


**WHAT DRIVES TOURIST DELIGHT AND TOURIST EQUITY AND CONSEQUENCES IN TOURIST LOYALTY**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 03 April 2023</p> <p><b>Accepted</b> 04 July 2023</p>	<p><b>Purpose:</b> This study was to test Sensory Experience Tourist Equity, Affective Experience, Tourist Delight, Cognitive, Behavioral Experience, Tourist Delight, Tourist Equity effect on Tourist Loyalty.</p>
<p><b>Keywords:</b></p> <p>Sensory Experience; Tourist Equity; Affective Experience; Tourist Delight; Cognitive experience; Behavioral Experience; Tourist Loyalty; Social Experience.</p> <div data-bbox="172 1122 480 1368" style="text-align: center;">  </div>	<p><b>Theoretically framework:</b> The article is portrayed various research which includes quantitative, and case studies available in various databases like a web of science, Scopus is illustrated for a better understanding of the topic.</p> <p><b>Design/methodology/approach:</b> This study are tourism tourists who have visited Huta Tinggi once a year. The sample in this study were 200 respondents using a purposive sampling technique with the criteria of tourists who had visited Huta Tinggi once a year. This research is a quantitative research with a survey method. The data collection tool in this study used a questionnaire. Data analysis using PLS-SEM.</p> <p><b>Findings:</b> showed that Affective Experience had a positive and significant effect on Tourist Delight, Cognitive Experience had a positive and significant effect on Tourist Delight and Tourist Equity, Sensory Experience had a positive and significant effect on Tourist Delight and Tourist Equity, Social Experience had a positive and significant effect on Tourist Delight and Tourist Equity, Tourist Delight has a positive and significant effect on Tourist Equity, Tourist Delight has a positive and significant effect on Tourist Loyalty, Tourist Equity has a positive and significant effect on Tourist Loyalty.</p> <p><b>Originality/value:</b> This study provides empirical evidence and will be a useful guide for tourism in building more strategic destinations for tourists' enjoyment or tourist delight.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i7.2198">https://doi.org/10.26668/businessreview/2023.v8i7.2198</a></p>

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## O QUE IMPULSIONA O PRAZER E O PATRIMÔNIO DO TURISTA E SUAS CONSEQUÊNCIAS NA FIDELIDADE DO TURISTA

### RESUMO

**Objetivo:** Este estudo teve como objetivo testar o efeito da Experiência Sensorial, Equidade Turística, Experiência Afetiva, Encantamento Turístico, Experiência Cognitiva, Comportamental, Encantamento Turístico, Equidade Turística na Lealdade do Turista.

**Estrutura teórica:** O artigo retrata várias pesquisas, inclusive quantitativas, e estudos de caso disponíveis em vários bancos de dados, como web of science e Scopus, para uma melhor compreensão do tópico.

**Projeto/metodologia/abordagem:** Este estudo é feito com turistas que visitaram Huta Tinggi uma vez por ano. A amostra deste estudo foi de 200 respondentes usando uma técnica de amostragem intencional com o critério de turistas que visitaram Huta Tinggi uma vez por ano. Esta é uma pesquisa quantitativa com um método de levantamento. A ferramenta de coleta de dados deste estudo foi um questionário. A análise dos dados foi feita com o PLS-SEM.

**Resultados:** Mostraram que a experiência afetiva teve um efeito positivo e significativo sobre o prazer turístico, a experiência cognitiva teve um efeito positivo e significativo sobre o prazer turístico e o patrimônio turístico, a experiência sensorial teve um efeito positivo e significativo sobre o prazer turístico e o patrimônio turístico, a experiência social teve um efeito positivo e significativo sobre o prazer turístico e o patrimônio turístico, o prazer turístico teve um efeito positivo e significativo sobre o patrimônio turístico, o prazer turístico teve um efeito positivo e significativo sobre a lealdade do turista, o patrimônio turístico teve um efeito positivo e significativo sobre a lealdade do turista.

**Originalidade/valor:** Este estudo fornece evidências empíricas e será um guia útil para o turismo na construção de destinos mais estratégicos para a diversão ou o prazer do turista.

**Palavras-chave:** Experiência Sensorial, Tourist Equity, Experiência Afetiva, Prazer do Turista, Experiência Cognitiva, Experiência Comportamental, Lealdade do Turista, Experiência Social.

## QUÉ IMPULSA EL PLACER TURÍSTICO Y EL PATRIMONIO Y SUS CONSECUENCIAS EN LA FIDELIDAD DE LOS TURISTAS

### RESUMEN

**Objetivo:** Este estudio pretende comprobar el efecto de la Experiencia Sensorial, el Patrimonio Turístico, la Experiencia Afectiva, el Encanto Turístico, la Experiencia Cognitiva, la Experiencia Conductual, el Encanto Turístico y el Patrimonio Turístico en la Lealtad del Turista.

**Marco teórico:** El artículo presenta diversas investigaciones, incluidas las cuantitativas, y estudios de casos disponibles en varias bases de datos, como web of science y Scopus, para una mejor comprensión del tema.

**Diseño/metodología/enfoque:** Este estudio se realiza con turistas que visitan Huta Tinggi una vez al año. La muestra de este estudio fue de 200 encuestados mediante la técnica de muestreo intencional con el criterio de turistas que visitaron Huta Tinggi una vez al año. Se trata de una investigación cuantitativa con un método de encuesta. La herramienta de recogida de datos para este estudio fue un cuestionario. El análisis de datos se realizó con PLS-SEM.

**Los resultados:** La experiencia afectiva tuvo un efecto positivo y significativo en el disfrute turístico, la experiencia cognitiva tuvo un efecto positivo y significativo en el disfrute turístico y el patrimonio turístico, la experiencia sensorial tuvo un efecto positivo y significativo en el disfrute turístico y el patrimonio turístico, la experiencia social tuvo un efecto positivo y significativo sobre el disfrute turístico y el patrimonio turístico, el disfrute turístico tuvo un efecto positivo y significativo sobre el patrimonio turístico, el disfrute turístico tuvo un efecto positivo y significativo sobre la fidelidad del turista, el patrimonio turístico tuvo un efecto positivo y significativo sobre la fidelidad del turista.

**Originalidad/valor:** Este estudio aporta pruebas empíricas y será una guía útil para el turismo a la hora de construir destinos más estratégicos para el disfrute o placer del turista.

**Palabras clave:** Experiencia Sensorial, Patrimonio Turístico, Experiencia Afectiva, Placer Turístico, Experiencia Cognitiva, Experiencia Conductual, Lealtad Turística, Experiencia Social.

