


**ANTECEDENTS FROM TOURIST'S VISIT INTENTION TO SPIRITUAL TOURISM
DESTINATIONS IN BALI**

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| ARTICLE INFO | ABSTRACT |
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| <p>Article history:</p> <p>Received 14 April 2023</p> <p>Accepted 13 July 2023</p> | <p>Purpose: The purpose of this research is to test and explain the variables that influence visit intention to spiritual tourism destinations in Bali from tourists who have seen virtual tours.</p> |
| <p>Keywords:</p> <p>Authentic Experience; Cognitive Response; Affective Response; Attitude; Attachment to Virtual Tour; PBC; Visit Intention.</p> | <p>Theoretical framework: Spiritual tourism is a service business that serves the travel needs of a person/group to tourist destinations (tourism/travel industry), especially those related to the purpose of spiritual activities such as meditation, pilgrimage, and so on.</p> |
|  | <p>Design/Methodology/Approach: The population of this study are tourists who have seen a virtual tour. The sample size used was 250 tourists with a purposive sampling method . The analysis technique used is Path Analysis using SEM-PLS.</p> <p>Findings: The results of the study show that authentic experience influences cognitive response, affective response, and attitude, and then influences attachment to virtual tours , and also influences visit intention . In addition, PBC apparently had no effect on visit intention . Therefore, it is important for business actors in the tourism sector who manage spiritual tourism destinations to pay attention to authentic experiences after viewing virtual tours so that their cognitive response, affective response, attitude and attachment to virtual tours become higher and encourage tourists to have the desire to visit destinations in the virtual tour</p> <p>Research, practical & social implications: The research implications that can be given are that this research can help service providers in the tourism sector to be able to increase tourist interest in visiting a destination.</p> <p>Originality/Value: With empirical evidence that the intention to visit tourists can be influenced because these tourists get experience from seeing virtual tours so that business people in the tourism sector can use virtual tours to provide positive experiences and have an impact on attitudes, cognitive responses, affective responses, and their attachment to seeing virtual tours.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i7.2676</p> |

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ANTECEDENTES DA INTENÇÃO DE VISITA DO TURISTA A DESTINOS DE TURISMO ESPIRITUAL EM BALI

RESUMO

Propósito: O objetivo desta pesquisa é testar e explicar as variáveis que influenciam a intenção de visita a destinos turísticos espirituais em Bali de turistas que viram passeios virtuais.

Estrutura teórica: O turismo espiritual é um negócio de serviços que atende às necessidades de viagem de uma pessoa/grupo para destinos turísticos (turismo/indústria de viagens), especialmente aqueles relacionados ao propósito de atividades espirituais, como meditação, peregrinação, e assim por diante.

Design/Metodologia/Abordagem: A população deste estudo são os turistas que viram um tour virtual. O tamanho da amostra utilizado foi de 250 turistas com um método de amostragem proposital. A técnica de análise utilizada é a Path Analysis, utilizando o SEM-PLS.

Resultados: Os resultados do estudo mostram que a experiência autêntica influencia a resposta cognitiva, a resposta afetiva e a atitude, e depois influencia o apego aos passeios virtuais, e também influencia a intenção de visita. Além disso, a PBC aparentemente não teve qualquer efeito sobre a intenção de visita. Portanto, é importante que os atores de negócios no setor de turismo que gerenciam destinos turísticos espirituais prestem atenção às experiências autênticas após a visualização de passeios virtuais para que sua resposta cognitiva, resposta afetiva, atitude e apego aos passeios virtuais se tornem maiores e incentivem os turistas a ter o desejo de visitar destinos no passeio virtual.

Investigação, implicações práticas e sociais: As implicações de investigação que podem ser dadas são que esta investigação pode ajudar os prestadores de serviços no setor do turismo a ser capaz de aumentar o interesse turístico em visitar um destino.

