

The Effect of Experiential Value of Tourist Behavioral Intentions in Taman Buah Mekarsari

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Abstract. Nowadays the problems that are being faced by the tourism destinations is the low level of tourist behavioral intentions, it happened in agritourism destinations such as Taman Buah Mekarsari. Because it would need to hold research to increase behavioral intentions through experiential value implemented by the managers of Taman Buah Mekarsari. This study aims to obtain an overview of experiential value, to obtain an overview behavioral intentions of tourist in Taman Buah Mekarsari and the influence of experiential value toward behavioral intentions of tourist. The experiential value in this study consisting of atmospherics, entertainment, enjoyment, escape, efficiency, excellence, and economic value. Data analysis technique are used multiple regression with a sampling technique used systematic random sampling of 100 respondents. The results showed that the experiential value have a significant influence on the behavioral intentions and the biggest influence of experiential value obtained through entertainment.

1. Introduction

Competition in high tourism destinations makes the need for a destination to make improvements in order to improve and improve its quality, aiming so that tourists do not experience saturation or turn to other destinations. The large number of tourists who turn to other destinations shows that the behavioral intentions of tourists are relatively decreased. Behavioral intentions are very interesting to be discussed and studied both by tourism industry managers and by academics [1]. Behavioral intentions equated with customer loyalty and assessing behavioral intentions can have implications for tourism businesses on how to increase consumer loyalty that can increase profits [1].

Research in the field of marketing is now increasingly concerned with the importance of behavioral intentions that are often referred to as intentions of consumer behavior [2]. The tourism industry operators need Understand the behavioral intentions of tourists in the development of marketing and operational strategies because behavioral intentions have a positive effect on the sustainability of the organization in the long term. Based on the statement can be concluded that the behavioral intentions are a matter of concern for companies, especially companies engaged in tourism [3].

Agro-tourism has been identified as a means to increase farmers' income when agriculture is unprofitable, thereby reducing the economic dependence of farmers on their agricultural activities but the development of agro tourism is still low both intentions to recommend and intention to revisits that are also low [4]. Bogor District is one of the areas in West Java Province that has agro-tourism potential.



The number of tourist destinations in Bogor regency increased every year. Due to the increase, there are competitions among business actors in the field of tourism especially agro tourism destinations in Bogor district. One of agrotourism area in Bogor regency attracted by tourists is Taman Buah Mekarsari which is an agro tourism recreation area with 264 ha area. Taman Buah Mekarsari is one of agrotourism destination in West Java Province. Taman Buah Mekarsari has decreased the number of tourists which is quite significant in the year 2016. Data the number of visitors Taman Buah Mekarsari can be seen in Table 1.

Table 1. Number of Visitors Data Taman Buah Mekarsari

YEAR	INDIVIDUAL	GROUPS	REVISIT GROUPS
2013	291.785	58.215	712
2014	512.230	128.849	1.040
2015	500.051	186.223	2.235
2016	457.142	129.808	1.492

Resource: Taman Buah Mekarsari 2017

Based on the data in Table 1 it can be seen that the level of tourists' visits from year to year is not stable, in 2014 there was an increase in the number of tourists which is very significant but in 2015 and 2016 there was a decrease in the number of tourists' visits. In the year 2016 there was a decrease of 42 909 individual tourists and 56,415 tourists entourage. This significant decrease in the number of visits is influenced by internal factors such as the lack of cooperation in implementing marketing strategies to make Taman Buah Mekarsari as the main tourist destination of tourists in agricultural tourism or agro tourism, while external factors such as many emerging new agro-tourism destinations that cause The behavioral intentions of Taman Buah Mekarsari visitors are low.

The impact of the low behavioral intentions of tourists can affect the increasing complaints, criticism, negative word of mouth, the intention to leave, affect the image of the destination and the company must invest greater effort and longer time to change the image and attitude [5]. Repurchase Intention and behavioral intentions occur when consumers repurchase activities for second or more times, where the reason for repurchase is primarily triggered by the value of consumer experience of products and services [6]. experiential Values were discussed in various studies and found an influence on satisfaction and loyalty as well as behavioral intentions or behavioral intentions [7].

