

## **EFFECT OF PERCEIVED VALUE ON BEHAVIORAL INTENTION: SATISFACTION AND TRUST AS MEDIATION VARIABLES**

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***Abstract:** The study is aimed to analyze and assess the effect of perceived value on consumer behavioral intention to consume culinary in Solo City with satisfaction and trust as mediation variables. This is an explanatory research using questionnaires. Study population is the tourists who come and visit or follow culinary tour in Solo City. Samples of 284 tourists are chosen by purposive sampling method. Methods analysis used is Structural Equation Modeling with AMOS Program. Research findings revealed that perceived value has positive and significant effect on tourist behavioral intention to consume culinary in Solo City with satisfaction and trust as mediation variables. The implication of research provides an understanding that attitude become one important concept to understand consumer behavior, because it reflects what is thought and felt by consumers. Positive consumer attitudes towards a product will create a preference to choose these products. Data analysis is based on analysis the variables relationship within a certain time from data survey. Given the existence of a culinary tour that is dynamic, it is necessary to identify the changes in more research studies and reexamine the relationship between research variables.*

***Keywords:** perceived value, behavioral intention, satisfaction, trust*

### **1. INTRODUCTION**

Tourism is one strategic industries based on economic and socio-cultural development. It encourages the creation of jobs, improvement of people's income, improving the people quality and increasing a sense of patriotism to nation's cultural values as well as an instrument to preserve the environment (Suradnya, 1999, 2008; Christine Lim, McAleer, 2001; Henderson, 2002; Gelgel, 2006; Kartawan, 2008; Fandeli, 2008; Pitana, 2009).

New trend in tourism towards non-traditional destinations cause changes in attitudes and needs of tourists. Tourists are more motivated to search new experiences and sensations (Cracolici and Nijkamp, 2008). Study of Cohen and Avieli (2004)

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revealed that tourists who enjoy the local cuisine can create a greater bond with destinations and take on a very different role than only as an observer (Lopez-Guzman and Sanchez-Canizares, 2012).

Tourist behavior changes and trends are important issues as a discourse for market research on consumer behavior in relation with behavioral intention to visit Solo City. According to data BPPIS (Tourism Agency to Promote Solo, Indonesia) at 2013, a comprehensive study of character, needs and behavior of tourists has never been done. Changes in tourists behavior is very interesting and provides great opportunities for Solo City tourism. Motivation to visit Solo City are: business, visiting relatives, study, study comparison, follow religious rituals, shopping, meetings, medication, or just stop by. Most (39.7%) the Solo City visitors are tourist (Department of Culture and Tourism Solo, 2013).

Culinary tours can be interpreted as a kind of tour to focus on trip activities to enjoy the food (culinary), so that culinary tourism can become an instrument for destinations. Data from Disbudpar Solo shows that 18% spending patterns during a visit in Solo City is for food and beverages. Henderson (2004); Quan and Wang (2004) revealed that food and tourism has a very close relationship and food is critical tourism resources (Henderson, 2009). Food is important for physical needs, so that food could be something of interest and primary motivator to meet the physiological needs and the others (Tikkanen, 2007). Eating habits is an insight into way of life, to help tourists understand difference between their own culture and visited places (Hegarty and O'Mahoney, 2001; Williams, 1997).

Culinary is a growing tourism type. Usually tourists come to an area to seek or hunt for special food of the region. Consumers consume a good or service based on how, when, where, and why the goods/services are used (Assael, 1998). Solo has a various well known traditional foods by public. The famous foods, among other, are nasi liwet, timlo, tengkleng, gudeg, cabuk rambak, sate kere, serabi notosuman, sambel tumpang, pecel ndeso, selat solo ([www.wisatasolo.com](http://www.wisatasolo.com)).

Behavioral intention is an interesting issue to be developed. Behavioral intention is a measure on how strong one's intention to describe his behavior (Miniard and Cohen, 1979). Ajzen states that one's behavioral intention determines a behavior that will or will not to do (Ajzen, 1980). The issue is still being debated in previous studies. This is relates to diversity of problems, observation of research object, research methods and observation variables makes various construct (Lai and Chen, 2011; Cronin *et al.*, 2000; Jang and Feng, 2006; Liu and Jang, 2008; Alen Gonzales *et al.* 2007; Jang and Namkung, 2008; Williams and Soutar, 2009). Several studies on tourism and culinary were carried out by Lopez-Guzman and Sanchez-Canizares (2012), Henderson (2009), Tikkanen (2007), and Sohn and Yuan (2013), focusing on tourist motivation in culinary. There are many variables to effect consumer buying decisions, among others are service quality, food quality, and reasonableness of price (Bei and Chiao (2006), Consuegra, Molina, and Esteban (2007)).