Originalidade/Valor: Com evidência empírica de que a intenção de visitar turistas pode ser influenciada, porque esses turistas obter experiência de ver passeios virtuais, de modo que os empresários do setor do turismo pode usar passeios virtuais para fornecer experiências positivas e ter um impacto nas atitudes, respostas cognitivas, respostas afetivas e seu apego a ver passeios virtuais.

Palavras-chave: Experiência Autêntica, Resposta Cognitiva, Resposta Efetiva, Atitude, Anexo ao Virtual Tour, PBC, Intenção de Visita.

ANTECEDENTES DE LA INTENCIÓN DEL TURISTA DE VISITAR DESTINOS TURÍSTICOS ESPIRITUALES EN BALI

RESUMEN

Propósito: El objetivo de esta investigación es probar y explicar las variables que influyen en la intención de visitar destinos espirituales turísticos en Bali por parte de turistas que han visto tours virtuales.

Estructura teórica: El turismo espiritual es un negocio de servicios que satisface las necesidades de viaje de una persona/grupo a destinos turísticos (turismo/industria de viajes), especialmente aquellos relacionados con el propósito de actividades espirituales como la meditación, el peregrinaje, etc.

Diseño/Metodología/Enfoque: La población de este estudio son turistas que han visto un recorrido virtual. El tamaño de la muestra utilizada fue de 250 turistas con un método de muestreo por puntos. La técnica de análisis utilizada es el análisis de trazado, utilizando SEM-PLS.

Resultados: Los resultados del estudio muestran que la experiencia auténtica influye en la respuesta cognitiva, la respuesta afectiva y la actitud, y luego influye en el apego a los paseos virtuales, y también en la intención de visitar. Además, la Comisión de Consolidación de la Paz aparentemente no tuvo ningún efecto en la intención de visitar el país. Por lo tanto, es importante que los actores empresariales del sector turístico que gestionan los destinos turísticos espirituales prestan atención a las experiencias auténticas después de ver paseos virtuales para que su respuesta cognitiva, respuesta afectiva, actitud y apego a los paseos virtuales sean mayores y animen a los turistas a tener el deseo de visitar destinos en el recorrido virtual.

Investigación, implicaciones prácticas y sociales: Las implicaciones de investigación que se pueden dar son que esta investigación puede ayudar a los proveedores de servicios del sector turístico a aumentar el interés turístico por visitar un destino.

Originalidad/Valor: Con evidencia empírica de que la intención de visitar turistas puede ser influenciada, porque estos turistas tienen experiencia de ver recorridos virtuales, para que los emprendedores en el sector turístico puedan usar tours virtuales para brindar experiencias positivas e impacto en actitudes, respuestas cognitivas, respuestas afectivas y su apego a los tours virtuales.

Palabras clave: Experiencia Auténtica, Respuesta Cognitiva, Respuesta Efectiva, Actitud, Apego a la Visita Virtual, PBC, Visita Intent.

INTRODUCTION

After the pandemic, it is estimated that there will be new normal conditions in travel, one of the concepts that is on the rise is sustainable tourism. If this concept of sustainable tourism is linked to spiritual tourism, it is hoped that it will have a good synergy. Spiritual tourism is tourism that has the potential to be developed in Bali, because Bali has a wealth of culture, nature and historical buildings. Spiritual tourism in Bali is a combination of culture and religious aspects so that it is unique compared to spiritual tourism in other regions (Buzinde, 2020). Bali's spiritual tourism potential has not been fully developed, and as a result of the impact of this pandemic, tourists who have the intention of having a spiritual tour find it difficult to travel to Bali.

