

# THE ROLE OF QUALITY LIFE AS A MEDIATION EFFECT OF PERCEIVED VALUE AND TOURIST SATISFACTION ON BEHAVIOURAL INTENTION

JAM

20, 1

Received, April '21

Revised, May '21

June '21

Accepted, June '21

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**Abstract:** Tourism is one of the fastest-growing industries in the world. It is one of the engines of global development, including in Indonesia. This research will look at important aspects that can influence tourist behavior concerning tourism places. The respondents of this research were tourists who had visited Bromo Mount using the purposive sampling technique with a total sample of 240 respondents. The method of data collection is using questionnaires and data analyzed with PLS-SEM. The results showed that perceived value and tourist satisfaction had a significant positive effect on behavioral intention. The quality of life can be a mediator between the independent and dependent variables. Quality of life is one aspect that can be improved from the emotional side that influences many aspects so that tourists can revisit the intention and word of mouth of Bromo Mount to meet the specified tourist targets. Furthermore, researchers are expected to do more extensive research by considering the aspect of QoL at the family, community, and country level.

**Keywords:** Perceived Value, Tourist Satisfaction, Quality of Life, Behavior Intention, Bromo Mount



Journal of Applied Management (JAM)  
Volume 20 Number 1,  
March 2022  
Indexed in DOAJ -  
Directory of Open Access  
Journals, ACI - ASEAN  
Citation Index, SINTA -  
Science and Technology  
Index, and Google  
Scholar.

**Cite this article as:** Berutu, M. B., F. Rohman, and A. Sabil. 2022. The Role of Quality Life as a Mediation Effect of Perceived Value and Tourist Satisfaction on Behavioural Intention. *Jurnal Aplikasi Manajemen*, Volume 20, Number 1, Pages 161–169. Malang: Universitas Brawijaya. <http://dx.doi.org/10.21776/ub.jam.2022.020.01.16>.

Indonesia is famous for the variety of natural beauty, cultures, traditions, and culinary that outstretched from Sabang to Merauke. The location of Indonesia's geographical is between two islands and two oceans. It makes Indonesia have a cross position that creates uniqueness and multiple diversity. These beauties make

Indonesia have many achievements. One of them is Indonesia has been named as the number one destination in the World by Dive Magazine world tourism magazine from London in 2017, even two years in a row.

In 2019 the President established ten priority destinations spread evenly throughout Indonesia. Being a priority destination makes it the only natural destination famous in East Java is Bromo Mountain, which is a major attraction for foreign and local tourists to visit. Tourists can enjoy the beauty of Bromo Mountain by climbing to get a view of sun-

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DOI: <http://dx.doi.org/10.21776/ub.jam.2022.020.01.16>

rise and sunset, beautiful craters, and an expanse of sand by riding a horse. That certainly can give a valuable experience blending with nature for tourists who enjoy it, unwind from everyday life, or look for inspiration.

The previous theory state that the last goal of a marketing strategy is when it reaches satisfaction at the highest point, but now the behavioral intention be a predictor of performance better than only achieving the highest satisfaction (Chi and Qu. 2008).

Several studies said that relationship between behavioral intention, perceived value, and satisfaction. Analysis of this relationship reveals that perceived value and satisfaction are better predictors of behavioral intention (He and Song, 2009). Therefore the several research has shifted and focused more on perceived value (Gale, 1994) than comparing alternatives in the market by relying on quality only.

Robinson (2017) explains that vacations can reduce stress and improve mood by staying away from activities and environments associated with stress and anxiety. That is because vacations and recreational activities lead to a more positive outlook. That is, of course, very reasonable, considering that holidays positively impact one's mental health. This background makes the tourism industry grow better and rarely leaves its fans.

The step to improve tourist satisfaction are usually related to service quality. Dissatisfaction occurs because of the gap between expectations and service performance. It is happening because of the inability of the approach to explain the meaning of tourism and the inability to explain the emotional dimensions of tourist satisfaction (Filep, 2016). Instead of service quality, this approach looks at satisfaction in terms of happiness and quality of life, traveling. Pearce (2007) stated that tourism is seen as an essential tool to improve the quality of life of tourists and as a creator of positive and satisfying experiences. Tourists will feel satisfied if the service is in line with expectations. one of them is the fulfillment of the emotional dimension that can improve the quality of life.