## INTRODUCTION

Indonesia is a country with various tribes and cultures with several islands from Sabang to Merauken. Indonesia is also famous for its natural beauty; therefore, many foreign tourists visit Indonesia with the aim of traveling to enjoy the beauty of tourism in Indonesia, whose natural wealth is spread throughout the archipelago. Indonesia has tourism potential that can be developed in the future in this case, one beauty belongs to the tourist village of Huta Tinggi (Widodo et al., 2019) .

Huta Tinggi Tourism Village is one of the villages in Pangururan District, the Samosir Administrative Region and was designated as a tourist village in 2019 based on the Decree of the Samosir Regent Number 372 concerning the Naming of Tourism Villages in the Samosir Administrative Area. The main product of this village is tour packages based on local wisdom which have been sold and marketed to domestic and foreign tourists. One of the capacity buildings in HR is the provision of facilities and infrastructure that are expected to provide extraordinary benefits and can reach all people in the village of Huta Tinggi. All villagers are involved in this tour package, starting from children as cultural artists, some adults as culinary and food processing project makers, village tour guides as tour partners and educational resource persons and storytellers, livestock owners and farmers and ranchers as providers. tourism / tourism and partners and owners of lapo (tuk-tuk / Batak Wine Shop) as providers of entertainment and events. In this case, the success of quality tourism can be determined by Sensory Experience. This sensory experience uses multiple senses such as sight, feel, hearing, smell and touch to help create a unique connection between the traveler's perception and the destination of the trip (Hafidzi & Qomariah, 2020).

Sensory Experience is an attempt to create experiences that involve the five senses, including sight, hearing, smell, taste and touch (Rupini & Nandagopal, 2015). According (Stone et al., 2018) sensory experience, namely creating customers through the five senses of sight, hearing, touch, taste and smell. In this case, tourism forms a unique link between tourists and tourism products through Sensory Experience. Liaison of the human senses, namely seeing (visual), smelling, (Hafidzi & Qomariah, 2020). The five senses are therefore inextricably linked with the experience of travel. This is done to create customer pleasure, one of which is Affective Experience.

Affective Experience is a feeling of pleasure or sadness that arises from seeing and using a particular brand or product (Chandra & Keni, 2021). Besides that (Hosany et al., 2017) also said that Affective Experience consumer feelings and internal feelings towards the brand.

Consumer experience is considered very important in brand recognition because they know and pay attention to the offers offered by these promotions and then compare them with other offers.

Cognitive Experience is when consumers obtain information and experience from several interactions with elements created by several service providers. The feelings or information received are automatically stored in the tourist's memory. Schmitt also emphasizes that the customer experience provides sensory, emotional, cognitive, behavioral, and relational values that replace functional values (Schmitt, 2017). This experience gives satisfaction to tourists, so that satisfied consumers return to using the service and praise it and share experiences or Special Experiences.

Social Experience is a relationship with other people, other groups (eg work, lifestyle) or broader and abstract social community (eg country, society, culture (Stone et al., 2018). In this case, tourists will feel comfortable when they socialize with other people. So that tourists seek this experience on social media and will socialize, exchange ideas with other tourists to get broader experiences and information. According(Tjiptono, 2012) assumes that experience consists of individuals, subjective, special events, and special contexts. Which can be interpreted, experiences that are made together with other people in a social context.

Behavioral Experience is the behavioral experience of tourists to visit and recommend the consequences of tourist interactions with a destination (Juliana et al., 2023; Yuliantoro & Antonio, 2022). Broadly speaking, behavioral experience is related to the experience of tourists with brands in carrying out certain actions. When someone uses a brand, tourists can be involved in carrying out certain actions or behaviors. With behavioral experience, tourists can also feel a brand has an orientation to action, so that tourists create pleasure or Tourist Delight (Juliana et al., 2022). Tourist Delight occurs when positive disconfirmation is combined with pleasure and surprise. Tourist Delight can be influenced by several factors including service encounters, service convenience, service recovery and service excellence (Loureiro, 2020). Delight continues to be seen as a result of Tourist Equity exceeding expectations.

Tourist Equity of a destination increases along with the increasing level of differentiation perceived by the market compared to competitors (Pujiastuti et al., 2020). In this case an understanding of the essence of comprehensive destination brand equity requires a deeper understanding of how destination brand equity is formed and measured by tourists, in this case, namely Tourist Loyalty. In terms of Tourist Loyalty, tourists to tourist destinations are known as destination brand loyalty. In the context of tourism, behavioral loyalty will be shown by repeated visits, while attitudinal loyalty will be shown by commitment or a positive

attitude towards tourist destinations. Previous researchers did a lot of research on the sensory experience dimension having a positive influence on Cognitive Experience and Affective Experience but did not have a positive influence on Behavioral Experience (Farida & Roesman, 2019). This is also reinforced by research conducted by (Japutra & Keni, 2020) shows that the sensory experience dimension has a positive influence on brand attachment. Further, according (Chandra & Keni, 2021) the sensory experience dimension has a positive effect on Cognitive Experience and Affective Experience. According (Farida & Roesman, 2019) the affective experience dimension is associated with Cognitive Experience, Affective Experience and Behavioral Experience producing a positive influence. This is also reinforced by research conducted by (Davies et al., 2018) that the affective experience dimension has a positive effect on Tourist Delight and Tourist Equity. Further, on research (Shoukat & Ramkissoon, 2022a) explained that the behavioral experience dimension can only positively influence the tourist delight behavior but cannot positively affect the cognitive experience, affective experience (Saravanan et al., 2023). This is contrary to research conducted by (Sadeghi et al., 2022) that the behavioral experience dimension has no influence on Tourist Delight and equity. The variable dimensions of brand experience in this study are only limited to sensory, affective and behavioral.

Theoretically, thi study contributes to the gaps in the literature, sensory experience and tourist pleasure are contributors to destination loyalty (Shoukat & Ramkissoon, 2022a), (Davies 2018) and (Sadeghi et al., 2022) In order to achieve these two variable objectives, it must be attractive enough to make tourists visit it and provide a pleasurable experience. Given previous research where the experience was pleasant, tourists will be satisfied with the destination (Pujiastuti et al., 2020) and (Juliana et al., 2023) In this case, an attractive destination is cool enough to make tourists develop an emotional experience, where they are looking for a pleasant experience. Based on some of the previous studies above, this study aims to test Sensory Experience Tourist Equity, Affective Experience, Tourist Delight, Cognitive, Behavioral Experience, Tourist Delight, Tourist Equity effect on Tourist Loyalty.

## **Background**

The success of quality tourism can be determined by Sensory Experience. This sensory experience uses multiple senses such as sight, feel, hearing, smell and touch to help create a unique connection between the traveler's perception and the destination of the trip. The five senses are therefore inextricably linked with the experience of travel. This is done to create

customer pleasure, one of which is Affective Experience. This experience gives satisfaction to tourists, so that satisfied consumers return to using the service and praise it and share experiences or Special Experiences.

