

# The effect of integrated marketing communication on visitor value and its impact on intention to revisit tourist villages: The moderating effect of propensity to travel

Budi SETIAWAN <sup>1</sup>, Muhtosim ARIEF <sup>2</sup>, M HAMSAL <sup>3</sup>, Asnan FURINTO <sup>4</sup>, Kadek WIWEKA <sup>5\*</sup>

<sup>1</sup> Tourism department, Pradita University & Management Department, BINUS Business School, Bina Nusantara University, Indonesia. Email: budi.setiawan@pradita.ac.id

<sup>2</sup> Management Department, BINUS Business School, Bina Nusantara University, Indonesia. Email: muhtosim.ariief@gmail.com

<sup>3</sup> Management Department, BINUS Business School, Bina Nusantara University, Indonesia. Email: mhamsal@binus.edu

<sup>4</sup> Management Department, BINUS Business School, Bina Nusantara University, Indonesia. Email: afurinto@binus.edu

<sup>5</sup> École Doctorale Sociétés, Temps, Territoires (EDSTT) Tourisme, Université Angers, France & Polytechnic Sahid Jakarta. Email: kadek.wiweka@etud.univ-angers.fr

\*Corresponding Author

Received: 14.07.2022

Accepted: 20.10.2022

Published: 01.04.2023

DOI: 10.47750/QAS/24.194.36

## Abstract

*The main objective of this study is to investigate the effect of integrated marketing communication as an exogenous variable on tourist intention to revisit as an endogenous variable. The researcher also identified visitor value and propensity to travel variables as intervening and moderating variables, respectively, in addition to these two variables. This research applies a descriptive quantitative approach, with Structural Equation Model-Partial Least Square (SEM-PLS) as the data analysis technique. All tourists who visited Toddopulia Tourist Village, Patin Village, Nglurah, Pela, Batu Layang, Sumberbulu, and Pentingsari were included in this study. While the non-probability sampling technique used in this study is stratified purposive sampling. According to the findings of this study, the majority of the hypotheses had a positive or influential relationship. This phenomenon is also supported by a number of references from previous studies. Some of these findings suggest that tourism villages differ significantly from tourism products or other tourist destinations. Due to the wide range of characteristics of tourist villages in Indonesia, one of the study's limitations is the limited sample size. As a result, larger sample size research is expected to be carried out in future studies. The study's findings are also expected to be used as a reference by various tourism village stakeholders, including the government, local communities, tourism village managers, and academics, in developing an integrated marketing strategy.*

**Keywords:** *Integrated marketing communication; visitor value; intention to revisit; propensity to travel; tourist villages*

## Introduction

The growth of tourism in Indonesia is considered to be driven by the global growth of international tourists, which has averaged a 25% increase from 1969 (1,431.4 million tourists) to 2019 (14,420 million tourists) (bps.go.id, 2020). From the supply side, the tourism industry in Indonesia is also expanding, from urban to rural areas (Arcana and Wiweka, 2015, 2016; Kemenpar, 2016; Sunarta and Arida, 2017; Setiawan and Wiweka, 2018; Parantika, Wibowo and Wiweka, 2020; Karyatun et al., 2021; Wiweka et al., 2021). Until now, tourist villages have received a variety of national and international accomplishments. Several tourist villages have received recognition from ISTA (Indonesia Sustainable Tourism Awards), ASTA (ASEAN Sustainable Tourism Awards), and UNWTO (CNN, 2017; Kompas, 2019).

These declarations are one of the effective advertising media for tourism village managers from a marketing standpoint.

When it comes to tourist villages in Indonesia, the majority of them still use a traditional marketing strategy (Demolinggo et al., 2020; Karyatun et al., 2021; Wiweka et al., 2021). As a result, while this information has potential appeal, it is not yet widely available to tourists. In other cases, even their potential has not been packaged in a way that will entice tourists to visit or return (T. Indrajaya, Wibowo and Wiweka, 2022; Titus Indrajaya, Wibowo and Wiweka, 2022).