This spiritual tourism is still traditional in nature, not many have glanced at it to link Bali's spiritual tourism potential with digitalization. The COVID-19 pandemic has limited the space for tourists to travel, so it is necessary to use digital platforms such as virtual tours to treat tourists' homesickness for traveling to Bali while at the same time promoting spiritual tourism destinations in Bali. Virtual tour is a new concept for vacationing in the midst of a pandemic (Rastati, 2020; El-Said and Aziz, 2022). Apart from offering the beauty and uniqueness of a destination virtually, this virtual tour can also find information about the destination they want to visit (Adachi et al., 2020). Stimulus organism-response (SOR) theory is one of the most widely used frameworks for researching virtual worlds (Kim et al., 2020; Ming et al., 2021; Qin et al., 2021) but this SOR theory only looks at the point of view of in terms of cognitive and affective responses to the use of virtual tours , so other variables are needed to enrich this model. Apart from SOR theory, theory of planned behavior (TPB) is also another framework that has been studied to test users' intentions to use virtual technology, but the number is still small by Kwok et al. (2021) and De Canio et al . (2021). The integration between these two theories will be a novelty to answer research gaps related to the use of virtual tours to spiritual destinations in Bali.

The purpose of this study is to test and explain the integration of stimulus-organism-response theory and theory of planned behavior towards tourist intentions to take virtual tours, so as to provide a comprehensive model for developing websites and virtual tours about spiritual tourism in Bali.

LITERATURE REVIEW

Spiritual tourism is a service business that serves the travel needs of a person/group to tourist destinations (tourism/travel industry), especially those related to the purpose of spiritual activities such as meditation, pilgrimage, and so on (Narottama, 2016). Spiritual tourism has been perceived as a new thought or idea in the tourism literature.

This is a niche segment of tourism, where a person travels to seek and experience spirituality. Spiritual tourism is often considered as part of cultural tourism. Bali has been promoting cultural tourism, as well as being known as one of the world's spiritual tourism destinations. Religious sites act as the main focus of religious practices, rituals and acts of worship. Religious sites attract people who are motivated by a desire for a religious experience, as well as peaceful spiritual contemplation, as well as a motivation for salvation and healing.

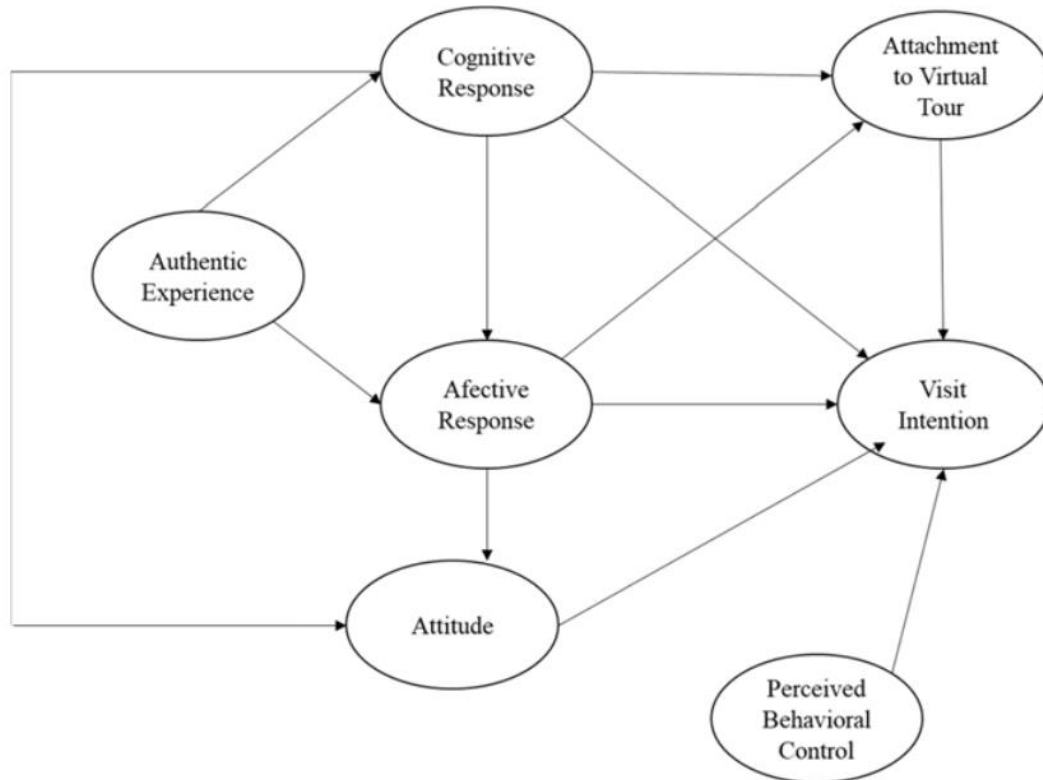
Related research on spiritual tourism in Bali has been carried out by several researchers but the number is still small. Research on spiritual tourism in Bali has been conducted by Narottama (2016) regarding the participation of foreign tourists in the implementation of the Pitra Yadnya ceremony, as well as several studies examining several places in Bali such as Buda Keling Village (Susanti et al., 2019), Bukit Sinunggal Temple (Atmadja , 2020), Alas Kedaton (Sanjaya et al., 2019), and Tamblingan (Kapela, 2020) to be developed as spiritual tourism destinations. The research conducted has not been adapted to current conditions, namely when there was the COVID-19 pandemic. Restrictive policies in various countries also require tourists to stay at home, avoid crowds, and postpone travel plans during the COVID-19 pandemic. This clearly causes the tourism sector to be affected, including spiritual tourism. Therefore, it is necessary to manage tourist destinations that can enable tourists to travel with the help of technology and consider carrying capacity that is more in line with the COVID-19 safety protocol.