### **Justification**

This study wants to find Sensory Experience Tourist Equity, Affective Experience, Tourist Delight, Cognitive, Behavioral Experience, Tourist Delight, Tourist Equity effect on Tourist Loyalty.

### **The Objective of the work**

This study aims to test Sensory Experience Tourist Equity, Affective Experience, Tourist Delight, Cognitive, Behavioral Experience, Tourist Delight, Tourist Equity effect on Tourist Loyalty.

## **LITERATUR REVIEW**

According (Agapito et al., 2021) defines sensory experience as acts of sight, hearing, touch, taste, and smell that can evoke aesthetic pleasure, excitement, and satisfaction. Besides that, (Scuttari, 2021) conceptualize sensory dimension models, such as visual, auditory, olfactory, gustatory and tactile. All dimensions will function as stimuli that will be transformed to the brain as memory and can contribute to behavioral intention.

According (Chandra & Keni, 2021) Affective experience is "which includes the feelings evoked by the brand and its emotional bond with consumers". While in (Richards, 2001) stated that "the affective dimension refers to the consumer's emotions and inner feelings towards the brand".

Based on the above understanding, the researcher can conclude that affective experience is a feeling of pleasure or sadness that arises from the experience of seeing and using a particular brand or product.

Cognitive Experience is a unified commitment as an effective relationship between a person's feelings and a group or to encourage consumers to be interested and think creatively so that it might be able to produce a re-evaluation of the company and the brand. (Kosanke, 2019). According (Shanti et al., 2019) said cognitive experience can make people to judge and experience certain problems. And it can be concluded that individual experience of objects can



produce strong and long-lasting attitudes towards objects if the experiences experienced have good results or not.

Social Experience is a relationship with other people, other groups (eg work, lifestyle) or a broader and abstract social community (eg country, society, culture) (González et al., 2020). It can be concluded that tourists will feel comfortable when they socialize with other people, so they visit and not just look for, but also socialize, exchange ideas with people on social media to get broader experiences and information. According (Tjiptono, 2012) assumes that experience consists of individuals, subjective, special events, and special contexts. Which can be interpreted, experiences that are made together with other people in a social context.

According (Schmitt, 2017) is the behavioral experience of tourists to visit and recommend the consequences of tourist interactions with a destination. Based on the above understanding, the researcher can conclude that behavioral experience is tourist behavior that may be triggered by service quality and satisfaction.

According (Loureiro, 2020) states delight is an emotion which is a combination of Pleasure and Arousal. Pleasure refers to the degree to which people feel good, joyful, or happy in the situation. Tourist Delight can appear as a result of (Kim, 2014) many researchers propose another conceptualization of Tourist Delight which is an extreme level of satisfaction. Yet followers of this conceptualization fail to distinguish between satisfaction and pleasure.

According (Kotler, 2012) defines brand equity as added value given to goods and services. The concept of consumer-based brand equity as the differential effect of brand knowledge on consumer response to the marketing of a brand.(Aaker, 2016) defines brand equity as a set of assets and liabilities associated with a brand, name and symbol that add or subtract from the value provided by a product or service to companies and consumers. In the marketing concept, brand equity is very well known as a strategy that results in increasing the value of a product to bring other benefits that have an impact on the company.

In the tourism industry, a brand equity approach that is suitable for use is a consumer-based brand equity approach, which in this case is a visitor who is an adoption of Customer-Based Brand Equity. Consumer-based brand equity (Customer-Based Brand Equity) is the strength of the brand lies in what consumers learn, feel, see, and hear about the brand as their experience. Consumer-based brand equity is defined as the differential effect that brand knowledge has on customer response.

Loyalty of tourists in their travels during tours can lead to repeated purchase recommendations and positive or negative judgments in their minds. These recommendations,

whether in the form of word-of-mouth suggestions directly or from social media can provide benefits for a tourist attraction or tourist destination in terms of promotion. This can make these tourists feel loyal and want to return to previous tourist attractions (Ambalao et al., 2022).

According (Cetin & Dincer, 2014) stating returning to visit and spreading positive things about the attractions he visited is a form of loyalty that incorporates his post-purchase evaluation before. If the experience is positive, then the consequence is positive loyalty and vice versa.

### **The Effect of Sensory Experience with Tourist Delight**

Sensory experience integrates types of senses such as sight, hearing, taste, and touch, with stimuli, so that these stimuli are captured by receptors to become a tourist delight. (Rupini & Nandagopal, 2015). According (Juliana et al., 2022; Yuliantoro & Antonio, 2022) visual aspects that support tourist delight in musical performances on stage do not only depend on the sound produced by singers or musicians who are performing, but also additional components that have the potential to increase the enthusiasm of concert goers, such as dance, attractions, and other effects. dramatic lights. This aesthetic component will be unique, so that tourists will be happy and remembered continuously. As research conducted by (Ardyan & Wibisono, 2019), (Susanti & Riptiono, 2019) and Rivera et al., 2019) the results show that Sensory Experience has a positive and significant effect on Tourist Delight. Therefore, the following hypothesis can be drawn:

H<sub>1</sub>: Sensory Experience has a positive and significant effect on Tourist Delight

### **Effect of Sensory Experience with Tourist Equity**

Sensory experience is an experience based on stimulation of the human senses that occurs when the consumer is in that place, where when the destination has a good sensory experience, the more it makes the customer more willing and willing to provide positive Tourist Equity. As research conducted by (Cervova & Vavrova, 2021), (Xu et al., 2020) and (Ibrahim Rashid, 2019) shows that Sensory Experience has a positive and significant effect on tourist equity.

H<sub>2</sub>: Sensory Experience has a positive and significant effect on tourist equity.



### **Effect of Affective Experience with Tourist Delight**

Affective experience is a feeling of pleasure or sadness that arises from the experience of seeing and using a particular brand or product (Ibrahim Rashid, 2019), The link with tourist delight, where when a destination has an effective experience, it will increasingly make tourists satisfied, so tourists will feel happy. As research conducted by (Ibrahim Rashid, 2019), (Shoukat & Ramkissoon, 2022b) dan (Juliana et al., 2022; Yuliantoro & Antonio, 2022) shows that Affective experience has a positive and significant effect on tourist delight.

H<sub>3</sub>: Affective experience has a positive and significant effect on tourist delight

### **Effect of Affective Experience with Tourist Equity**

Affective experience is related to Tourist Equity, where when a destination has an effective experience at that destination, the destination gets equity or a good response from tourists. As research conducted by (Juliana et al., 2022; Yuliantoro & Antonio, 2022) and (Ibrahim Rashid, 2019) The results show that Affective experience has a positive and significant effect on tourist equity

H<sub>4</sub>: Affective experience has a positive and significant effect on tourist equity

### **The Influence of Cognitive Experience with Tourist Delight**

According (Ye et al., 2021) said cognitive experience can make people evaluate and experience certain problems and the awareness achieved by cognitive experience, so that it has an impact on the time spent in these destinations. Cognitive Experience Linkage with Tourist Delight, where tourists feel comfortable when they are at the destination, it will increasingly make tourists satisfied. Like the research done (Susanti & Riptiono, 2019), (Chiu et al., 2020) shows that Cognitive Experience has a positive and significant effect on tourist delight.