Experiential value is one of the ideas or concepts that are relatively new and still in development. Taman Buah Mekarsari began to implement various strategies to increase behavioral intentions tourists [8]. One of the marketing strategy is by applying experiential value concept to the destination. Taman Buah Mekarsari provides experience or experiential value through atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value. Atmospherics that owned by Taman Buah Mekarsari is the natural beauty and beauty of plants and plantation gardens and provide the attractiveness of agrotourism and provide atmospherics through an agro-tourism atmosphere owned by Taman Buah Mekarsari. Enjoyment is implemented through plays and recreation using outdoor games and water games as well as water sports in Wiryatama Mekarsari lake that can provide enjoyment and make the tourists happy and entertained and feel apart from the routine. Taman Buah Mekarsari has a Pongo Show that provides entertainment to tourists through theatre performances about animal life in the forest which is very interesting. Taman Buah Mekarsari performs the implementation of efficiency through the use of RFID card or radio frequency identification to be used by tourists on every transaction made so that tourists do not have to queue for long to buy tickets and RFID card can be filled with the amount of money as per tourists and if there is still balance in the card, Tourists can take the remaining balance at every cashier counter in Taman Buah Mekarsari. Tour guides and tourist officers Taman Buah Mekarsari always form a special committee (Pansus) every day to conduct intensive coordination in order to provide excellence services for tourists in Taman Buah Mekarsari. One of the strategy of economic value implementation conducted by Taman Buah Mekarsari is by giving fruit plant seedlings in pot to every traveller who joined Greenland tour at Taman Buah Mekarsari and it can be brought back as a souvenir and can be planted by tourists.

Based on the research background that has been described to know the extent of the experiential value of the experiments conducted by Taman Buah Mekarsari, it is necessary to conduct a study on the Experiential Value Impact on Tourist Behavioral Intentions in Taman Buah Mekarsari

Based on the background of the research, it can be formulated research problem as follows:

1. How to describe experiential value in Taman Buah Mekarsari.
2. How is the description of the behavioral intentions of tourists in Taman Buah Mekarsari.
3. How does the experiential value influence the behavioral intentions of tourists in Taman Buah Mekarsari.

Based on the formulation of the above problem, the purpose of this study is to obtain the findings of experiential value in Taman Buah Mekarsari, a description of the behavioral intentions of tourists in Taman Buah Mekarsari, and the effect of experiential value on the behavioral intentions of tourists in Taman Buah Mekarsari.

2. Literature review

2.1. *Tourism marketing*

Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value for customers in return [9]. Marketing is a process by which the company creates value for customers and builds strong customer relationships and values customers. Marketing is the process by which companies create value for customers and society [9]. Marketing is the process by which a company creates value For customers and society, resulting in strong customer relationships to achieve value from consumers in return. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large [10]. Marketing is an activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings of value to customers, clients, partners and the public at large.

Tourism as the sum of the processes, activities and outcomes arising from relationships and interactions between tourists, tourism suppliers, governments, communities and the surrounding environment involved in attracting the management of tourists and other visitors [11]. Tourism marketing a basic understanding of the relationship between demand and supply within tourism, the relationship between market demand, product supply in tourist destinations and how the major sectors of the tourism industry, travel agencies, organizations and transport combine to manage demand for visitors through a variety of marketing influences [12]. Tourism marketing can be better understood if analyzed through multidimensionality of tourist values that can be experienced simultaneously several factors: affective and cognitive, social and personal, active and reactive [13].

2.2. *Customer perceived value*

Customer value is a unique, complex and rich concept. Customer value is about choosing the right product, according to quality, ease of getting and cost incurred and different experience compared to competitors [14]. Based on previous research, perceived The value that tourists feel when visiting a tourist destination or engaging in a particular type of travel greatly influences the future intentions of travelers to review the same destination or re-engage in the destination.

Customer perceived value is the customer's overall assessment of what is received and what is given or issued by a particular supplier compared to other competitors [10] and Customer perceived value can be measured through three dimension of value that is functional value, emotional value, and experiential value [15]. Functional value is defined as perceived utility derived from functional capacity alternatives and physical performance reflecting the physical quality of products and services used in product attributes, price, reliability and durability while emotional and experiential value are the main sources of value obtained from the experience of travelers against service providers [15]. Emotional value and experiential value more influence consumer in creating positive perception than functional value so marketers should emphasize value in terms of fun, experiences that give impression, new experiences,

various activities of tradition and focus on hospitality Friendliness, and culture-oriented to create emotional and experiential value [15].