## **LITERATURE REVIEW**

### **Tourism**

According to the Law of the Republic of Indonesia No. 10 of 2009 concerning tourism states that tourism is a variety of tour activities and supported by various facilities and also services provided by the community, entrepreneurs, government, and local governments. Thus tourism can be interpreted as a full journey. That is departing from a place, heading and stopping, coming to some places, and back to the beginning place.

### **Perceived Value**

Perceived value in the context of tourism is the tourist receives, chooses, and interprets destination information based on various experiences to create a picture about the value of experience (Prebensen et al., 2013). Giving more value to customers compared with those carried out by competitors is a clear goal of each organization as a tool to achieve company goals. To capture the essence of perceived value, a measure of expenditure value must be more than a functional utility. Sweeney and Soutar (2001) divide functional value into quality and price by developing the PERCIVAL (Perceived value model) that is the functional value (quality/performance value), functional value (price/value of money), emotional value, and social value.

### **Tourist Satisfaction**

Tourist satisfaction at tourist destinations results from many aspects, such as their perceptions of experienced product elements and their expectations before and during the trip. Tourists who are satisfied will tend to communicate their positive experiences to others (word of mouth) and they tend to buy products repeatedly (repurchase intention) (Kozak and Rimmington 2000). People go on vacation to fulfill one or several of their needs. Researchers categorized tourism satisfaction in terms of three main theoretical perspectives: (1) situational theory, (2) disposition theory, and (3) interactive theory. The situational theory of tourist satisfaction focuses on

satisfaction with service aspects (Neal and Gursoy 2008).

### Quality of Life

Many studies show the positive effects between vacation and reduced stress levels, achieving a higher level of happiness or greater satisfaction with life (De Bloom et al., 2013). Visitors feel the impact of tourism which is more positive in their quality of life, is different from others in some materials such as a motivation to travel, group travel, interaction with local residents, and satisfaction with travel.

### Behavioral Intention

Schiffman and Kanuk (2010) stated that behavioral intention is the frequency of purchases or the proportion of total purchases from buyers who are loyal to a particular brand. Customers satisfaction can influence the behavior of high or low customer intentions depending on how much the customer feels. Understanding consumer behavior will facilitate management in efforts to develop products or services based on the requirement and desires of consumers. Consumers' desire to behave is often based on the possibility of action to be taken next. Two indicators used by this research are revisited intention and positive WOM.

## HYPOTHESIS DEVELOPMENT

### The Effect of Perceived Value (PE) on Behavioral Intention (BI)

Bajs (2015) stated that tourists feel in Dubrovnik's perceived value is that the physical condition of a beautiful tourist place and emotional experiences can influence the behavioral intention of tourists who visit. Gill et al. (2016) stated that perceived value could increase behavioral intention when the price of wine is lower or improve the quality of the wine itself. Thus, the first hypothesis from this research is:

H1: *perceived value* has a significant positive effect on behavioral intention

### The Effect of Tourist Satisfaction (TS) on Behavioral Intention (BI)

Pizam et al. (1978) have defined tourist satisfaction as the result of a comparison between tourists' experience at the destination place that they have visited and their expectations that can influence behavioral intention. Thus the second hypothesis in this study is:

H2: *Tourist satisfaction* has a significant positive effect on behavioral intention

### The Effect of Perceived Value (PE) on Quality of Life (QoL)

According to Bolton and Drew (1991), perceived value is an overall evaluation of customer service that represents the relationship between cognitive elements such as quality and feel. Sheth et al. (1991) stated that emotional, social, economic value and quality need to establish the perceived value from a service that is given. QoL is an aspect that influences the emotional side of tourists. Thus the third hypothesis in this study is:

H3: *perceived value* has a significant effect on *the quality of life*

### The Effect of Tourist Satisfaction (TS) on Quality of Life (QoL)

Kim et al. (2015) stated that people who increase their participation in various tourism activities would increase their quality of life. It is appropriate with research conducted by Neal et al. (2004) satisfaction with tourism services contributes to the overall life quality of tourists. Thus the fourth hypothesis in this study is:

H4: *Tourist satisfaction* has a significant positive effect on *the quality of life*