H<sub>5</sub>: Sensory Experience has a positive and significant effect on tourist equity.

### **The Influence of Cognitive Experience with Tourist Equity**

Cognitive Experience Linkage with Tourist Equity, where when a destination has tourists who feel comfortable with the place, then the destination has better equity or a good response from tourists. As research conducted by (Yoon & Uysal, 2018), (Shanti et al., 2019) The results show that Cognitive Experience has a positive and significant effect on tourist equity.

H<sub>6</sub>: Sensory Experience has a positive and significant effect on tourist equity.

### **Influence of Social Experience with Tourist Delight**

According (Shuib et al., 2015) Today's customer experience is more social than ever, given the variety of channels, media, and touch points that customers enjoy with companies and the variety of interactions involved. With this social dimension, it can be trusted that there will be a continuation of the relationship between companies and consumers.

The relationship between Social Experience and tourist delight where tourists have positive social experiences can increase one's pleasure in traveling, so that social experience has a significant effect on Tourist Equity. As research conducted (Jolly et al., 2019), (González et al., 2020). The results show that Social Experience has a positive and significant effect on Tourist Delight

H<sub>7</sub>: Social Experience has a positive and significant effect on Tourist Delight

### **Influence of Social Experience with Tourist Equity**

Customer experience given the various channels, media, and touch points that customers enjoy with companies and the diversity of interactions involved, given the current customer experience is more social than ever before. The continuation of the relationship between companies and consumers can be trusted with this social dimension (Pereira & Hor-meyll, 2018). In this case, where the destination is good, tourists will share experiences on social media.

As research conducted by (Suprapti et al., 2022), (Kang & Schuett, 2019) The results show that Sensory Experience has a positive and significant effect on tourist equity.

H<sub>8</sub>: Social Experience has a positive and significant effect on tourist equity

### **Influence Behavioral Experience with Tourist Delight**

Behavioral experience is a set of thoughts and feelings that occur before or after using a specific product. This shows that even if a person has a negative behavioral experience, it does not prevent them from making a purchase. This can be attributed to the numerous destinations available and the numerous products available.

Similarly to the research that is being conducted (Chen & Chen, 2010) (Lin & Kuo, 2016) and (Haji et al., 2021) demonstrates that Behavioral Experience has a positive impact on Tourist Delight.

H<sub>9</sub>: Behavioral Experience positive and significant effect on Tourist Delight

### **Influence Behavioral Experience with Tourist Equity**

Behavioral experience is an action and behavior that appears while or after using a particular product. This shows that even though customers experience a behavioral experience, this does not make them intend to repurchase (Terblanche, 2018). This can be due to the various choices of existing destinations and the variety of products available (Polat & Cetinsoz, 2021).

As research conducted by (de Waal & van der Heijden, 2018), (Ika Suryaningsih, 2020) shows the results that Behavioral Experience has a positive effect on Tourist Equity

H<sub>10</sub>: Behavioral Experience has a positive and significant effect on Tourist Equity

### **Tourist Delight Mediated Tourist Equity Effect on Tourist Loyalty and Tourist Equity Mediated Tourist Delight on Tourist Loyalty**

Connection Tourist Delight and Tourist Equity through tourist loyalty has been announced by several studies. Where is the importance of perceived value as an intervening variable or relationship between Tourist Delight and Tourist Equity and determinants such as the quality of its services have been supported by several studies. As research conducted by (Polat & Cetinsoz, 2021), (Suprpti et al., 2022), (Kang & Schuett, 2019) shows that Tourist Delight and Tourist Equity have an effect on Tourist Loyalty.

Based on the explanation above, the study hypothesis is:

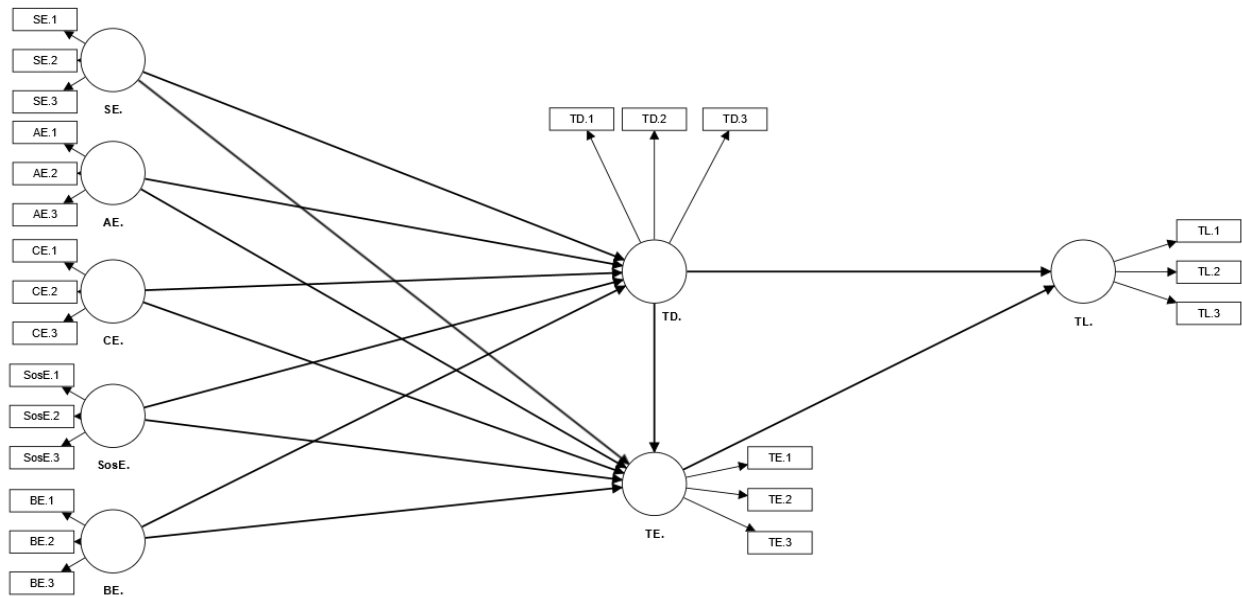
H<sub>11</sub>: Tourist Delight as intervening has a positive and significant effect on Tourist Loyalty

H<sub>12</sub>: Tourist Equity as intervening has a positive and significant effect on Tourist Loyalty

### **Framework of Mind (Frame Work)**

Based on the literature review described previously, the Framework for this study can be presented as Figure 1 below.