2.3. *Experiential value*

Experiential value begins with a construct study conducted by Holbrook and Hirschman. The value theology from Holbrook expresses value as experience, derived from the interaction between customers, products / services, and companies in the business environment and such interactions due to customer participation Or more consumers. Experiential value as the extent to which experience helps consumers achieve their consumption goals based on perceived or relativistic preferences for products or services arising from interactions or consumption processes for consumption purposes [16].

Experiential value is the consumer's perception of the value arising from the consumption experience [17,18]. The value of experience refers to the pleasure or satisfaction felt from the product or service to offer enjoyment, entertainment, freedom, and escapism [1]. Experiential value is seen based on existing relationships including direct use or form of consumer appreciation of goods or services used. Experiential value is a consumer experience of perceived value through the involvement and benefits gained in a destination and has a dimension of atmospherics, entertainment, enjoyment, escape, efficiency, excellence, and economic value [17].

Based on the understanding of experiential value of some experts above, in this study the authors use the understanding of experiential value is the consumer experience of the perceived value through the involvement and benefits obtained in a destination that focuses on the value that makes consumers survive the experience of travel in a destination. Experiential value brings a clear purpose in the minds of travelers. Destinations can attract tourists using interesting and different ways from other competitors by providing a different experience, this is the right strategy for tourist destinations.

2.4. *Behavioral intentions*

Behavioral intentions could be predicted with higher accuracy by considering attitudes toward all alternatives Behavior.

Behavioral intentions refers to the actions of the individual in the future, which can be based on the forecasting of people's behaviour. Behavioral intentions are a description of visitor behavior for return visits, word of mouth communication, willingness to convey complaints, and price sensitivity behavior toward a product or service [19]. Identifies four dimensions of behavioral intentions [19]: (1) Repurchase intentions. Repurchase intentions is an individual's assessment of the repurchase of a service from the same company taking into account the current situation, and the future situation; (2) Word of Mouth Communication (WOM). Word of mouth communication Is an informal communication directed to other consumers about the ownership, use or characteristics of certain goods and services, and / or their sellers; (3) Price sensitivity. Consumer awareness of the cost that they expect when they buy a particular product or service; (4) Loyalty complaining behaviour. It consists of a potential response behavior that customers use to express their dissatisfaction, which is a reaction of dissatisfaction.

2.5. *Hypothesis*

The hypothesis is defined as tentative, but verifiable, statement, which predicts what is expected to be found in empirical. The hypothesis is formulated on the basis of a frame of mind which is a temporary answer to the problem being formulated [20]. From the description, the author in preparing the hypothesis is supported by several premises as follows: regarding experiential value to behavioral intentions

1. Experiential values encourage the formation of positive behavioral intentions and the integration of experiential value constructs can influence behavioral intentions [17, 21].
2. Experiential value positively influence directly to customer satisfaction and behavioral intentions [17,22,23].
3. Experiential value offers extrinsic and intrinsic benefits that can have long-term impact on the minds of consumers [6].

4. The repurchase intention occurs when consumers repurchase activities for second or more times, where the reason for repurchase is primarily triggered by the value of the consumer's experience of products and services [6].

Based on the above premise, the hypothesis in this study is "There is a positive influence between experiential values toward behavioral intentions."

3. Research methods

3.1. Types of research

The type of research used is descriptive and verifikatif research. Descriptive research is a type of conclusive research that has the main purpose of describing something usually the characteristic of the market or function done to explain something [20]. Descriptive research conducted in this research consist of two purposes, namely to obtain the findings in the form of a description of experiential value strategy consisting of atmospherics, enjoyment, entertainment, escape, efficiency, excellent and economic value as well as description of behavioral intentions. Verifikatif research is a study to test the truth of casual relations (cause and effect) is the relationship between independent variables (that affect) with the dependent variable (which influenced) [24].

3.2. Population, sample, and sample technique

The population in this study is all the tourists who have made a visit or more than one visit to Taman Buah Mekarsari, the individual tourists and tourists groups in 2016 which amounted to 586 950 tourists.