This phenomenon is also influenced by Indonesia's tourist village proportion, which is dominated by tourism villages with embryo and developing clusters (Kemenpar, 2012). This means that newly established tourist villages predominate. As a consequence, several government and private-sector programs involve many tourist villages that are self-sufficient or have proven successful in managing their potential and are able to compete nationally and internationally (Kemenpar, 2019; Indra, 2020).

This program, in addition to providing assistance with

resource management and development issues, also offers support with marketing strategy issues. The development of tourist villages through integrated marketing communications is one program that is frequently promoted. This marketing strategy is expected to attract tourists through the use of digital media in tourist villages across Indonesia (Finne and Grönroos, 2017; Klink and Wu, 2017; Porcu et al., 2017; Iglesias et al., 2019). According to Dimitrovski and Valjarevic (2012), this strategy can facilitate local communities as tourist village owners in increasing their potential marketability by planning and implementing appropriate marketing and advertising strategies, as well as making the right investment decisions.

Pentingsari is one of the villages that is frequently used as a role model for the development of tourist villages. From 2011 to 2014, this village received various training and coaching programs from various sectors, both government and private (Demolinggo et al., 2020). As a result, tourist villages' income has increased significantly, reaching IDR 1 billion per year, or approximately IDR 100 million per month. Even from 2015 to 2017, his annual income was IDR 2.5 billion, or about IDR 200 million per month. Aside from income, community businesses, particularly homestays, increased to 55 units with a total of 150 rooms in 2018, with a profit of around IDR 1 billion per year. Pentingsari tourist village has also begun to implement a marketing strategy based on technology. Although it is still basic, the managers have begun marketing their products via the website ([desawisatapentingsari.com](http://desawisatapentingsari.com)) and various social media accounts, particularly Instagram (@[desawisatapentingsari](https://www.instagram.com/desawisatapentingsari)) and Facebook ([facebook.com/pentingsari](https://www.facebook.com/pentingsari)). Furthermore, they began to package their products in order to attract tourists.

Because of its rapid expansion, the tourist village of Pentingsari has begun to attract attention not only on a national but also on an international scale. Among the accomplishments are second place at the Sleman Regency tourism village festival in 2018, Best Practice Tourism Ethics (UNWTO) 2011, ISTA 2017 (Green Bronze Benefit Economy Category), and Green Destination Award Netherland Nomination 2019.

This best practice also encourages researchers to investigate the impact of integrated marketing communication and visitor value in tourist villages on tourism intention. This is an intriguing topic to investigate, especially since few academics have appeared into it in terms of marketing management. The majority of tourism village literature focuses on management and development issues.

In 2019, researchers took part in the ministry of tourism's mentoring program for pioneering, developing, and advanced tourism villages across Indonesia (Kemenpar, 2019; Indra, 2020). This event suggests ten tourist villages that have successfully implemented mentoring programs for tourist villages from various clusters. Toddopulia in South Sulawesi, Kampung Patin in Riau, Nglurah and Sumberbulu in Central Java, Pela in East Kalimantan, Batu Layang in West Java, and Pentingsari in Sleman, Yogyakarta are some of these tourist villages.

The indicators used in the selection of the ten tourist villages include aspects of resource management and local community ownership of tourist villages. Furthermore, the tourist village is thought to have used simple technology to market their products. The ten tourist villages, on the other hand, have seen a significant increase in the number of visitors and economic income. As a result, based on geography, experience, and several management criteria, this village is deemed suitable for use as a research site.