Figure 1. Conceptual Framework



Source: Processed Data, 2023

## RESERCH METHODS

This study used an explanatory research approach to determine tourists' intentions to visit tourist communities. Purposive sampling with reasoning criteria was used to determine the number of samples. Variable indicators are derived from data analysis studies. A structural equation model (SEM-PLS) is used in the study analysis to rectify measurement errors by considering the influence of interactions in the model (Ghozali, 2018).

*Outer model* this is shown to test the reliability and validity of the indicators as measuring constructs in the research model. Second, is *inner model* or also known as the *structural model*. Hasil *inner model* This is obtained from the process *bootstrapping* on data *non-parametric* (Hair et al.,, 2018).

In this study, the significance level used was  $\alpha = 0.05$ , with the degree of freedom classified as infinity, so the T-table value for the one-tailed hypothesis was 1.645 (Chin, 1998). Second, by looking at the coefficient (*standardized coefficient*) obtained, whether the direction of the coefficient is in accordance with the direction of the known directional hypothesis and written in the hypothesis. If it is known that there is a significant influence and the direction of the coefficient is in accordance with the hypothesis, it can be concluded that the hypothesis supported. Furthermore, path analysis is carried out to analyze the influence of variables on each path through the mediating variable. This is done to assess the mediating ability of the mediating variables in the research model. This analysis phase can be done by looking at the value of the specific indirect effect (Nitzl et al., 2016).

Table 1. Operational Definition and Conceptual Definition

Variabel	Conceptual Definition	Indicator	Scale	Source
Sensory Experience	Sensory Experience is to provide experiences to consumers that influence the five senses of consumers. The five senses are sight, smell, taste, hearing, touch or touch (Rupini & Nandagopal, 2015).	<ol style="list-style-type: none"> <li>1. Appearance</li> <li>2. Aesthetics</li> <li>3. Cleanliness</li> </ol>	1-5	(Rupini & Nandagopal, 2015), (Cervova & Vavrova, 2021), (Xu et al., 2020)
Affective Experience	Affective Experience is a state that is felt from moods and emotions (Kosanke, 2019)	<ol style="list-style-type: none"> <li>1. In a good mood</li> <li>2. Happy</li> <li>3. Enthusiastic</li> <li>4. Surprised</li> <li>5. Amazed</li> </ol>		(Kosanke, 2019), (Agapito et al., 2021) dan (Ibrahim Rashid, 2019)
Cognitive Experience	Cognitive Experience is a unified commitment as an effective relationship between a person's feelings and a group or to encourage consumers to be interested and think creatively so that it might be able to produce a re-evaluation of the company and the brand (Kosanke, 2019)	<ol style="list-style-type: none"> <li>1. Make me think and reflect.</li> <li>2. Teach me interesting things.</li> <li>3. Awaken my curiosity.</li> <li>4. Bring interesting ideas to mind.</li> <li>5. Inspire</li> <li>6. Interest</li> </ol>		(Kosanke, 2019), (Shanti et al., 2019)
Social Experience	Social Experience is a relationship with other people, other groups ( <i>eg work, lifestyle</i> ) or a broader and abstract social community ( <i>eg country, society, culture</i> ) (Giray et al., 2019).	<ol style="list-style-type: none"> <li>1. Perceived positive impression</li> <li>2. Promote social status</li> <li>3. Get recognition</li> </ol>		(Tjiptono, 2015), (Handarkho, 2021).
Behavioral Experience	Behavioral experience is the behavioral experience of tourists to visit and recommend the results of tourist interactions with a destination (Schmitt, 2017).	<ol style="list-style-type: none"> <li>1. Remember</li> <li>2. Stimulating the power of thought</li> <li>3. Feeling physically</li> </ol>		(Kosanke, 2019)
Tourist Delight	Finn stated that Tourist Delight is an emotion felt by consumers which is a combination of Pleasure and Arousal (Loureiro, 2020).	<ol style="list-style-type: none"> <li>1. Happy</li> <li>2. Carefree</li> <li>3. Very Excited</li> </ol>		(Yuliantoro & Antonio, 2022) (Juliana et al., 2023)
Tourist Equity	Tourist Equity is a concept of consumer-based brand equity as the differential effect of brand knowledge on consumer response to the marketing of a brand (Aaker, 2016).	<ol style="list-style-type: none"> <li>1. image</li> <li>2. quality</li> <li>3. value</li> <li>4. loyalty</li> </ol>		(Kosanke, 2019), (Shanti et al., 2019)
Tourist Loyalty	Tourist Loyalty is a deeply held commitment to repurchase or repatronize preferred products/services consistently in the future, resulting in the purchase of the same brand or the same set of brands, despite situational influences and marketing efforts that have the potential to cause behavior change (Kotler, 2012)	<ol style="list-style-type: none"> <li>1. Telling experiences</li> <li>2. Revisit</li> <li>3. Have a desire to review.</li> </ol>		(Rahayu et al., 2022), (Kosanke, 2019), (Shanti et al., 2019)

Source: Processed Data, 2023

## RESULTS AND CONCLUSION

### Evaluation of Measurement Models (*Outer Model*)

Convergent Validity The results of the convergent validity test showed that all items that measure the search variable with a loading value greater than 0.6 concluded that all items were considered valid. The AVE value can be seen in Table 2 below:

Table 2. Test Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Affective Experience	0,8589	0,9957	0,9092	0,7706
Behavioral Experience	0,8218	0,8846	0,8882	0,7267
Cognitive Experience	0,7206	0,7255	0,8427	0,6414
Sensory Experience	0,7859	0,8597	0,8744	0,7014
Social Experience	0,7617	0,7695	0,8639	0,6802
Tourist Delight	0,7905	0,7954	0,8779	0,7061
Tourist Equity	0,7401	0,7699	0,8505	0,6552
Tourist Loyalty	0,8113	0,9160	0,8848	0,7205

Source: Processed Data, 2023

Based on the table above, it shows that all work with *Cronbach's alpha* and the composite reliability value is greater than 0.70. Based on the table above, it can be seen that all combinations of AVE values have an AVE value greater than 0.50. Thus, all measurement constructs are reliable and valid according to evidence.