Virtual tourism provides an experience that does not involve taking risks and causing damage to tourist destinations, and allows all tourists to see tourist attractions even though the capacity of tourist destinations is limited (Muhammad et al., 2021). Virtual tourism is a technology that allows tourists to see tourist objects in the form of images and videos, enabling them to better imagine a destination (Waraney et al., 2017). Virtual tourism is felt to be one of the solutions in the world of tourism during the COVID-19 pandemic. Research on virtual tourism related to spiritual tourism has never been done in Bali. Research on virtual tourism in Indonesia has been carried out by Bafadhal (2021) who conducted his research in the city of Malang showing that the virtual experience of tourists after visiting virtual destinations

influences the attitudes of teletourists. Therefore, virtual tourism can be considered as a complement to actual visits as well as maintaining the sustainability of destinations. During this pandemic, both domestic and foreign tourists spend most of their time at home, interacting and relying on digital transformation. Observing this phenomenon in society in general, which has developed towards the era of society 5.0, where people have maximized the use of digital technology in everyday life, not only in the industrial sector, but also in everyday life (Anggariani and Paramartha, 2021).

The development of this model integrates the theory of planned behavior with stimulus-organism-response theory. Research conducted by Atzeni *et al.* (2022) examined the link between stimulus-organism-response theory and heritage destinations in Italy. In addition, research on the virtual world using the stimulus-organism-response theory framework has also been carried out by previous researchers (Kim *et al.*, 2020; Ming *et al.*, 2021; Qin *et al.*, 2021). The integrative SOR framework is presented with cognitive and affective systems that incorporate all previously engaged experiences involving long-term memory (Kim *et al.*, 2020). Theory of Planned Behavior (TPB) (Ajzen, 1991) was adopted in this study as the theoretical basis for model development because it is believed to provide a credible basis for testing individual acceptance of new technologies. Theory of planned behavior is also another framework that has been researched to test user intentions using virtual technologies (Kwok *et al.* 2021; De Canio *et al.* , 2021) . Based on this state of the art , researchers want to develop a model that integrates SOR and TPB as a model for developing spiritual-virtual tourism in Bali. This new model will later be used to help promote spiritual tourism in Bali and maintain the sustainability of spiritual tourism destinations in Bali

