The Effect of Event Image on Revisit Intention with Perceived Value as a Mediating Variable

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ABSTRACT

Tourism is one of the government's strengths to create economic growth. Indonesia is one of the countries that prioritize tourism as a source of income. Sports tourism marketing is one of the many strategies to increase tourist attendance. This research aimed to determine the effect of event image on the intention to revisit with the perceived value as a mediating variable. The proposed research model is based on the use of stimulus organism theory (SOR). This research uses the Tour de Borobudur participant event as a case to verify the relationship in the proposed model. Data were collected by conducting an online survey questionnaire to 138 respondents and analyzed using PLS. The results of this research show that event image has a positive effect on revisit intention. The perceived value variable plays a role in mediating the relationship between event image and revisit intention.

Keywords: Event Image; Revisit Intention; Perceived Value; Sports Tourism Marketing

1. Introduction

Data from the Ministry of Tourism and Creative Economy/Kementerian Pariwisata dan Ekonomi Kreatif (KEMENPARKREF) that is stated in the Tourism Crisis Management Pocket Book (2019), shows that the tourism sector in 2015 became the fourth foreign exchange contributor after the oil and gas, palm oil, and coal sectors. The amount of the contribution of foreign exchange from the tourism sector increased in 2018. This fact is one of the bases for the tourism sector to have a "domino" effect on the national economy.

More than a decade ago, various events already became a new thing as a new tourism attraction and sustainability. The influence and role of planned events in tourism have been recognized as boosting economic development (Mainolfi and Marino, 2020). This fact, in particular, contributes to the development of the area where an event is hosted.

Grix (2012) reveals many tourist destinations that have offered sporting events and use them to increase awareness and image and gain a share of the lucrative tourism market. It is a severe concern for scientists and practitioners that sports events have great potential to become tourism (Nogawa et al., 1996). However, relatively few researches reveal tourism perspectives on sporting

events, more specifically studies to understand sports tourism as individuals who consume events and their goals.

One of the concerns is the interest of the visitors for revisit intention. In scientific studies, the phenomenon of sports tourism is in line with the scientific development of marketing management, especially in tourism. Revisit intention is one of the interesting topics to be studied in more depth. This variable is closely related to consumer behavior.

Furthermore, event image is an interesting thing to be studied in sports tourism. Patil and Dayanand (2015) stated that event image plays a role in increasing consumer behavior. This statement is supported by Hussein's (2016) research results in his study, saying that event image increases visitors' interest to revisit an event. Event image is stated to be able to increase the intensity of visiting an event.

The findings of the event image do not reveal any similarities with existing researches. One of them was found by Li et al. (2020) stated that event image did not affect revisit intention. In line with previous findings, Imanda and Anandya (2020) noted that event image had no effect on visitors' revisit intention.

The finding of event image influencing revisit intention was stated by Hussein (2016) and Patil and Dayanand (2015). The results of the event image research are different from the findings of Imanda and Anandya (2020) and Li et al. (2020), which states that event image does not affect tourists' revisit intention.

The inconsistency of the results of these studies provides room for other factors that cause the findings of previous studies to differ. The researcher adds the perceived value variable, which is a media variable in the relationship between event image and revisit intention. The perceived value variable is the suggestion put forward.

This research is expected to contribute to the development of science in the sport tourism aspect with the event image variable on revisit intention.

2. Literature Review

2.1 Stimulus Organism Respond Theory

Mehrabian and Russell (1974) stated that individuals react to the environment in two general ways, the positive behavioral approach and the avoidance behavior approach. SOR theory expresses at the beginning as the processing of individual decision-making based on emotion (Wohlwill, 1976). The model in SOR theory was developed by Bitner (1992) by combining cognitive and physiological aspects. SOR theory describes in the individual there are three stages of the process (Mehrabian and Russell, 1974). The stages of receiving an environmental response, namely receiving a stimulus, internal processing of the received stimulus, and responding to stimulus processing by taking action.