The sample is a subgroup of selected populations to participate in the study [26]. The formula used to measure the sample, used the formula Slovin [26] as follows:

$$n = \frac{N}{1 + Ne^2}$$

Which is:

- n = Sample Number
 N = Population Number
 e = precision value = 10% = 0,1

The calculation of the number of samples used in this study are as follows: N=22.465 and e=0,1 then:

$$n = \frac{586.950}{1 + (586.950)(0,1)^2} = 99,98 \approx 100$$

Based on sample determination by using Slovin technique formula, then obtained sample size (n) counted 100 respondents.

The sample technique used in this study is a sample of systematic random sampling technique for mobile population (mobile sampling). Systematic random sampling is a sample selection technique of a population randomly conducted only for the first sample of a number sample, while for the next sample is chosen systematically [26].

3.3. Data collection technique

Data Collection Technique can see in table 2.

Table 2. Data Collection Technique

Num.	Data Collection Technique	Data Resource
1	Interview	1. Taman Buah Mekarsari Management 2. Taman Buah Mekarsari Marketing Department staff
2	Questionnaire	Tourists who come back to Taman Buah Mekarsari.
3	Observation	Activities of experiential value and behavioral intentions of tourists.
4	Literature Study	Data collection by studying books and scientific journals to obtain information relating to theories and concepts related to research problems.

Source: Data processing, 2017

3.4. Validity and reliability

Data collection using questionnaires measured with 5-point Likert scale is Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1), to test the quality of data validity and reliability test Instruments using the Pearson Correlation formula and Cronbach Alpha.

The validity carried out using the construct Validity is to know how well the results obtained from the use of measures that are in accordance with the designed theories [25]. The steps taken to test validity and reliability using the IBM program SPSS Statistic (Statistical Product for Service Solutions) 22.0 for windows. The result of validity test that is done stated that 21 items of question that measure experiential value which consist of 7 dimension that is atmospherics, entertainment, enjoyment, escape, efficiency, excellence and economic value and 9 question measure behavioral intentions stated that all item / item valid with significance value <0.05 and $r \text{ count} > 0.344$. As for reliability, the research instrument stated reliable because the value of cronbach alpha obtained > 0.070 . Reliability Test Results can see in table 3.

Table 3. Reliability Test Results

No.	Variable	Cronbach's alpha	Explanation
1.	Experiential Value	0,931	Reliable
2.	Behavioral Intentions	0,803	Reliable

Source: Data Processing, 2017

3.5. Data analysis technique

Multiple regression assumption test. Assumption test, conducted through the test of the normality test, multicollinearity test, autocorrelation test, heteroscedasticity test, and linearity test. Multiple regression analysis. Multiple regression analysis is a means of forecasting analysis of the value of the influence of two or more independent variables ($X_1, X_2, X_3, X_4, X_5, X_6$ and X_7) to the dependent variable (Y) to prove the presence or absence of causal relationship between two or more independent variables. The equations of multiple regressions are as follows figure 1.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7$$

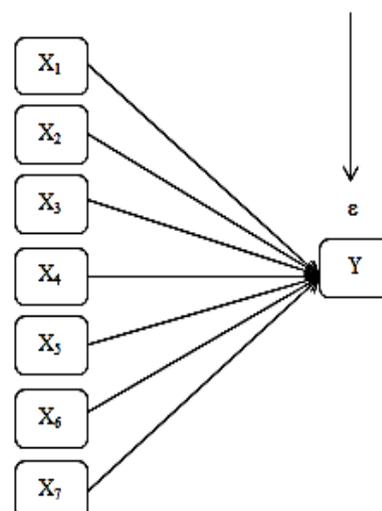


Figure 1. Multiple Linear Regressions

Correlation and determination analysis. Correlation analysis is an analysis used to know the relationship between two or more independent variables ($X_1, X_2, X_3, X_4, X_5, X_6$, and X_7) to the dependent variable (Y) simultaneously. Determination analysis is used to determine the percentage of contribution

of independent variables ($X_1, X_2, X_3, X_4, X_5, X_6,$ and X_7) simultaneously to dependent variable (Y). Revealed the coefficient is intended to find out how much percentage variation of change in one variable (dependent) is determined by changes in other variables (independent) [26].

3.5.1. Hypothesis testing

Simultaneously (F Test): Simultaneous test serves to prove that every independent variable (X) has a significant influence on the dependent variable (Y) simultaneously. The decision-making criteria for the proposed hypothesis are: If $f_{\text{count}} > f_{\text{table}}$, then H_0 rejected and H_a accepted means X affect Y. If $f_{\text{count}} < f_{\text{table}}$, then H_0 accepted and H_a rejected means X does not affect Y.