While the Centered *VIF* value of the Affective Experience, Behavioral Experience, Cognitive Experience, Sensory Experience, Social Experience, Tourist Delight, Tourist Equity, Tourist Loyalty variables is  $1.0000 < 10$ , it can be concluded that there is no multicollinearity problem in the PLS model. After processing the data using SmartPLS, the Discriminant Validity results obtained using the Heterotrait-Monotrait Ratio (HTMT) method can be seen in the table below:

Table 3. HTMT Ratio

	Affective Experience	Behavioral Experience	Cognitive Experience	Sensory Experience	Social Experience	Tourist Delight	Tourist Equity	Tourist Loyalty
Affective Experience								
Behavioral Experience	0,0680							
Cognitive Experience	0,1309	0,2360						
Sensory Experience	0,0817	0,5902	0,2870					
Social Experience	0,1539	0,5028	0,3999	0,4572				
Tourist Delight	0,2089	0,1175	0,4449	0,2714	0,3985			
Tourist Equity	0,1761	0,3084	0,8785	0,4648	0,6290	0,5840		
Tourist Loyalty	0,1303	0,2585	0,3942	0,3063	0,3905	0,5726	0,7310	

Source: Processed Data, 2023



Based on table 3 above, in the output matrix of validity and reliability testing with the HTMT method, as suggested by (Ghozali, 2015) if the value of the HTMT matrix for the studied variable is  $<0.9$ , then it can be stated that the construct has discriminant validity. All HTMT values in the matrix above meet the requirements because all variables have HTMT values  $<0.9$ , so all variables pass the validity and reliability tests. While the research instrument meets the Fornell-Larcker criteria for discriminant validity with the values listed in table 3 below:

Table 4. Fornell-Larcker Criterion

	Affective Experience	Behavioral Experience	Cognitive Experience	Sensory Experience	Social Experience	Tourist Delight	Tourist Equity	Tourist Loyalty
Affective Experience	0,8778							
Behavioral Experience	-0,0528	0,8525						
Cognitive Experience	-0,0084	0,1883	0,8009					
Sensory Experience	0,0311	0,4688	0,2237	0,8375				
Social Experience	-0,1181	0,4095	0,2954	0,3552	0,8248			
Tourist Delight	-0,1889	0,0782	0,3380	0,2259	0,3095	0,8403		
Tourist Equity	-0,1549	0,2547	0,6825	0,3647	0,4641	0,4654	0,8095	
Tourist Loyalty	-0,1317	0,2260	0,3258	0,2587	0,3333	0,4743	0,6061	0,8488

Source: Processed Data, 2023

From table 4 above shows the results of the last discriminant validity test, the results of the *cross-loading* value on the research instrument can be checked. The cross-loading value is a measure of the correlation between each indicator and all variables in the research instrument. A valid *cross loading* value is if the correlation between the indicator and the variable containing the indicator is greater than the correlation between the indicator and other indicators.

### Structural Model Evaluation (*Inner Model*)

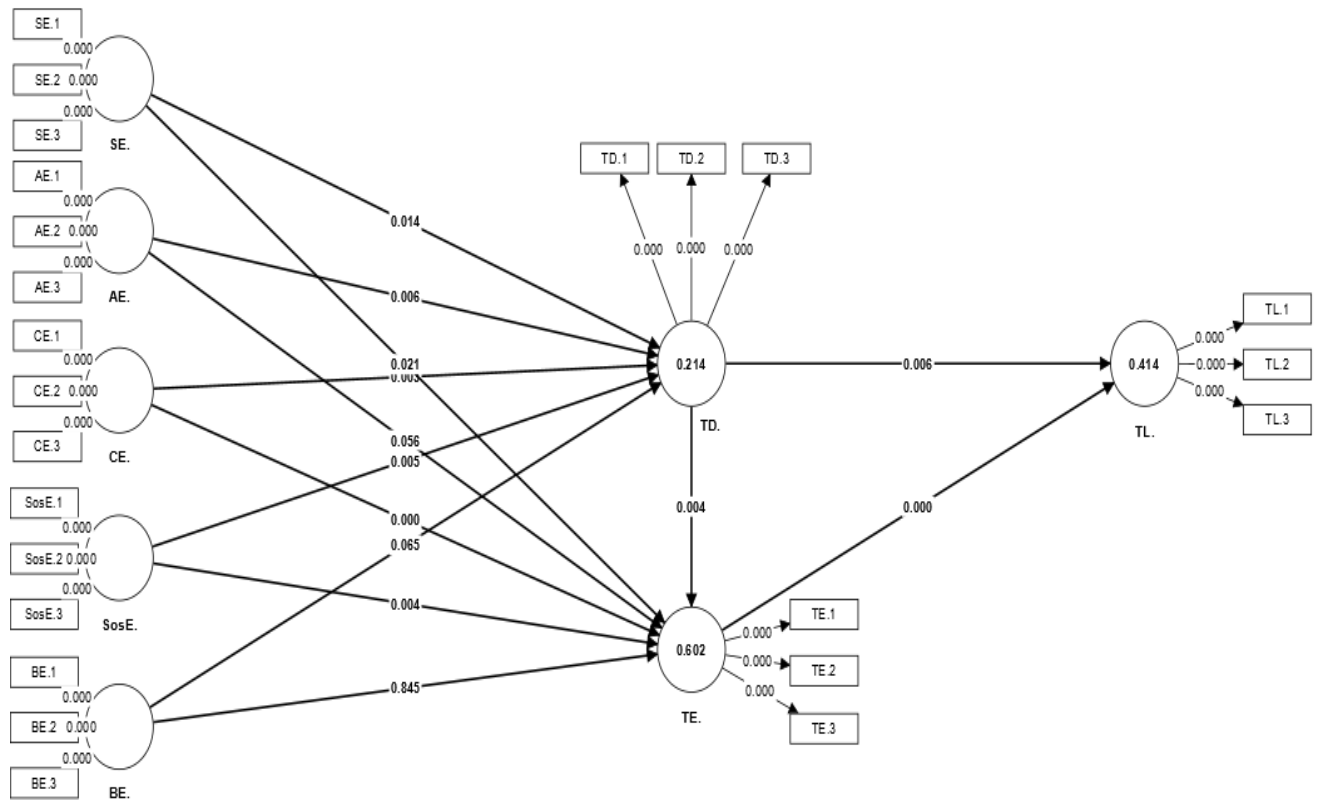
Testing of the structural model (*inner model*) can be continued if the existing model is declared valid and reliable (*outer model*). According to (Ghozali, 2015) said that the structural model testing was carried out with the aim of being able to see the strength of the relationship between the variables in the model and to be able to test existing hypotheses. Following are the results of the structural model in this study:

	R Square	R Square Adjusted
<b>Tourist Delight</b>	0,2137	0,1934
<b>Tourist Equity</b>	0,6016	0,5892
<b>Tourist Loyalty</b>	0,4145	0,4085

Source: Processed Data, 2023

Based on the data presented in the table above, the R-Square value for tourist delight is 0.2137. This shows that the percentage of tourist delight can be explained by Affective Experience, Behavioral Experience, Cognitive Experience, Sensory Experience, Social Experience of 21.3%. The R-square value for Tourist Equity is 0.6016 which means that Tourist Equity can be influenced by tourist delight by 60.1%. While the R-square value of Tourist Loyalty is 0.4145, it means that Tourist Loyalty can be influenced by tourist delight of 41.4%.