2.2 Event Image

Event image is defined by Valle et al. (2012) as the search for unforgettable experiences in unforgettable places and participation in events during their stay that can contribute to feelings & the process of forming imagination. Furthermore, the event provides a unique experience and creates an image that significantly impacts event participants (Munsters, 1996). The event image consists of components similar to the destination image (Kaplanidou, 2006). Thus, it can be defined that the event image is an unforgettable experience and gives a person a form of imagination for the event.

Event image can influence several variables, including the intention to participate again, recommendation of the event, destination image, intention to revisit (Patil & Dayanand, 2016), and satisfaction (Li et al., 2020). In addition, event image is influenced by several variables: direct experience of an event, media, and social interaction (Li et al., 2020). The following indicators measure event image (Kaplanidou & Vogt, 2007): Fulfilling, Unstimulating, Excellent, Joyful, Unhealthy, Exciting, Cheerful, Worthless, Beautiful, Relaxing, Adventurous, Uninspiring, and Supportive.

2.3 Revisit Intention

The concept of revisit intention comes from behavioral intentions. Oliver et al., (1997) define behavioral intentions (among others, repurchase and word-of-mouth intentions) as "a situation where everything is connected in an individual's behavior. From leisure and recreation, behavioral intention is the intention of a visitor to revisit the site within a year and his intention to frequently come to a tourist destination (Baker & Crompton, 2000). Thus, the intention to revisit is the intention of individuals who have previously visited an event or tourism place and have the feel to revisit it.

2.4 Perceived Value

Perceived value is expressed as the value that is perceived and refers to the overall consumer's assessment of the utility of a product or service based on perceptions of what is received and what is given (Zeithaml, 1988). Based on this definition, value can be directly related to the perception of service quality. Consumers can perceive different value constructs. A more recent study (Kunkel et al., 2017) developed a Consumer Perceived Values Scale of multidimensional Sports Games that affirms functional, social, emotional, epistemic, and economic values. Perceived value has received much attention in the marketing literature as a prominent variable in explaining consumption behavior as either a direct or mediating predictor variable (Byon et al., 2013; Kwon et al., 2007; Murray and Howat, 2002). Although a set of perceived value constructs has been discussed and can be used to provide more significant variability to explain the various ways in which customers evaluate the provision of services and products, unidimensional constructs representing the perceived value that capture costs are generally adopted in sports marketing research (Byon et al., 2013; Kwon et al., 2007).

2.5 Hypothesis Development

2.5.1 Relationship between Event Image and Revisit Intention

Imanda and Anandya (2020), and Li et al. (2020) stated that event image does not affect tourists' revisit intention. This finding indicates that the event's image does not affect the interest of tourists who have visited before. However, other findings found that event image affects revisit intention, put forward by Hussein (2016) and Patil and Dayanand (2015). These findings indicate that the concept of event image can link tourists and their interest in revisiting.
H1: Event image has a positive effect on Revisit Intention

2.5.2 The Role of Perceived Value in the Relationship between Event Image and Revisit Intention

SOR theory reveals that individuals react to the environment in two general ways, positive behavioral approach and avoidant behavior approach (Mehrabian and Russell, 1974). The model in SOR theory was developed by Bitner (1992) by combining cognitive and physiological aspects. SOR theory describes that, in the individual, there are three stages of the process (Mehrabian & Russell, 1974). The stages of receiving an environmental response, namely receiving a stimulus, internal processing of the received stimulus, and responding to stimulus processing by taking action. Perceived value is expressed as the value that is perceived and refers to the overall consumer's assessment of the utility of a product or service based on perceptions of what is received and what is given (Zeithaml, 1988). Perceived value has received much attention in the marketing literature as a prominent variable in explaining consumption behavior as either a direct or mediating predictor variable (Byon et al., 2013; Kwon et al., 2007; Murray and Howat, 2002).
H2: Perceived Value mediates the relationship between Event Image and Revisit Intention

The following is an explanation of how the hypothesis developed.