Figure 1. Conceptual Framework



Source: Processed Data, 2023

Research Hypothesis:

- H1: Authentic experience has a positive and significant effect on cognitive response
- H2: Authentic experience has a positive and significant effect on affective response
- H3: Cognitive response has a positive and significant effect on affective response
- H4: Cognitive response has a positive and significant effect on attitude
- H5: Cognitive response has a positive and significant effect on attachment to virtual tour
- H6: Cognitive response has a positive and significant effect on visit intention
- H7: Affective response has a positive and significant effect on attitude
- H8: Affective response has a positive and significant effect on attachment to virtual tour
- H9: Affective response has a positive and significant effect on visit intention
- H10: Attitude has a positive and significant effect on visit intention
- H11: Attachment to virtual tour has a positive and significant effect on visit intention
- H12: PBC has a positive and significant effect on visit intention

RESEARCH METHODS

Testing the validity and reliability of the instrument was carried out with Pearson Correlation and *Cronbach's Alpha Coefficient*. As has been stated that the research instrument

is called valid if the Pearson *Product Moment correlation value* $r \geq 0.30$ and reliable if the *Cronbach's value Alpha* ≥ 0.60 . Test results on thirty (30) respondents have been carried out and provide the following results.

Table 1. Instrument Validity and Reliability Test Results

| Variable | Items | Pearson Correlation | Cronbach's Alpha |
|------------------------------|-------|---------------------|------------------|
| Authentic Experience | AE | | 0.753 |
| | AE1 | 0.706 | |
| | AE2 | 0.763 | |
| | AE3 | 0.760 | |
| | AE4 | 0.809 | |
| Cognitive Responses | CR | | 0.866 |
| | CR1 | 0.789 | |
| | CR2 | 0.915 | |
| | CR3 | 0.915 | |
| | CR4 | 0.773 | |
| Affective Responses | AR | | 0.902 |
| | AR1 | 0.956 | |
| | AR2 | 0.956 | |
| | AR3 | 0.840 | |
| Attachment to Virtual Tour | AVT | | 0.843 |
| | AVT1 | 0.762 | |
| | AVT2 | 0.745 | |
| | AVT3 | 0.892 | |
| Attitude | ATT | | 0.769 |
| | ATT1 | 0.792 | |
| | ATT2 | 0.874 | |
| | ATT3 | 0.822 | |
| Perceived Behavioral Control | PBC | | 0.832 |
| | PBC1 | 0.747 | |
| | PBC2 | 0.932 | |
| | PBC3 | 0.932 | |
| Visit Intention | VINT | | 0.786 |
| | VINT1 | 0.714 | |
| | VINT2 | 0.736 | |
| | VINT3 | 0.847 | |
| | VINT4 | 0.822 | |

Source: Processed Data, 2023

RESULTS AND DISCUSSION

The characteristics of the respondents in this study were seen from gender, age, status, last education, occupation, and income. The composition of the characteristics of the research respondents is presented in Table 2.