Partially (T Test): The decision-making criteria for the proposed hypothesis are: If $t_{\text{count}} > t_{\text{table}}$, Then, it means there are influences between atmospherics against behavioral intentions. If $t_{\text{count}} < t_{\text{table}}$, then it means there is no influence between atmospherics against behavioral intentions. If $t_{\text{count}} > t_{\text{table}}$, then it means there is influence between enjoyment to behavioral intentions. If $t_{\text{count}} < t_{\text{table}}$, then it means there is no influence between enjoyment to behavioral intentions. If $t_{\text{count}} > t_{\text{table}}$, then it means there is influence between entertainment to behavioral intentions. If $t_{\text{count}} < t_{\text{table}}$, then it means there is no effect between entertainment to behavioral intentions. If $t_{\text{count}} > t_{\text{table}}$, then it means there is influence between escape to behavioral intentions. If $t_{\text{count}} < t_{\text{table}}$, then there is no effect between escape to behavioral intentions. If $t_{\text{count}} > t_{\text{table}}$, then it means there is influence between efficiency to behavioral intentions. If $t_{\text{count}} < t_{\text{table}}$, then it means there is no effect between the efficiency of behavioral intentions. If $t_{\text{count}} > t_{\text{table}}$, then it means there is influence between excellence to behavioral intentions. If $t_{\text{count}} < t_{\text{table}}$, then it means there is no influence between excellence to behavioral intentions. If $t_{\text{count}} > t_{\text{table}}$, then it means there is influence between economic value to behavioral intentions. If $t_{\text{count}} < t_{\text{table}}$, then it means there is no influence between economic value to behavioral intentions.

4. Results and discussion

4.1. Tourist characteristic

Tourist characteristic of Taman Buah Mekarsari will be explained in Table 4 and Table 5.

Table 4. Characteristic Based on Gender and Age

Gender	Age					Total
	< 19 years old	20-29 years old	30-39 years old	40-49 years old	> 50 years old	
Men	6	15	10	8	3	42
Women	7	28	15	4	4	58
Total	13	43	25	12	7	100

Table 5. Characteristics Based on Job and Education

Education	Job						Total
	Student	Entrepreneur	Police	Private Employees	Government Employees	Others	
Senior High School	29	8	0	15	3	2	57
Diploma	3	4	2	10	4	0	23
Bachelor's degree	2	3	0	6	6	0	17
Master's degree	0	0	0	1	1	0	2
Doctoral degree	0	0	1	0	0	0	1
Total	34	15	3	32	14	2	100

4.2. Tourist's experience

The experience of Taman Buah Mekarsari visitors based on frequency and purpose of visit will be presented in Table 6.

Table 6. Tourist Experience Based on Frequency and Purpose

Frequency	Purpose			Total
	Education	Recreation	Others	
1	6	54	0	60
2	4	25	0	29
3	1	2	1	4
> 3	2	3	2	7
Total	13	84	3	100

4.3. Experiential value in Taman Buah Mekarsari

Based on the results of data processing, the responses of tourists to the seven sub variables or dimensions of experiential value consisting of atmospherics, entertainment, enjoyment, escape, efficiency, excellence, and economic value are recapitulated and will provide an overview of experiential value in Taman Buah Mekarsari. In Table 7 will be presented a description of experiential value in Taman Buah Mekarsari.

Table 7. Tourist Response Against Experiential Value

Num.	Sub Variable	Score	Number of Question	Average	%
		Total		score	
1	Atmospherics	1181	3	393,7	14,13
2	Entertainment	1234	3	411,3	14,76
3	Enjoyment	1136	3	378,7	13,59
4	Escape	1208	3	402,7	14,45
5	Efficiency	1164	3	388	13,92
6	Excellence	1222	3	407,3	14,62
7	Economic Value	1212	3	404	14,50
Total		8357	21	2785,7	100

Based on Table 7 it can be concluded that entertainment received the highest rating of 14.76%. The overall percentage of experiential value can be determined by calculating the continuum line with the average total score that is calculated.