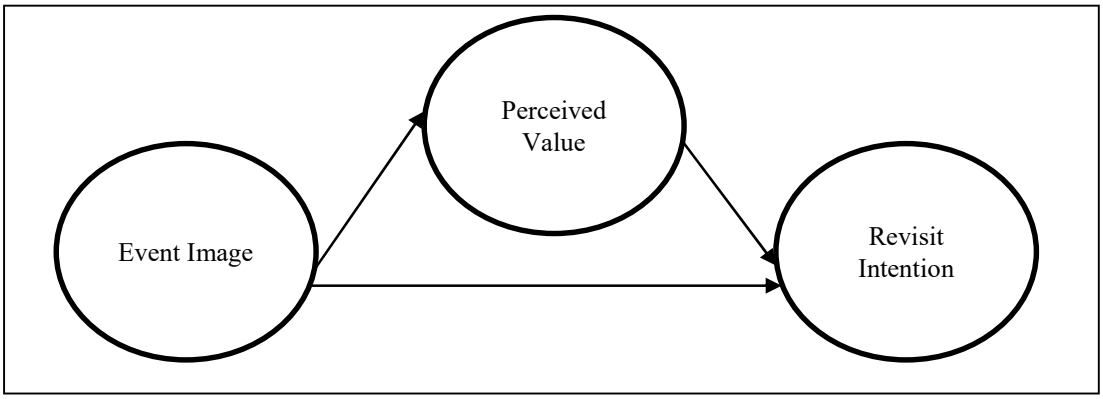

Figure 1. Research Model

3. Research Methodology

3.1 Population and Sample

The population used in this research is participants who participated in the Tour de Borobudur event from 2010 - 2020. The size of the population cannot be known with certainty. Thus, the sample size is calculated using the Slovin method and a minimum sample of 97 respondents is obtained. The sampling technique used in this research is the purposive sampling technique, which is a technique to determine the sample using specific considerations (Sugiyono, 2016:85). The considerations in this sample are participants who have participated in the Tour de Borobudur at

least once.

3.2 Variable Measurement

This research consists of 1 independent variable, 1 mediating variable, and 1 dependent variable. Measurement of variables using a 5-point Likert scale shows point 1 as strongly disagree to point 5, which indicates strongly agree. The independent variable, namely Event Image, was measured using 13 adopting indicators by (Koo & Byon, 2014), consisting of Unfulfilling/fulfilling, Stimulating /unstimulating, Poor / excellent, Sad / joyful, Healthy / unhealthy, Boring / exciting, Gloomy / cheerful, Valuable / worthless, Ugly / beautiful, Distressing / relaxing, Unadventurous / adventurous, Inspiring / uninspiring, and Unsupportive / supportive. Meanwhile, the mediation variable is measured by adopting (Byon et al. 2013; Petrick 2002), consisting of 3 indicators: worth the money, very well priced, and economical. The dependent variable on revisit intention is measured by indicators adopted from (S. Huang & Hsu, 2009), consisting of 4 indicators, intend to revisit, plan to revisit, desire to revisit, and probably will revisit.

3.2 Data Analysis Tool

The analytical tool in this study uses mediation analysis with the PLS application that tests structural equations based on variance. PLS can simultaneously test the measurement model and the structural model (Ghozali, 2012). The measurement model is used to test the validity and reliability, while the structural model is used to test causality or hypotheses with a predictive model.

4. Results

4.1 General Description of Respondents

This research survey was conducted on 138 respondents who have participated in Tour de Borobudur in the 2010 - 2020 range by participating at least once. Table 1 shows the general description of respondents based on gender, age, domicile, and occupation. It is known that there are 138 respondents in this study consisting of 76% male and 24% female. Based on age, the number of respondents aged 18-31 years as many as 59 respondents (43%), 38 respondents (28%) aged 31-40 years, and 41 respondents (30%) aged 41-50 years. Based on the domicile area, there were 76 respondents (55%) in Central Java, 38 respondents (28%) in Java other than Central Java, and 24 respondents (17%) outside Java. Based on occupation, 25 respondents (18%) were students, 45 respondents (33%) were Government/BUMN employees, 28 respondents (20%) were private employees, and 40 respondents (29%) were entrepreneurs.