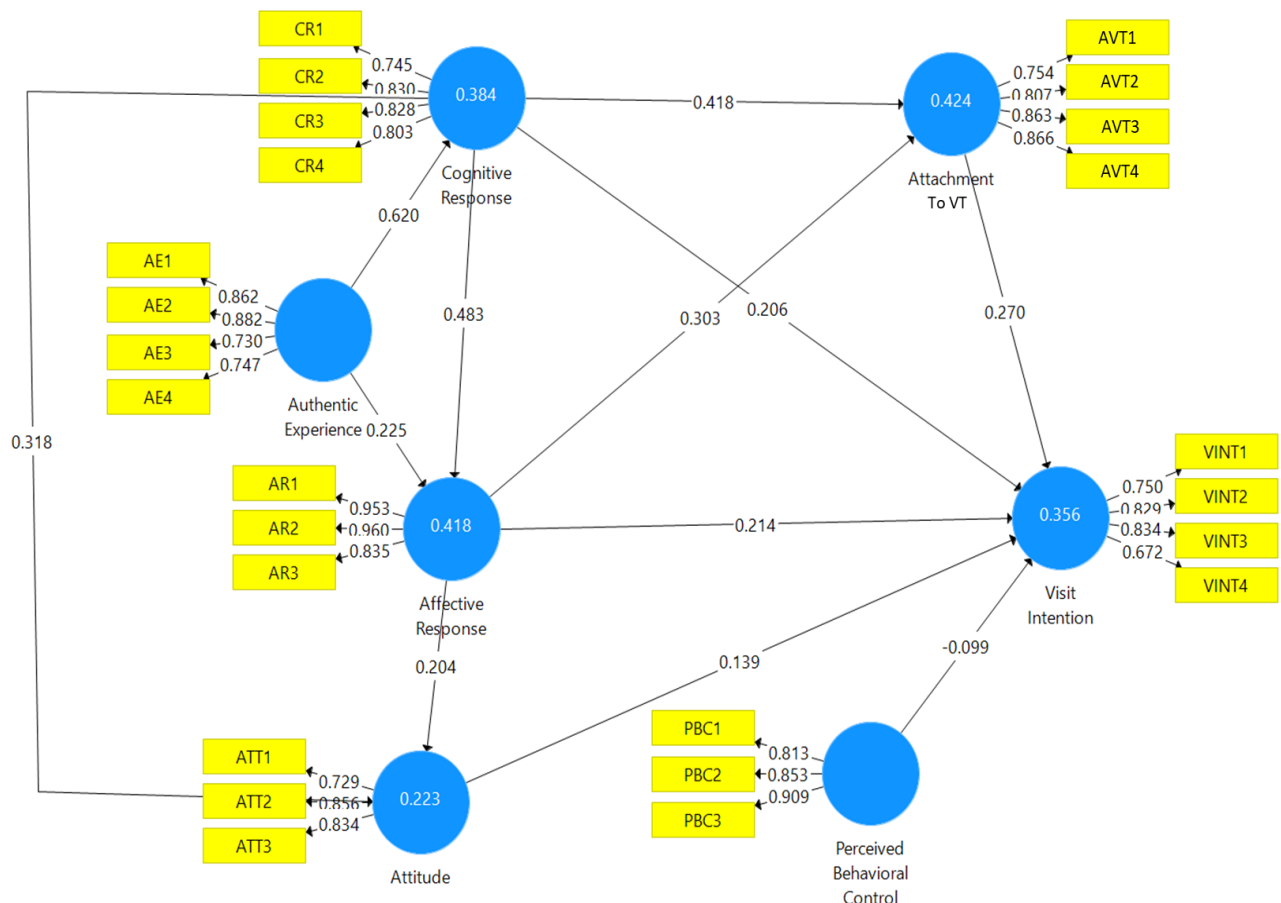
Table 2. Direct Effect Test Results

| | | Path Coefficient | p-Values | Information |
|----|---|------------------|----------|-------------|
| H1 | Authentic Experience → Affective Response | 0.225 | 0.035 | Accepted |

| | | | | |
|-----|--|--------|-------|----------|
| H2 | Authentic Experience → Cognitive Response | 0.620 | 0.000 | Accepted |
| H3 | Cognitive Response → Affective Response | 0.483 | 0.000 | Accepted |
| H4 | Cognitive Response → Attitude | 0.318 | 0.000 | Accepted |
| H5 | Cognitive Response → Attachment to VT | 0.418 | 0.000 | Accepted |
| H6 | Cognitive Response → Visit Intention | 0.206 | 0.042 | Accepted |
| H7 | Affective Response → Attitude | 0.204 | 0.008 | Accepted |
| H8 | Affective Response → Attachment to VT | 0.303 | 0.001 | Accepted |
| H9 | Affective Response → Visit Intention | 0.214 | 0.036 | Accepted |
| H10 | Attitude → Visit Intention | 0.139 | 0.039 | Accepted |
| H11 | Attachment to VT → Visit Intention | 0.270 | 0.016 | Accepted |
| H12 | Perceived Behavioral Control → Visit Intention | -0.099 | 0.307 | Rejected |