Figure 2 Result Model



Source: Processed Data, 2023

Based on Figure 2 it can also be seen that all pathways reach 95% CI > (1.96). This is a request for which a load factor is reviewed which is applied to assess the importance of the underlying construction to its construction.

## Hypothesis Test

After analyzing the model, the next step is to test the hypothesis by comparing the statistical t values resulting from the bootstrap results on PLS. If the statistical t value is greater than the ttable value (1.65), then the hypothesis is accepted as supported. Table 6 shows that there is a relationship between variables.

Table 6. Hypothesis test

	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Affective Experience -> Tourist Delight	0,064	2,745	0,006
Affective Experience -> Tourist Equity	0,052	1,911	0,056
Behavioral Experience -> Tourist Delight	0,079	1,843	0,065
Behavioral Experience -> Tourist Equity	0,066	0,195	0,845
Cognitive Experience -> Tourist Delight	0,088	2,995	0,003
Cognitive Experience -> Tourist Equity	0,073	7,324	0,000
Sensory Experience -> Tourist Delight	0,067	2,460	0,014
Sensory Experience -> Tourist Equity	0,063	2,309	0,021
Social Experience -> Tourist Delight	0,075	2,800	0,005
Social Experience -> Tourist Equity	0,068	2,863	0,004
Tourist Delight -> Tourist Equity	0,061	2,859	0,004
Tourist Delight -> Tourist Loyalty	0,089	2,759	0,000
Tourist Equity -> Tourist Loyalty	0,077	6,415	0,000

Source: Processed Data, 2023

Based on the table above, it can be concluded that the variables Affective Experience, Cognitive Experience, Sensory Experience, Social Experience have a significant and positive effect on tourist delight, tourist equity and tourist loyalty. Because the four variables each have a P-value <0.05. Meanwhile, the behavioral experience variable has no significant effect on tourist delight, because it has a P-Value > 0.05, equal to 0.057 and 0.838, and the Affective Experience variable also has no significant effect on Tourist Equity because it has a P-Value > 0.05 of 0.071.

## DISCUSSION

### The Effect of Affective Experience on Tourist Delight

Based on table 6 above, the results of the study show that the Affective Experience variable has a significant effect on Tourist Delight. This shows that Affective Experience where when a destination has an effective experience, it will increasingly make tourists satisfied, so tourists will feel happy. So therefore, the effective tourist experience in the Huta Tinggi tourism village makes a significant value or P-Value of 0,006, thus it can be stated that tourists are very experienced with the Huta Tinggi tourism village. In accordance with research conducted by (Fikkers & Piotrowski, 2020) shows that an effective travel experience will make tourists happy

with the destination. The same thing was also researched by (Shoukat & Ramkissoon, 2022b) The results show that customer enjoyment in tourism will support effective interactions with place identities and co-creation of value for destination strategy development. This is also researched by (Nonot Yuliantoro, 2022) shows that Affective experience has a positive and significant influence on tourist delight, because customer pleasure in tourism will support effective interaction with place identity and perceptions of authenticity of food at that destination.

### **The Effect of Affective Experience on Tourist Equity**

The results of the study show that the Affective Experience variable has no significant effect on Tourist Equity. This shows Affective Experience, where when a destination has an effective experience at that destination, the destination gets equity or a bad response from tourists. So therefore, the unfavorable response of tourists to the tourist village of Huta Tinggi makes the value insignificant or the P-Value of 0,056, thus increasing the Affective Experience variable, the Tourist Equity variable will not increase significantly. This research is not in line with research conducted by (Ibrahim Rashid, 2019) shows that an effective travel experience will make tourists respond well to these destinations and this research is in line with research conducted by (Haji et al., 2021) and (Emil et al., 2023) shows the result that Affective Experience has no significant effect on Tourist Equity.

### **The Effect Behavioral Experience on Tourist Delight**

The results showed that the Behavioral Experience variable had no significant effect on Tourist Delight. This shows that Behavioral Experience, this shows that it does not make them intend to revisit the Huta Tinggi tourism village, because they do not like the products provided in the Huta Tinggi tourism village. So therefore, products that are not liked by tourists in Huta Tinggi Village make the value insignificant or the P-Value of 0,065, thus increasing the Behavioral Experience variable, the Tourist Delight variable will increase insignificantly. This research is not in line with research conducted by (Chen & Chen, 2010) (Lin & Kuo, 2016) and (Haji et al., 2021) shows the results that Behavioral Experience has a positive effect on Tourist Delight and is in line with research conducted by (Aktaş et al., 2010) The results show that Behavioral Experience has no positive and significant effect on Tourist Delight.

### **The Effect Behavioral Experience on Tourist Equity**

The results of the study show that the Behavioral Experience variable has no significant effect on Tourist Equity. This shows that Behavioral Experience, this shows that it does not make them intend to revisit the Huta Tinggi tourism village, because they do not like the products provided in the Huta Tinggi tourism village. So therefore, products that are not liked by tourists in Huta Tinggi Village make the value insignificant or the P-Value of 0,845, thus increasing the Behavioral Experience variable, the Tourist Delight variable will increase insignificantly. This research is not in line with research conducted by (Poerwadi et al., 2019), (Wadyatenti, 2022) The results show that Behavioral Experience has a positive effect on Tourist equity and is in line with research conducted by (Zhang et al., 2018) The results show that Behavioral Experience has no positive and significant effect on Tourist equity.

### **The Effect Cognitive Experience on Tourist Delight**

The results showed that the Cognitive Experience variable had a significant effect on the Tourist Delight variable. This shows that the Cognitive Experience of tourists feels comfortable when they are in the Huta Tinggi tourist village destination, so that tourists feel satisfied with the Huta Tinggi tourist village destination. So because of that, because tourists feel comfortable with the Huta Tinggi tourist destinations so that it makes a significant or P-Value of 0.003, it can be stated that tourists are very satisfied with the destination and identity of the Huta Tinggi tourist attractions. Like the research done (Susanti & Riptiono, 2019), (Chiu et al., 2020) and (Kharisma & Hidayat, 2019) shows that Cognitive Experience has a positive and significant effect on tourist deliht.

### **The Effect Cognitive Experience on Tourist equity**

The results of the study show that the Cognitive Experience variable has a significant effect on the Tourist equity variable. This shows that the Cognitive Experience of tourists feels comfortable with the Huta Tinggi tourism village destination, so that tourists respond well to the Huta Tinggi tourism village. So because of that, because tourists respond well to Huta Tinggi tourist attractions so as to make it significant or a P-Value of 0.000, it can be stated that tourists respond very well to destinations and identity of Huta Tinggi tourist attractions. As research conducted by (Yoon & Uysal, 2018), (Shanti et al., 2019) The results show that Cognitive Experience has a positive and significant effect on tourist equity.