Table 1. General description of respondents

Gender	**frequency**	**Percentage**
Male	105	76,09
Female	33	23,91
Total	138	100,00
Age	**Frequency**	**Percentage**
18-30	59	42,75
31-40	38	27,54

41-50	41	29,71
>50	0	0
Total	138	100,00
Domicile Area	**Frequency**	**Percentage**
Central Java Province	76	55,07
Java other than Central Java	38	27,54
Outside Java	24	17,39
Total	138	100,00
Occupation	**Frequency**	**Percentage**
Student	25	18,12
Government/BUMN employee	45	32,61
Private sector employee	28	20,29
Entrepreneur	40	28,99
Total	138	100,00

Based on table 1, most respondents are male, with a presentation of 76.09%, and only 23.91% are female. In terms of age, respondents aged 18-31 dominated this survey, amounting to 42.75. Based on the domicile area of the respondents, respondents in Central Java Province dominated as much as 55.07%. Meanwhile, regarding respondents' occupation, the largest one was Government/BUMN Employee as much as 32.61% in this survey.

4.2 Outer Model Evaluation

4.2.1 Convergent Validity

Table 2. Convergent Validity Analysis Results

No	Indicator	Loading	Cut of Value	Explanation
1	EI_1	0,733	0,50	Valid
2	EI_2	0,728	0,50	Valid
3	EI_3	0,725	0,50	Valid
4	EI_4	0,736	0,50	Valid
5	EI_5	0,736	0,50	Valid
6	EI_6	0,733	0,50	Valid
7	EI_7	0,717	0,50	Valid
8	EI_8	0,728	0,50	Valid
9	EI_9	0,762	0,50	Valid
10	EI_10	0,718	0,50	Valid
11	EI_11	0,729	0,50	Valid
12	EI_12	0,711	0,50	Valid
13	EI_13	0,722	0,50	Valid
14	PV_1	0,809	0,50	Valid
15	PV_2	0,827	0,50	Valid
16	PV_3	0,821	0,50	Valid
17	RI_1	0,758	0,50	Valid
18	RI_2	0,819	0,50	Valid
19	RI_3	0,776	0,50	Valid
20	RI_4	0,763	0,50	Valid

Convergent validity is used to see the status of various indicators used to measure research whether variables are included in the valid category or not. The indicator is declared valid if the Loading value is greater than 0.7. But according to Ghozali (2012), the Loading value 0.5 – 0.6 is still acceptable. This study refers to Ghozali's opinion, so the cut of value used is 0.5 - 0.6.

Based on table 2, all indicators have been declared valid. The overall loading value exceeds the minimum limit, the cut of value is 0.50. Thus, it can be processed to the following analysis process.

4.2.1 Discriminant Validity

Discriminant validity is part of the measurement model to see the validity of a model. In this study, the method used to assess discriminant validity is by comparing the square root value of the Average Variance Extracted for each construct with the correlation between the constructs and other constructs. Ghozali (2015) states that the model has sufficient discriminant validity if the AVE root of each construct is greater than the correlation between constructs. The results of the analysis for the first stage of discriminant validity are presented in table 3.

Table 3. Result of the discriminant validity analysis

Variable	Event Image	Perceived Value	Revisit Intention
Event Image	**0,729**		
Perceived Value	0,376	**0,819**	
Revisit Intention	0,586	0,504	**0,780**

The discriminant validity results show that the AVE root value for all variables is greater than the correlation value between constructs. Thus, it has fulfilled the requirements and can be processed to the next stage.

4.2.1 Composite Reliability and Cronbach's Alpha

Composite Reliability and Cronbach's Alpha are used to see the reliability of a construct. A construct is considered reliable if it has a composite reliability value and a Cronbach's Alpha greater than 0.70. The results of the analysis of composite reliability and Cronbach Alpha are presented in table 4.