Several studies of behavioral intention are Lai and Chen (2011) to reveal the diversity of other variables to affect the formation or antecedents of behavioral intention. Ha and Jang (2010) show that perceived value (hedonic value) become a significant behavioral intention; perceived value (utilitarian value) on behavioral intention is not significant, while the perceived value (utilitarian value) on behavioral intention is not significant. Qin, *et al.* (2010) showed to affect of satisfaction on behavioral intention is significant (Ryu *et al.*, (2010); Wen *et al.*, (2012), Liang and Jang (2011)). These studies provide an understanding of models diversity to shape the behavioral intentions. Their diversity and limited research findings to encourage do this research with setting in Solo City, which has a unique culinary diversity than other cities.

## **2. THEORY AND HYPOTHESIS**

### **2.1. Theory**

This study adopts the reasoning theory of planned behavior from Ajzen. The refinement of reason action theory was proposed by Fishbein and Ajzen (1991). The main focus of planned behavior theory is same as the theory of reason action namely individuals intention to perform certain behaviors. The intention is considered able to see the motivational factors to affect behavior. The intention is indication of how hard people willingness to try and how much effort of an individual to perform a behavior.

According to theory of planned behavior, a person can act by intentions only if he has control over the behavior (Ajzen, 2002). This theory not only emphasizes on rationality of human behavior, but also on belief that target behavior is under the control of individual consciousness or a behavior not only depends on one's intentions, but also on other factors outside the individual control, such as the availability of resources and opportunities to display such behavior (Ajzen, 2005). Ajzen expand his theory by emphasizing the role of perceived behavioral control (Vaughan and Hogg, 2005). Based on planned behavior theory, intention is a function of three determinants as personal nature, reflecting social effect and relates with control (Ajzen, 2005).

Theory of planned behavior is a theory developed by Ajzen as a refinement of reason action theory proposed by Fishbein and Ajzen (1991). The main focus of planned behavior theory is same as the reason action theory namely individuals intention to perform certain behaviors. The intention is considered able to see the motivational factors to affect behavior. The intention is indication of how hard people willingness to try and how much effort will be used by an individual to perform a behavior.

The research conceptual framework is presented in figure 1.

### **2.2. Hypothesis**

Perceived value of consumer consumption is comparison between qualities of benefits to the products considered relative to sacrifice in accordance with price paid (Alegre and Cladera, 2009). Sacrifices will be felt suitable if the consumer satisfied with the

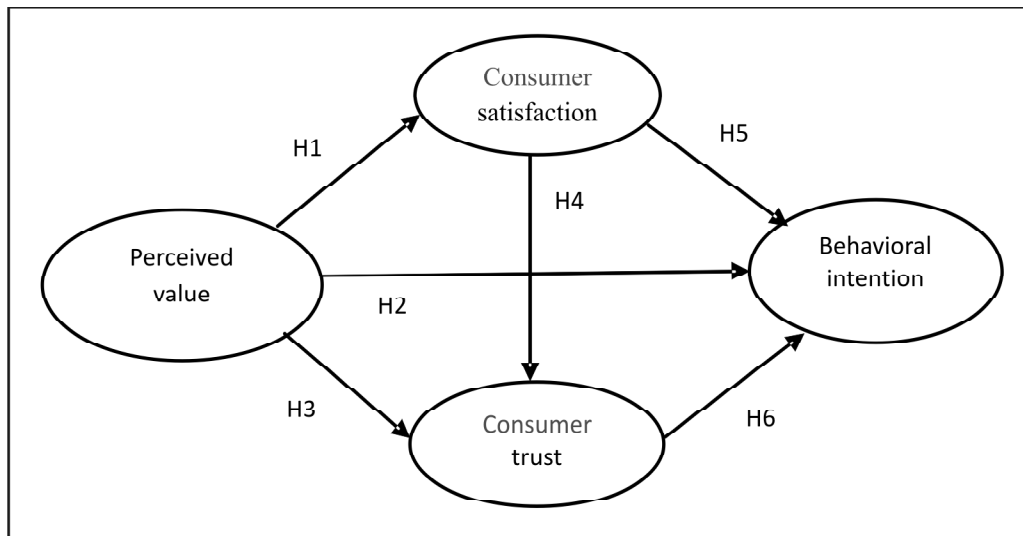


Figure 1: Conceptual Framework of Research

product obtained, so the perceived value of visiting outweigh the sacrifices incurred. Qin, Prybutok, and Zhao (2010) state that perceived value affects on satisfaction.