Source: Processed Data, 2023

Figure 2. SEM image



Source: Processed Data, 2023

Based on Table 2 and Figure 2 it can be explained as follows:

- 1) Testing the hypothesis on the effect of authentic experience on cognitive response produces a regression coefficient value of 0.620. This means that authentic experience has a positive effect on cognitive response . The p-value of 0.000 which is smaller than 0.05 indicates that authentic experience has a significant effect on cognitive response . Thus, hypothesis 1 (H1) which states that authentic experience has a positive and significant effect on cognitive response is accepted.
- 2) Testing the hypothesis on the effect of authentic experience on affective response produces a regression coefficient value of 0.225. This means that authentic experience has a positive effect on affective response . The p-value of 0.035 which is smaller than 0.05 indicates that authentic experience has a significant effect on affective response . Thus, hypothesis 2 (H2) which states that authentic experience has a positive and significant effect on affective response is accepted.
- 3) Testing the hypothesis on the effect of cognitive response on affective response produces a regression coefficient value of 0.483. This means that cognitive response has a positive effect on affective response . The p-value of 0.000 which is smaller than 0.05 indicates that cognitive response has a significant effect on affective response . Thus, hypothesis 3 (H3) which states that cognitive response has a positive and significant effect on affective response is accepted.
- 4) Testing the hypothesis on the influence of affective response to attitude produces a regression coefficient value of 0.204. This means that affective response has a positive effect on attitude . The p-value of 0.008 which is smaller than 0.05 indicates that affective response has a significant effect on attitude . Thus, hypothesis 4 (H4) which states that affective response has a positive and significant effect on attitude is accepted.
- 5) Testing the hypothesis on the effect of cognitive response on attachment to VT produces a regression coefficient value of 0.418. This means that cognitive response has a positive effect on attachment to VT . The p-value of 0.000 which is smaller than 0.05 indicates that cognitive response has a significant effect on attachment to VT . Thus, hypothesis 5 (H5) which states that cognitive response has a positive and significant effect on attachment to VT is accepted.
- 6) Testing the hypothesis on the effect of cognitive response on visit intention produces a regression coefficient value of 0.206. This means that cognitive response has a positive effect on visit intention . The p-value of 0.042 which is smaller than 0.05 indicates that cognitive response has a significant effect on visit intention . Thus,

hypothesis 6 (H6) which states that cognitive response has a positive and significant effect on visit intention is accepted.

7) Testing the hypothesis on the influence of affective response to attitude produces a regression coefficient value of 0.204. This means that affective response has a positive effect on attitude . The p-value of 0.008 which is smaller than 0.05 indicates that affective response has a significant effect on attitude . Thus, hypothesis 7 (H7) which states that affective response has a positive and significant effect on attitude is accepted.

8) Testing the hypothesis on the effect of affective response to attachment to VT produces a regression coefficient value of 0.418. This means that the affective response has a positive effect on attachment to VT . The p-value of 0.000 which is less than 0.05 indicates that the affective response has a significant effect on attachment to VT . Thus, hypothesis 8 (H8) which states that affective response has a positive and significant effect on attachment to VT is accepted.

9) Testing the hypothesis on the influence of affective response to visit intention produces a regression coefficient value of 0.214. This means that the affective response has a positive effect on visit intention . The p-value of 0.036 which is smaller than 0.05 indicates that the affective response has a significant effect on visit intention . Thus, hypothesis 9 (H9) which states that affective response has a positive and significant effect on visit intention is accepted.

