Tourist experience has a significant and positive effect on storytelling behavior. 8). Tourist experience has a significant and positive effect on brand value.

In this research, there are several limitations. First, we only looked at how tourists behaved regarding their preferred brands when extrapolating the findings. Studies that examine how much customers identify with a particular brand can provide valuable perspective on the strength of the relationships we build. Second, Researchers only replicate the model in various types of tourism, such as sport tourism, rural tourism, farm tourism, heritage tourism, and rural tourism, so it cannot yet generalize the results further. Future research can also apply this framework to the context of other fields of science such as communication as well as psychology and other consumer features.

Third, we identify tourist behavior such as whether they will visit once and not return to the same destination. However, there may be other differences between one destination and another that make it difficult to characterize product differences in terms of personal consumption, especially among novelty-seeking tourists. So, to identify the origins of the gap, the study can use more parts of individual features that can encourage strengthening brand value, apart from the tourist experience. This can be useful for measuring how tourists interact with brands. Thus, future research will use experiments with different points of view and different theories such as Social identity theory.

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