H1: Perceived value affect on consumer satisfaction to consume culinary in Solo City

Behavioral intention is defined as consumers desire to behave in a certain way to have, throw, and use the product or service (Mowen, 2001). Perceived value describes consumer expectations to generate satisfaction, which ultimately will show a positive attitude to product, which will affect on behavioral intention at future (Carperter, 2007). When consumers perceive high value of their consumption experiences, it they tends to behave positively (Ryu, Ha, and Jang, 2010; Ha and Jang, 2010).

H2: Perceived value affect on consumer behavior intention to consume culinary in Solo

Confidence are the main drivers of loyalty, and it will create an exchange relationship with a high value. The uniqueness of accepted values of a product can be obtained from the confidence in products that cannot be provided by other products (Moliner, Sanchez, Rodriguez, and Luis, 2006). Awareness to products existence help consumers to process and organize information, to distinguish the product with other products, creating a positive attitude or feeling, and increasing intention to purchase (Osselaer and Alba, 2000). Sustainability and strength and reliability of a product is determined by product ability to create a perceived value in marketplace (Ballester and Aleman, 2001).

H3: Perceived value affect on consumer trust to consume culinary in Solo

Trust is a key variable to develop consumers' desire for durable product to maintain a long term relationship with aims to get consumers trust (Balester *et al.*, 2000). Morgan

and Hunt (2000) states that trust is key to develop a long-lasting desire to continue to maintain long-term relationships to a particular brand. While Costabile (1998) states that trust creation in a brand is based on their experience with the brand. This experience will affect consumer evaluations to consume, use or the satisfaction of direct and indirect contact with brand. When the consumption to meet the needs and desires as well as fun; then there will be confidence to the product (Kotler and Armstrong, 2012).

H4: Satisfaction affect on consumer trust to consume culinary in Solo

Theory of planned behavior is a theory to predict the behavior intention because behavior can be considered and planned. This theory was developed several other researchers (Kruggerand Carsrud, 1993; Ajzen, 1991; Stavroc, 1991; Sharma *et al.*, 2003). The main factor of individual's behavior is intention to show certain behaviors (Ajzen, 1991). The intention is assumed as motivational factors to affect behavior.

Behavioral intention is a measure of how strong one's intention will describe the behavior (Miniard & Cohen, 1979). Satisfaction and confidence of consumers will have a positive effect on behavioral intention. Research Cronin *et al.*, (2000); Olorunniwo *et al.*, (2006); Ha and Jang (2010) discloses the positive effect of satisfaction on behavioral intention.

H5: Satisfaction affect on consumer behavior intention to consume culinary in Solo

Trust to brand is created from past experience and previous interaction (Garbarino and Johnson, 1999). Plank, Reid and Pullins (1999) defines trust as a result of a thorough evaluation on salesperson, product and company. Gwinner, Gremler and Bitner (1998) said that confidence in company may affect customer loyalty, because they affect on confidence perception that consistent with values given by company. Miles and Covin (2000) also explain that in order to gain customer trust, it required a good perception of company. Trust can be formed from the quality of relationship between companies and customers (Wulf *et al.*, 2001). Trust develops a past experience and main interaction, because trust described many individual experiences in learning process for some time.

H6: Trust affect on consumer behavior intention to consume culinary in Solo

Gunderson *et al.* (1996) states that consumer satisfaction is an evaluative assessment of post-consumption in relation with quality of products or services. Someone will evaluate the attitude towards behavior based on faith accessibility, which faith is a subjective probability that behavior will obtain definitive results (Fishbein and Ajzen, 1975). The expected outcome of something done is a model of expected value. This variable relates to beliefs, attitudes and expectations.

Specific benefit of customer satisfaction has a positive relationship with repurchase intention, and potential to become a future revenue source, particularly through repeat purchase, either cross-selling or up-selling (Tjiptono, 2005). Customer satisfaction can

provide several benefits, including harmony relationship between the company and customers, provide the basis for purchase and re-creation of customer loyalty, and establish communication by word of mouth. Customer satisfaction also reinforces attitudes towards the brand and will likely lead to purchase of same brand (Assael, 1995).

H7: Satisfaction mediates the effects of perceived value on consumer behavioral intention to consume culinary in Solo

Customer perceived value is the difference between the benefits gained and sacrifice incurred to meet customer expectations (Slater, 1997; Berry and Yadav, 1996; Ravald and Grönroos, 1996). Customers who feel financial value will be more satisfied than customers who do not feel it (Zeithaml, 1988). Customer perceived value can be used by customers to “bundling” all aspects of service in associated with competitive bidding (McDougal and Levesque, 2000).