10) Testing the hypothesis on the effect of attitude on visit intention produces a regression coefficient value of 0.139. This means that attitude has a positive effect on visit intention . The p-value of 0.039 which is smaller than 0.05 indicates that attitude has a significant effect on visit intention . Thus, hypothesis 10 (H10) which states that attitude has a positive and significant effect on visit intention is accepted.

11) Testing the hypothesis on the effect of attachment to VT on visit intention produces a regression coefficient value of 0.270. This means that attachment to VT has a positive effect on visit intention . The p-value of 0.016 which is smaller than 0.05 indicates that attachment to VT has a significant effect on visit intention . Thus, hypothesis 11 (H11) which states that attachment to VT has a positive and significant effect on visit intention is accepted.

12) Testing the hypothesis on the effect of perceived behavioral control on visit intention produces a regression coefficient value of -0.099. This means that perceived behavioral control has a positive effect on visit intention . The p-value of 0.307 which

is greater than 0.05 indicates that perceived behavioral control has a significant effect on visit intention . Thus, hypothesis 12 (H12) which states that perceived behavioral control has a positive and significant effect on visit intention is rejected.

CONCLUSIONS

1. Authentic experience has a positive and significant effect on the cognitive response of tourists, meaning that if tourists experience an authentic experience when viewing a virtual tour, it can increase the cognitive response of tourists on a virtual tour.
2. Authentic experience has a positive and significant effect on the affective response of tourists, meaning that if tourists feel an authentic experience when viewing the virtual tour, it can increase the affective response of tourists on the virtual tour.
3. Cognitive response has a positive and significant effect on the affective response of tourists, meaning that if tourists have a higher cognitive response, they can increase their affective response on the virtual tour.
4. Cognitive response has a positive and significant effect on attitude , meaning that if tourists have a high cognitive response, the attitude on the virtual tour will also be more positive.
5. Cognitive response has a positive and significant effect on attachment to virtual tour , meaning that if tourists have a high cognitive response then they can increase attachment to virtual tour which is even higher.
6. Cognitive response has a positive and significant effect on visit intention, that is, if tourists have a high cognitive response, the visit intention to visit destinations after watching virtual games is also higher.
7. Affective response has a positive and significant effect on attitude, that is, if tourists have a high affective response, the attitude on the virtual tour will also be more positive.
8. Affective response has a positive and significant effect on attachment to virtual tour , meaning that if tourists have a high affective response, they can increase attachment to virtual tour which is even higher.
9. Affective response has a positive and significant effect on visit intention, if tourists have a high affective response then the visit intention to visit tourist destinations after watching virtual is also higher.

10. Attitude has a positive and significant effect on visit intention, that is, if tourists have a positive attitude about virtual tours, the visit intention to visit tourist destinations after watching virtual tours is also higher.

11. Attachment to virtual tour has a positive and significant effect on visit intention, that is, if tourists have a high attachment to virtual tours, the visit intention to visit tourist destinations after watching virtual tours is also higher.

12. Perceived Behavioral Control has a negative and insignificant effect on visit intention, that is, if tourists have a high PBC then the visit intention to visit tourist destinations after watching virtual is also higher.

Based on the results of this study, several things can be suggested as follows.

ADVICE FOR BUSINESS PEOPLE IN THE TOURISM SECTOR

With empirical evidence that the intention to visit tourists can be influenced because these tourists get experience from seeing virtual tours so that business people in the tourism sector can use virtual tours to provide positive experiences and have an impact on attitudes, cognitive responses, affective responses, and their attachment to seeing virtual tours.

SUGGESTIONS FOR RESEARCHERS

Based on the weaknesses of the results of this study, it can be suggested to the next researcher the following matters.

1. In further research, it can broaden research respondents not only to tourists who see virtual tours but also to the government (Tourism Office) which has the authority to formulate policies to maintain sustainable tourism in Bali.
2. The next researchers can conduct studies by considering mediating variables between PBC and visit intention.

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