### **The Effect Sensory Experience on Tourist Delight**

The results showed that the Sensory Experience variable had a significant effect on the Tourist Delight variable. This shows that the tourist Sensory Experience is happy with the uniqueness of the Huta Tinggi Tourism Village, so that tourists will be constantly reminded of Huta Tinggi destinations. So therefore, because tourists are constantly reminded of the uniqueness of the Huta Tinggi tourism village so that it makes it significant or a P-Value of 0.014, it can be stated that tourists are constantly reminded of the uniqueness of the Huta Tinggi tourism village. As research conducted by (Ardyan & Wibisono, 2019), (Susanti & Riptiono, 2019) and (Rivera et al., 2019) the results show that Sensory Experience has a positive and significant effect on Tourist Delight.

### **The Effect Sensory Experience on Tourist Equity**

The results showed that the Sensory Experience variable had a significant effect on the Tourist Equity variable. This shows that the Tourism Sensory Experience is pleased with the uniqueness of the Huta Tinggi Tourism Village, thus making tourists influence their will and are willing to provide positive Tourist Equity to the Huta Tinggi Tourism Village. So because of that, because tourists are willing to give good equity to the Huta Tinggi tourism village so that it makes a significant or P-Value of 0,021, it can be stated that with a will, it will give a good response to the Huta Tinggi tourism village. As research conducted by (Cervova & Vavrova, 2021), (Xu et al., 2020) and (Ibrahim Rashid, 2019) shows that Sensory Experience has a positive and significant effect on tourist equity.

### **The Effect Social Experience on Tourist Delight**

The results showed that the Social Experience variable had a significant effect on the Tourist Delight variable. This shows that the Social Experience tourists have positive social experience and enjoy traveling in Huta Tinggi. So because of that, because tourists see positive social media about places in Huta Tinggis so that tourists are happy with places in Huta Tinggi villages, thus making it significant or a P-Value of 0,005, thus it can be stated that by viewing media the social status of people who respond positively to Huta Tinggi destinations, so tourists are happy to travel to Huta Tinggi villages. As research conducted by (Shuib et al., 2015), (Shen, 2016), (Haddouche & Salomone, 2018), (Amiruddin, et al., 2023) the result is that Social Experience has a positive and significant effect on Tourist Delight.



### **The Effect Social Experience on Tourist Equity**

The results showed that the Social Experience variable had a significant effect on the Tourist Equity variable. This shows that the Social Experience of tourists has a positive social experience, so that tourists are willing to respond well to Huta Tinggi. So therefore, because tourists see positive social media about places in Huta Tinggi, tourists are willing to respond well to Huta Tinggi tourist destinations so that it makes a significant or P-Value of 0,004, thus it can be stated that by seeing media socially positive Huta Tinggi destinations, so that tourists are willing to respond well to Huta Tinggi village tourism. As research conducted by (Kim, Hwa-Kyung, 2018), (Lin & Kuo, 2016), (Salim et al., 2023) and (Haji et al., 2021) shows the results that Behavioral Experience has a positive effect on Tourist Equity.

### **The Effect Tourist Delight on Tourist Equity**

The results showed that the Tourist Delight variable has a significant effect on the Tourist Equity variable. This shows that tourists feel happy and comfortable with Huta Tinggi tourist destinations, so tourists are willing to respond well to Huta Tinggi. So therefore, because tourists feel comfortable with Huta Tinggi village, tourists are willing to respond well to Huta Tinggi tourist destinations so as to make it significant or a P-Value of 0.004, thus it can be stated that tourists have comfort with Huta Tinggi tourism villages. then tourists are willing to respond well to Huta Tinggi village tourism. As research conducted by (Polat & Cetinsoz, 2021), (Chiu et al., 2020) shows that Tourist Delight has an effect on Tourist Equity.

### **The Effect Tourist Delight on Tourist loyalty**

The results showed that the Tourist Delight variable has a significant effect on the Tourist loyalty variable. This shows that tourists feel happy and comfortable with Huta Tinggi tourist destinations, so tourists are willing to share their experiences in Huta Tinggi village tourism. So therefore, because tourists feel comfortable with Huta Tinggi village, tourists are willing to share their experiences with others about Huta Tinggi tourist destinations so that it makes a significant or P-Value of 0.000, thus it can be stated that tourists have comfort with tourist villages. Huta Tinggi, tourists are willing to share their experiences in Huta Tinggi village tourism. As research conducted by (Ardayan & Wibisono, 2019), (Akhoondnejad, 2016) and (Chiu et al., 2020) shows that Tourist Delight has an effect on Tourist Loyalty.

### **The Effect Tourist Equity on Tourist loyalty**

The results showed that the Tourist Equity variable has a significant effect on the Tourist loyalty variable. This shows that tourists respond well to Huta Tinggi tourist destinations, so that tourists are willing to share their experiences in Huta Tinggi village tourism. So therefore, because tourists respond well to Huta Tinggi village, tourists are willing to share their experiences with others about Huta Tinggi tourism destinations so that it makes a significant or P-Value of 0.000, thus it can be stated that tourists respond well. then tourists are willing to share the experience gained in the Huta Tinggi village tour. Like the research done (Fitrizal et al., 2021), (Rahayu et al., 2022), (May et al., 2020) and (Chi et al., 2020) shows that Tourist Equity has an effect on Tourist Loyalty.

### **CONCLUSION**

Based on the results of the discussion, it can be concluded that:

Testing the first hypothesis shows that there is a positive and significant influence between Affective Experience and Tourist Delight variables. The second hypothesis shows that there is no significant effect between Affective Experience and Tourist Equity. In the third hypothesis, there is no significant influence between Behavioral Experience and Tourist Delight. In the fourth hypothesis there is no significant influence between Behavioral Experience and Tourist Equity. In the fifth and sixth hypotheses there is a significant influence on Cognitive Experience with Tourist Delight and Tourist Equity. In the seventh and eighth hypotheses there is a significant influence of Sensory Experience with Tourist Delight and Tourist Equity. In the ninth and tenth hypotheses there is a significant influence of Social Experience with Tourist Delight and Tourist Equity. In the eleventh hypothesis there is a significant effect of Tourist Delight on Tourist Equity. In the twelfth hypothesis there is a significant influence of Tourist Delight with Tourist Loyalty. In the eleventh hypothesis there is a significant effect of Tourist Delight on Tourist Equity. In the thirteenth hypothesis there is a significant effect of Tourist Equity on Tourist Loyalty. So it can be concluded that from all hypotheses there are 3 variables that have no significant effect.

In future research it is hoped that future research may consider using a larger sample, where a larger sample is more likely to generalize the findings. Further research may consider conducting this research on other tourist destinations or places to see how the results of further research will look like. Research can be carried out in other tourist areas to compare search results from Huta Tinggi tourism to other tours if there are similarities or differences.

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