Customer perceived value plays an important role to build customer confidence (Chiou, 2004; Li, Xu and Li, 2005; Sirdeshmukh *et al.*, 2002; Changsu Kim, Weihong Zhao, Kyung Hoon Yang, 2008). There is a relationship between the perceived value on trust (Anderson and Srinivasan, 2003). Consistency between products attributes and customer perceived value reduces uncertainty and helping to build trust in form of a reliable expectation of possibility to switch to another company (Carver & Scheier, 1990).

Behavioral intention is the decision to act in a certain way, or the urge to perform an action (Corsini, 2002). Sudarsono (1993) argues that the intention is goals, a desire to do something, have a purpose. Fishbein and Ajzen (1975) define intention as the subjective probability of a person to perform certain behaviors. Intentions will remain a tendency to behave until the right time to turn intentions into a behavioral (Ajzen, 2005).

H8: Trust mediates the effect of perceived value on consumer behavioral intention to consume culinary in Solo

### 3. RESEARCH METHODS

This is explanatory research type. The study was conducted in Solo City from October 2014 to February 2015. The population is domestic tourists who come and visit or a culinary tour in Solo City. Sampling is a process to select clusters elements of a population to become representative of population (Sekaran, 2011). Samples were taken at culinary places in Solo City. Non-probability sample selection with a random sampling method is selected, because the probability of each selected population element is unknown (Cooper and Schindler, 2003).

The data is collected by questionnaires. Measurement method used a Likert scale, from “strongly disagree” (score 1) to “strongly agree” (score 7). Pilot study as many as 44 respondents to test validity and reliability of the instrument. Pilot test shows

that all indicators used in study is valid and reliable. Questionnaires are sent to 300 respondents and 292 questionnaires were returned. There are eight questionnaires were incomplete and total usable responses are 284. Test the validity of using Confirmatory Factor Analysis (CFA) shows all indicators are valid because the loading factor  $\geq 0.5$  (Sekaran, 2003). While the reliability test using Cronbach Alpha shows all indicators are reliable because the coefficient  $\alpha \geq 0.6$  (Sekaran, 2003; Santoso, 2004).

#### **4. RESEARCH RESULT**

##### **4.1. Respondents Characteristics**

Respondents of this study are 284 domestic tourists (consumers) who ever consume culinary in Solo. Descriptive characteristics of respondents shows that male of 54.2% and female of 45.8%; age < 25 years of 59.9%, 26-40 years of 26.8%, 41-60 years of 13.4%; unmarried of 64.1%, married of 35.9%; student of 20.8%, civil servants of 6.7%, self-employed of 36.6%, private of 35.9%; high school education of 56%, D3/D4 of 12%, S1 of 21.5%, S2 of 10.6%; income < 1 million of 21.8%, 1-3 million of 39.4% and > 3 million of 38.7%.

##### **4.2. Research Variables**

All consumers have good perception, happy, and satisfied with experience to consume culinary in Solo City, therefore they intended to make a return visit.

##### **4.3. Assumption of Structural Equation Model (SEM)**

Before testing the hypothesis by SEM, it must meet assumptions of normality, outliers and linearity. The three assumption is fulfilled. The normality assumption with critical ratio (CR) by 0.609. The test result does not indicate outlier, because the highest value of mahalanobis distance is 30.231. The linearity assumption is fulfilled because the value of deviation from linearity is not significant ( $p > 0.05$ ). Goodness of fit criteria of the structural model is fullfilled, because the critical value index included in good category (CMIN/DF = 1.288; CFI = .985; RMSEA = 0.032; TLI = 0.980; GFI = 0.963).

##### **4.4. Structural Model Testing**

Direct relationships between constructs in hypotheses are indicated by regression weights, whereas indirect relationship can be explained by the analysis of direct effect, indirect effect and total effect. Based on conceptual framework, the model relationship and hypothesis testing can be done in two stages, namely: (1) direct effect test, and (2) indirect effect test through mediation variables.

###### **4.4.1. Hypothesis Testing of Direct Effect**

The test results of direct effect between variables are presented in table 1 below.