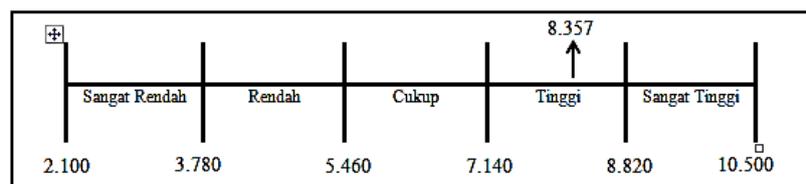


Figure 2. Continuum Line of Experiential Value

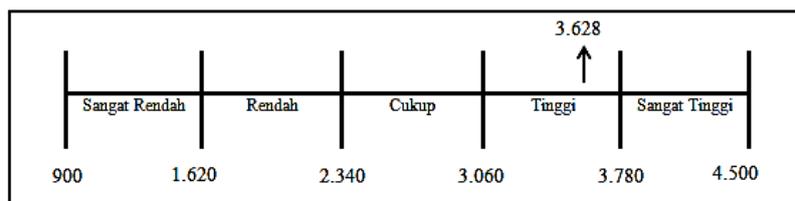
4.4. Behavioral intentions in Taman Buah Mekarsari

Based on the results of data processing, the responses of tourists to behavioral intentions consisting of repurchase intention indicators, word of mouth communication, price sensitivity, and loyalty complaining behavioral that is recapitulated and will provide a description of behavioral intentions in Taman Buah Mekarsari.

Table 8. Tourist Response Against Behavioral Intentions

Num.	Sub Variable	Total Score	Number of Question	Average Score	%
1	Repurchase Intentions	874	2	437	26,77
2	Word of Mouth Communication	876	2	438	26,83
3	Price Sensitivity	788	2	394	24,14
4	Loyalty Complaining Behavior	1.090	3	363,33	22,26
Total		3.628	9	1.632,33	100

Results of continuum data processing can be seen in Figure 3.

**Figure 3.** Continuum Line of Behavioral Intentions

4.5. Assumption test results

The assumption test results will be presented in Table 9 which consists of normality test, heterokedatisitas, autokorelasi, multikolinearitas, and linearity test.

Normality test using Kolmogorof Smirnov by looking at its significance. Asymp value. Sig or significant gain of 0.200. Because of the asymp value. Sig. > 0.05 (Alpha) 0.200 > 0.05, then the standardized residual values are said to be normally distributed.

Table 9. Assumptions test result

Sub Variabel	Normality (Asymp. Sig)	Heteroscedasticity (sig.)	Auto Correlation	Multicollinearity		Linearity (sig.)
				Tolerance	VIF	
X1		,202	<i>Durbin</i>	,265	3,779	
X2		,796	<i>Watson</i>	,272	3,673	
X3		,708	1,869	,454	2,201	
X4	0,200	,146		,559	1,789	,000
X5		,304		,557	1,796	
X6		,845		,731	1,369	
X7		,775		,703	1,422	

The criteria for heteroscedasticity testing is if the significance value is more than 0.05 then no heteroscedasticity occurs, while if the significance value is less than 0.05 then heteroscedasticity occurs. Table 9 shows that there is no heteroscedasticity because the significance value of each dimension is greater than 0.05. A good regression model does not occur heteroscedasticity.

Tests on SPSS by using test for linearity with signify `kansi 0,05 level. The basis of decision making in the test of linearity is If the probability value <0.05, then the relationship between variables X and Y is linear. Table 9 above shows the results of data processing that acquires Durbin-Watson number of 1.869.terjadi autocorrelation if the Durbin-Watson numbers of <1 and> 3 it can be concluded that there is no autocorrelation in the regression model.

Based on the results of data processing shown in Table 9 shows that the value of VIF in X₁ of 3.779 which berarati no multicollinearity occurs because the value of VIF <10 and the tolerance value in X₁ is 0.265 means no multicollinearity occurs because the value is greater than 0.10. Likewise with the variables X₂, X₃, X₄, X₅, X₆, and X₇ which has a tolerance value of 0.272, 0.454, 0.559, 0.557, 0.731, and 0.703 because the value is greater than 0.10 it can be concluded that there is no multicollinearity and VIF value of X₂, X₃, X₄, X₅, X₆, and X₇ are 3,673, 2,201, 1,789, 1,796, 1,369, and 1,422, which means no multicollinearity because the value is smaller than 10. In the independent variables studied it can be concluded that there is no multicollinearity.