Tabel 4. Result analysis of the Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	Cut of Value	Explanation
Event Image	0,927	0,937	0,700	Reliable
Perceived Value	0,754	0,859	0,700	Reliable
Revisit Intention	0,785	0,861	0,700	Reliable

The analysis results in table 4 are the data obtained in full with Cronbach's Alpha value greater than 0.700 for all variables. Thus, it is accepted that the variables are stated reliable.

4.3 Inner Model Evaluation

The inner model describes the effect between variables. The evaluation of the inner model is done by looking at the value of the R square. The results of the R Square analysis can be seen in table

5.

Table 5. The results of the inner model evaluation analysis

Variable	R Square	Rule of Thumb	Conclusion
Perceived Value Revisit Intention	0,141 0,438	0.67, 0.33 dan 0.19 (Indicates strong, moderate, and weak models (Chin, 1998)	Weak Moderate

Based on table 5, the result of the R square for the perceived value variable is 0.141. In the variable model, perceived value is affected by the event image. It shows that event image affects perceived value by 14.1% with an R square value of less than 0.19. It concluded that the model is in the weak category.

Based on table 5, the result of R square for the revisit intention variable is 0.438. In the variable model, revisit intention is affected by event image and perceived value. It shows that revisit intention is affected by the event image and the perceived value by 0.438, with an R square value of less than 0.67. Hence, the model is in the moderate category.

4.4 Hypothesis Testing

Hypothesis testing is used to see the significance of the independent variable on the dependent variable. The independent variable is stated influential if the t statistic has a value greater than 1.96 and the p-value or significance is below alpha 0.05. The results of the t-test analysis and significance can be seen in table 6.

Table 6. Direct effect hypothesis test

Causality between Variables (Direct Effect)	Coeff	t-value	p-value	Cut of Value	Explanation
Event_Image -> Revisit_Intention	0,462	5,310	0,000	0,05	H_1, Accepted

Table 6 shows the results of testing the direct influence between variables. In the event image variable on revisit intention, the t-count value is 5.310 or greater than 1.96. The results are in line with the expectation and are accepted.

4.4 Mediation Effect Hypothesis Testing

The mediating effect shows the relationship between the independent and dependent variables through the connecting variable or mediation. The effect of the variable on the dependent variable does not occur directly but through a transformation process represented by the mediating variable (Baron and Kenney, 1986). Table 7 below shows the results of calculating the mediating effect of perceived value variables on the relationship between event image and revisit intention.

Table 7. Mediation effect hypothesis test

Causality between Variables (Indirect Effect)	Coeff	t-value	p-value	Cut of Value	Explanation
Event Image -> Perceived Value -> Revisit_Intention	0,124	2,684	0,008	0,05	H_2, Accepted

Based on table 7, it is found that the p-value of the effect of event image on revisit intention through the perceived value is 0.008 or less than 0.05. Thus, the second hypothesis is accepted, perceived Value mediates the relationship between Event Image and Revisit Intention.

5. Discussion

As hypothesized, event image positively affects the revisit intention of Tour de Borobudur participants who have participated in the event. This research is in line with the findings of Hussein (2016) and Patil and Dayanand (2015). This proves that the event image plays a role in the participants' decision to revisit the Tour de Borobudur event in the following years.

Statistical results also show that there is an indirect relationship between event image and revisit intention. Previous research revealed by Imanda and Anandya (2020) and Li et al. (2020) stated that event image has no effect on revisit intention. However, in this study, it was found that there is an intervening variable between the relationship of event image to revisit intention. Referring to the SOR theory, where the Tour de Borobudur participants have participated in the event with the event image and the perceived value of the participants, it was found in this research that perceived value mediates the relationship between them event image and revisit intention.

6. Conclusion

Based on the analysis results, it is concluded that the event image of an event affects the increase in revisit intention. However, the perceived value of participants who have visited previously acts as a mediation of participants in deciding to visit, which is interpreted by increasing revisit intention.

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