**Table 1**  
**Path Coefficient of Direct Effect and Hypothesis Testing**

<i>Hypothesis</i>	<i>Direct Effect</i>	<i>Path Coefficient</i>	<i>CR</i>	<i>p</i>	<i>Results</i>	
H <sub>1</sub>	Perceived → Satisfaction	0,687	6,934*	0,000	Significant	Accepted
H <sub>2</sub>	Perceived → Intention	0,289	1,979*	0,048	Significant	Accepted
H <sub>3</sub>	Perceived → Trust	0,322	2,538*	0,011	Significant	Accepted
H <sub>4</sub>	Satisfaction → Trust	0,360	2,396*	0,017	Significant	Accepted
H <sub>5</sub>	Satisfaction → Intention	0,392	2,396*	0,024	Significant	Accepted
H <sub>6</sub>	Trust → Intention	0,444	2,129*	0,033	Significant	Accepted

Based on research results, hypothesis testing can be explained below.

1. Hypothesis 1 is proven with estimate value of path coefficient of 0,687 with a positive direction, value of critical point (CR) of 6.934 and p-value of 0.000 <  $\alpha = 0.05$ . Positive path coefficient means the perceived value affect on consumer satisfaction to consume culinary in Solo City. These results support the research of Qin, *et al.* (2010).
2. Hypothesis 2 proven with estimate value of path coefficient of 0.289 with a positive direction, value of critical point (CR) 1.979 and p-value of 0.048 <  $\alpha = 0.05$ . Positive path coefficient means the perceived value affect on consumer behavioral intention to consume culinary in Solo. These results support the research of Ryu, *et al.* (2010), Ha and Jang (2010).
3. Hypothesis 3 is proven with estimate value of path coefficient of 0.322 with a positive direction, value of critical point (CR) 2.538 and p value of 0.011 <  $\alpha = 0.05$ . Positive path coefficient means perceived value affect on consumer trust to consume culinary in Solo City. These results support the research of Osselaer and Alba (2000), Qin and Prybutok (2009).
4. Hypothesis 4 is proven with estimate value of path coefficient of 0.360 with a positive direction, value of critical point (CR) 2.396 and p-value 0.017 <  $\alpha = 0.05$ . Positive path coefficient means satisfaction affect on consumer trust to consume culinary in Solo City. These results support the research of Sirdeshmukh *et al.* (2002).
5. Hypothesis 5 is proven with estimate value of path coefficient of 0,392 with positive direction, value of critical point (CR) of 2.396 and p-value 0.024 <  $\alpha = 0.05$ . Positive path coefficient means satisfaction affect on consumer behavioral intention to consume culinary tourists in Solo. These results support the research of Cronin, *et al.* (2000), Olorunniwo, *et al.* (2006), Ha and Jang (2010).
6. Hypothesis 6 is proven with estimate value of path coefficient of 0.444 with a positive direction, value of critical point (CR) of 2.129 and p-value 0.033 <  $\alpha = 0.05$ . Positive path coefficient means trust affect on consumer behavioral intentions to consume culinary in Solo City. These results support the research of Lau and Lee (1999), Chaudhuri and Hoolbrook (2001).



#### **4.4.2. Hypothesis Testing and Mediation Effect**

Mediation test is aimed to detect position of mediation variables in model. SEM approach to test mediation variables can be done by comparing the coefficient value.

1. Hypothesis 7 is proven, test results show the direct effect coefficients of perceived value on behavioral intention is 0.290. Coefficient estimate the indirect effect of perceived value on behavioral intention increased to 0.522 and total effect of 0.379. This indicates satisfaction mediates the effect of perceived value on behavioral intention. These results support the research Giese and Cote (2000), Fullerton and Taylor (2002).
2. Hypothesis 8 is proven, test results show the direct effect coefficients of perceived value on behavioral intention is 0.444. Coefficient estimate the indirect effect of perceived value on behavioral intention increased to 0.522 and total effect of 0.253. This shows the trust mediates the effect of perceived value on behavioral intention. These results support the research of Bowen and Shoemaker (2003); Ladhari, *et al.* (2010).

#### **5. CONCLUSION**

The findings of this study are: (1) to reveal the importance of satisfaction and confidence to shape consumer behavior intentions to consume culinary to increase perceived value on culinary in Solo City; (2) to provide an understanding of customer attitudes as one important concept to understand the consumer behavior, because it reflects what is thought and felt by consumers. Positive consumer attitudes towards a product will create a preference to choose these products. The implications of this study is to reinforce the theory of planned behavior (TPB). This study also support the research of Young Hoon Kim, *et al.* (2011) to examine effect of customer eat behavior based on perceived value and satisfaction in relation with intention to re-use based on theory reason action (TRA). This study limitation is only examining the domestic tourist's respondents who do culinary tours. The research focuses on culinary tourists respondents, whereas there are several culinary events that can be used as research objects. Future research should includes foreign tourists as respondents. Globalization allows people to come to another country, so it can be known the tourists perception of other countries to special culinary in other cities, besides in Solo.

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