4.6. Correlation test results and coefficient of determination

The result of data processing in Table 10 shows that experiential value (R) value of experiential value toward behavioral intentions in Taman Buah Mekarsari is 0.805, meaning that the value of 0.805 indicates that the correlation strength between each experiential value (X) dimension to behavioral intentions (Y) variable is simultaneously included In high category. Based on research of correlation coefficient [25] value 0,805 including at interval 0,700-1,000 with very strong or high relation level. The above data also shows that the coefficient of determination (R Square) of 0.649 or 65%.

Table 10. Coefficient of Determination

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	,805 ^a	,649	,622	2,832845	1,869	

a. Predictors:(Constant), X7, X1, X4, X6, X5, X3, X2

b. Dependent Variable:Y

4.7. Hypothesis testing and simultaneous significance test (F Test) effect of experiential value on behavioral intentions

F test is used to determine the overall effect of independent variables on the dependent variable. F test can be used by comparing F_{count} with F_{table} to test the significance of the regression analysis. F Test Result can see in table 11.

Table 11. F Test Result

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1 Regression	1362,648	7	194,664	24,257	,000 ^b	
Residual	738,301	92	8,025			
Total	2100,949	99				

a. Dependent Variable:Y

b. Predictors:(Constant), X7, X1, X4, X6, X5, X3, X2

The value of F_{count} (24,257), when compared with F_{table} is 2.11 which means that each experiential value dimension (X) simultaneously has a significant influence on behavioral intentions variable. If the value of $F_{count} > F_{table}$ then H_0 is rejected and H_a accepted. H_a is $F_{count} > F_{table}$ which means there is significant influence between experiential value in Taman Buah Mekarsari to behavioral intentions of tourists.

4.8. Hypothesis testing and partial significance test (T Test) effect of experiential value on behavioral intentions

The T test is different from the F test where t test is used to examine the influence of each independent variable to the dependent variable. T test can be done by comparing t_{count} with t_{table} . Table 12 will present the result of regression coefficient analysis to see the t_{count} value of each independent variable that is experiential value consisting of atmospherics, entertainment, enjoyment, escape, efficiency, excellence, and economic value.

Table 12. T test results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	16,664	3,569		4,670	,000
X1	,097	,316	,037	,307	,760
X2	,015	,305	,006	,049	,961
X3	,699	,180	,356	3,879	,000
X4	,810	,164	,408	4,931	,000
X5	,081	,177	,038	,459	,648
X6	,491	,173	,205	2,836	,006
X7	,686	,211	,240	3,253	,002

Dependent Variable:Y

The test results above explain that partially there are four dimensions that have a significant influence on the behavioral intentions of tourists are enjoyment, escape, excellence and economic value while atmospherics, entertainment, and efficiency have no significant effect on behavioral intentions based on the level of significance of 0.05 used. The experiential value dimension of enjoyment, escape, excellence and economic value in Taman Buah Mekarsari has a great impact on the application of experiential value.

4.9. Multiple regression equation models of the effect of experiential value on behavioral intentions travellers who go to Taman Buah Mekarsari

Based on the result of t test that has been described in Table 4:31, obtained multiple regression equation for experiential value effect toward behavioral intentions can be completely stated with

$$Y = a + b_3X_3 + b_4X_4 + b_6X_6 + b_7X_7$$

$$Y = 16.664 + 0,699 X_3 + 0,810 X_4 + 0,491X_6 + 0,686 X_7$$

5. Conclusion

Based on the experiential value of experiential value toward the behavioral intentions of tourists in Mekarsari Fruit Garden, the researchers presented some conclusions experiential value response in Mekarsari Fruit Garden, which is derived from atmospherics, entertainment, enjoyment, escape, efficiency, excellence and economic value. The entertainment dimension received the highest response. Respondent's response to behavioral intentions at Taman Buah Mekarsari consisting of repurchase intentions, word of mouth communication, price sensitivity and loyalty complaining behavior received high appraisal. Dimension word of mouth communication get the highest rating. Based on the results of hypothesis testing shows that experiential value consisting of atmospherics, entertainment, enjoyment, efficiency, escape, excellence, and economic value simultaneously affect the behavioral intentions. However, partially, there are three dimensions have no significant effect that is atmospherics, entertainment, and efficiency.

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