### The Effect of Quality of Life (QoL) on Behavioral Intention (BI)

Pleasure and satisfaction of work are meanings of quality of life. Satisfaction with family, social life, leisure and recreation, health, work, finance,

and travel are influence the overall quality of life. Kim et al. (2015) showed that the satisfaction of tourist experiences would influence the satisfaction of life with recreation. Recreation life then will influence a person’s feelings of well-being (quality of life) to produce the intention to revisit. Thus the fifth hypothesis in this study is:

H5: Quality of life has a significant positive effect on behavioral intention

**The Effect of Perceived Value on Behavior Intention with Mediation Quality of Life**

The previous research has proven that perceived value has a significant effect on behavioral intention, as the research conducted by Gill et al. (2007), Ryu et al. (2008), Chen and Chen (2010), Jin et al. (2013). The other research conducted by Andereck and Nyaupane (2011) proved that perceived value influences the quality of life. The quality of life fulfill the requirement to test as a mediation variable in the relationship of perceived value and behavioral intention, so the sixth hypothesis proposed in this research is:

H6: Quality of life mediates the relationship between perceived value and behavioral intention

**The Effect of Tourist Satisfaction on The Behavioral Intention with Mediation Quality of Life**

Kim et al. (2015), Meng et al. (2011), and Wu and Li (2015) stated that tourist satisfaction could influence behavioral intention. Besides that, tourist satisfaction is also proven to influence the quality of

life, such as the research conducted by Kim et al. (2015) and Jeong and Seo (2013). Based on the result and also an explanation about mediation variable by Baron and Kenny (1986), the quality of life fulfill the requirement for testing as a mediation variable in the relationship of tourist satisfaction to behavioral intention, so the seventh hypothesis proposed in this research is:

H7: Quality of life mediates the relationship between tourist satisfaction and behavioral intention

**Conceptual Framework of The Research**

Analysis of the relationship between the concept of perceived value, satisfaction, quality of life, and behavioral intention finds that perceived value is often prominent and the main determinant that has produced satisfaction and behavioral intention. In this case, the tour’s perceived value is that a tourist will estimate the value based on the difference between the perceived benefits and the costs from the offer given. The material such as a natural environment, a culture, historical heritage, accommodation, service provider behavior can be decisive in the definition of tourism place. In the process of evaluating the perceived value of a goal, emotional benefits can be the most important because the case can be an influence of visit and satisfaction through the factors such as enjoyment, relaxation, the opportunity to experience something new that can be called a quality of life (Sanchez-Franco et al., 2009). Lee et al. (2011) concluded that aspects of emotional value have a stronger influence on satisfaction and behavioral intention than functional aspects.

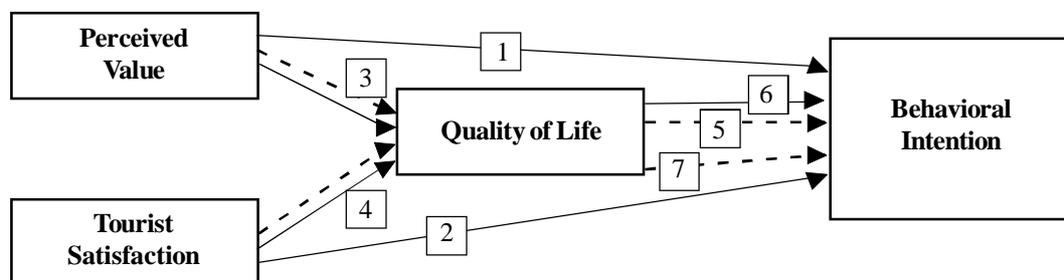


Figure 1. Research Conceptual Framework

Based on the background, objectives, research benefits, literature review, as well as previous research from this research, the researcher can form the framework of the research concept described in Figure 1.

**METHOD**

In this research, researchers used a quantitative research type. The type of research used is explanatory. The population in this research is infinite. The population is all tourists located in Indonesia. The researchers used 240 samples using a questionnaire collected for three weeks by distributing questionnaires online on google form and offline by distributing questionnaires directly to tourists who are in Bromo Mountain. Question items were distributed as many as 24 items with a composition of perceived value (four items), tourist satisfaction (three items), quality of life (eleven items), and behavioral intention (four items). The questionnaire measurement scale uses a Likert scale (score 1-5) which is one meaning strongly disagree to 5 strongly agree. The sampling technique in this study used a purposive sampling technique. That taking into consideration a minimum age of 20 to 35 years, due to age range, it is included in the millennial generation who likes travel to statements (Kasali, 2017) in disruption and individuals who have toured Bromo Mountain refer to the definition of behavioral intention according to Schiffman and Kanuk (2010). Data analysis techniques in this research used SmartPLS 3.0. This research was divided into respondents where are province respondent, gender, type of work, marital status, age, and a total of visits.

**RESULTS**

**Characteristic of Respondent**

From 240 respondents, percentage province East Java the research was 177 (74%), women dominated the research was students dominated 132 (54%), the type of work was 99 (41%), the marital status of single dominated research was 208 (87%), and a total of visits the Bromo Mountain in one time was 108 (45%).

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

From the whole test, all items had a loading factor value > 0.6, composite output reliability value > 0.7, and Cronbach’s Alpha > 0.6, AVE value > 0.5. Thus, it can be concluded that all research items are valid and reliable. In contrast, the discriminant validity evaluation was conducted by looking at the cross-loading value and showing good discriminant validity.

**Evaluation of Structural Model (Inner Model)**

This research showed that perceived value, tourist satisfaction, quality of life, and behavioral intention were 81.9%, while the remaining 18.1% were contributions of other variables that were not discussed in this research.

**Hypothesis Test Results**

Hypothesis testing is a bootstrapping process. The results can be seen in the result for inner weight output. Hypothesis testing is done to determine the relationship between latent variables directly or indirectly.

Tabel 1. Direct Effect Testing Results

Hubungan Variabel	Koefisien Jalur	p-value	t-statistik	Conclusion
PV → BI	0.229	0.001	3.445	Significant
TS → BI	0.536	0.000	7.973	Significant
QoL → BI	0.421	0.000	6.122	significant
PV → QoL	0.281	0.000	4.947	Significant
TS → QoL	0.567	0.000	10.128	Significant

Source: Data, Processed (2020)

Table 2. Indirect Influence Test Results

Hubungan Variabel	Koefisien Jalur Tidak Langsung	<i>p-value</i>	t-statistik	Conclusion
PV → QoL → BI	0.118	0.000	3.586	Partial Mediating
TS → QoL → BI	0.239	0.000	5.459	Partial Mediating

Source: Data, Processed (2020)

### Direct Effect Results

The relationship for a variable is significant if the t-statistic value is greater than 1.96 at the 5% significance level and the p-value is greater than 0.05. The results of the test analysis can directly be seen in Table 1.

### Indirect Effect Testing

Testing the indirect effect is one variable to another through an intermediary called by mediating variable. The results of the testing analysis for indirect effects are presented in Table 2.

## DISCUSSION

The study found that perceived value has a significant positive effect on behavioral intention. It means that the higher consumers' perceived value will increase the desire of tourists to visit again. It is supported by Duman and Mattila (2005), Gill et al. (2007), Chen and Chen (2010), and Bajis (2015) explained that the experience of tourists very depends on the perception of the value offered. Based on the loading factor value, it is known that experience is the most dominant indicator in the form of perceived value. Experience is an essential source of value creation. That includes a combination of economic strength and psychological condition. Affordable prices and a good experience will be obtained when tourists are satisfied with healthy sensations. The need for tourists' self-realization is fulfilled, such as loss of stress over-saturated daily life, re-excited to live daily life, and so on. If a trip to Bromo Mount can increase the values that have by tourists, tourists of Bromo Mount will get more benefits that can affect tourist behavior in the future.

This research shows that tourist satisfaction has a positive and significant effect on behavioral inten-

tion. The greater influence of tourist satisfaction is tourists' feelings, the greater the behavioral intention in the future. Several previous research by Baker and Crompton (2000), Zabkar et al. (2010), Ismail et al. (2015), Park et al. (2018) provided the result that can support the result of this research. Service quality is in line with expectations on internal factors such as a clean tourist place, clear sources of information, a natural condition that still maintains authenticity, a friendly tourism manager, responsive help center. These factors are provided satisfaction for tourism places that must be maintained and preserved together, between manager and tourist.

The result of measure this research concluded that the perceived value has a significant and positive effect on the quality of life. It means that if the tourist satisfaction is improved by excellent quality service, behavioral intention to visit again will also increase. Tourism that has the experience will tend to positively impact the psychological realm (Carneiro and Eusébio, 2011). QoL is a perceived satisfaction in several areas of life by considering their needs and expectations. The tourists feel the impact from tourism that more positive in their lives. QoL is a perceived satisfaction in several areas of life by considering their needs and expectations. In this research, QoL focuses on objective indicators that focus on the social (age, income, and crime rates) and measure quality subjective in the form of positive experiences that felt by individuals Costanza et al. (2007). Positive experiences are important sources of value creation, such as excitement, psychological happiness associated with well-being, or hedonic feelings that are formed (Seligman, 2002) and based on sensations from the feeling of real-time happiness (Sirgy et al. 2016).

This research concluded that tourist satisfaction has a positive and significant effect on the quality of life. According to leading psychologist Seligman (2002), three core elements of human happiness: positive emotions (experience and enjoy happiness), involvement (loss of self in interesting activities), and meaning (participating in meaningful activities). Furthermore, this study shows tourist satisfaction by representing good service quality at Mount Bromo. Those are free of waste tourist sites, clean air conditions, friendly tour managers, and pleasant destinations, thereby providing positive emotions and interesting interactions with other tourists who visit Mount Bromo. That is reflected in Quality of Life.

This research shows the effect of quality of life on a behavioral intention that is significant and positive inappropriate with research by Lee and Tidswell (2005). A pleasant destination by feeling positive emotions in the tourism place can influence a tourist's behavioral intention. It influences the perspective of tourist places. Tourists assume that the place can be a destination again to get life satisfaction. The capacity to experience happiness, interest, satisfaction, and love can be interpreted as a basic human power to produce many interrelated benefits in life (Fredrickson, 2000). Besides that, positive emotion can be used to optimize psychological and physical function. For this reason, this study says that traveling with a high Quality of Life can reduce stress levels and fatigue from boring routines. Respondents of this study, on average, agreed that a return visit to Mount Bromo was influenced by a pleasant destination which was reflected in the quality of life. It makes tourists feel that the trip to Mount Bromo provides a pleasant destination. Therefore they feel very happy, comfortable with the environment, good interaction with other tourists, reduce stress by traveling to Mount Bromo.

Based on the results of data analysis conducted in this research, it was found that quality of life mediated (partial mediation) on the relationship of influence values that feeling in behavioral intention. This study concludes that the perception of value reflected by a good experience is sufficient to directly affect return visits which are reflected by

behavioral intentions because it includes positive emotions obtained in the experience. Even when the quality of life reflects pleasurable goals, it can also influence the indirect relationship between perceived value and behavioral intentions. Following the loading factor value, the perceived value shows that experience has a dominant value. A good experience in traveling to Mount Bromo gives tourists a pleasant feeling. Pleasant goals reflect the quality of life because they are related to Maslow's hierarchy of needs. One of which is the fulfillment of self-esteem through values that build and result in behavioral intentions.

Based on the results of data analysis in this research, it was found that quality of life mediated partially (partial mediation) on the relationship between the influence of tourist satisfaction on behavioral intention. Mount Bromo, which provides quality service following expectations, can provide satisfaction so that emotional perception can increase the QoL of tourists during their visit. In the sector of tourism, the benefits of emotional function are more important than the benefits of physiological functions. Besides that, the positive emotions are supported by conditions of a comfortable, safe, and good social environment. A good experience can influence the behavioral intention of tourists to revisit a tourist place and do word of mouth.

## **CONCLUSIONS**

Perceived value and tourist satisfaction are proven to affect the quality of life and behavioral intention. Providing good quality service with the hope of visiting a certain place can satisfy the tourist and improve Quality of Life and the variety of layers of their lives. The quality model believes that quality service is the main factor in generating Quality of Life for tourists that involve positive emotion (happiness, comfort, disruption, and romance) so that future behavior can occur. Besides that, quality of life can mediate the influence of perceived value and tourist satisfaction on behavioral intention. Perceptions about tour places that exceed expectations will give tourists satisfaction, especially if it is appropriate with personal characteristics and tourism place so that the behavioral intention will increase.

## RECOMMENDATIONS

Natural conditions that are still original must keep maintained together between managers and tourists and establish good relations with the local government. Besides that, providers of tourism travel must also provide additional quality services that can increase value. Furthermore, this research can expand knowledge in objects by developing various analyses at the level of family, community, and country, especially on the Quality of Live variable and considering the original culture and the context of the visit, such as whether the visit is personal or group desire.

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