As a consequence, the purpose of this research is to examine the effect of integrated marketing communication as an exogenous variable on tourists' intention to return as an endogenous variable. The researcher also identified visitor value and propensity to travel variables as intervening and moderating variables, respectively, in addition to these two variables. Visitor value is thought to be capable of describing the total benefits received by visitors, both tangible and intangible, less the sacrifices they must make (Oh and Kim, 2017; Skavronskaya et al., 2017; So et al., 2017; Zhang, Guo, et al., 2017; Zhang, Hu, et al., 2017). These benchmarks will usually determine and influence tourists' intention to return (intention to revisit) to a tourist village destination or attraction (Lee, Jeon and Kim, 2011; De Nisco, Papadopoulos and Elliot, 2017; Jiang et al., 2017; Ponnappureddy et al., 2017). Propensity to travel, on the other hand, can be used to predict a person's desire to become a tourist in a tourist village (Khattak and De Palma, 1997; Field, 1999; Basu and Mobley, 2007, 2010; Rudner, 2008; Cao and Fan, 2012; Mishra et al., 2015; Wang et al., 2015; Losada et al., 2016).

## Literature review

### Integrated marketing communication and visitor value

The role of communication in introducing a product or service is very important in marketing. One of the most effective strategies is integrated marketing communication, which is considered to have an impact on visitor value (Finne and Grönroos, 2017; Muhamad et al., 2021). Furthermore, (Wang et al., 2015) argue that IMC can be used in cultural tourism products. This strategy can also help to improve a tourist destination's image among visitors (Luxton, Reid and Mavondo, 2017; Wachyuni, Wiweka and Softia, 2021). Based on the previous discussion and this, the following hypothesis is proposed:

Hypothesis 1: Integrated marketing communication has an effect on visitor value.

### Integrated marketing communication and intention to revisit

According to (Berezan et al., 2017), the marketing strategy used has a strong influence on consumer loyalty. Meanwhile, (Hapsari, Clemes and Dean, 2017) state that product quality, customer engagement, and choosing the right marketing strategy can all have a significant impact on consumer loyalty, or in the case of tourists, their desire to return (Luxton, Reid and Mavondo, 2017). (Payne, Peltier and Barger, 2017) discovered in their research that IMC has the ability to influence brand performance, which in turn can influence consumer loyalty (Paddison and Biggins, 2017). (Paddison and Biggins, 2017) state in their research that planning the right IMC strategy for cultural tourism attractions can form strong brand equity in the context of cultural tourism products. Based on the previous discussion and this, the following hypothesis is proposed:

Hypothesis 2: Integrated marketing communication influences intention to revisit.

### Visitor value and intention to revisit

According to (Antón, Camarero and Laguna-Garcia, 2017), tourist loyalty to a product is formed through consumer satisfaction, which influences the intensity of visits and motivation to return. This approach is also regarded as the most recent strategy for attracting tourists to a destination. This strategy is also likely to be applied to tourist villages, particularly those that are part of tourist destinations. Meanwhile, (Han and Hyun, 2017) observed that the environment of a product, in this case a restaurant, can shape visitor value. It is possible that the combination of environmental factors of a tourism product and service influences interest in visiting or using a tourism product and service (Daser and Meric, 1987; El-Adly and Eid, 2016). Because the product offered is a combination of products and services, the tourist village is very relevant to this research (Pickel-Chevalier, 2018). Based on the previous discussion and this, the following hypothesis is proposed:

Hypothesis 3: Visitor value influences intention to revisit

### Integrated marketing communication, intention to revisit, and visitor value

In his research, (Ekacung, 2021) discovered that perceived value and tourist motives had an impact on satisfaction and its impact on revisit intention to Bali. This means that the value tourists receive can influence their decision to return to a destination. Meanwhile, (Phillips et al., 2013; Chew and Jahari, 2014) establishes several hypotheses, including that perceived value has a direct and significant effect on customer satisfaction, that perceived value has a direct and indirect effect on revisit intention via customer satisfaction, and that the mediating role of customer satisfaction is only partially effective. Based on the previous discussion and this, the following hypothesis is proposed:

Hypothesis 4: Integrated marketing communication influences intention to revisit through visitor value

### Integrated marketing communication, intention to revisit, and propensity to travel (Moderating Effect 1)

(Mulhern, 2009) discovered that brand image mediates the relationship between integrated marketing communication and purchase intent. Meanwhile, (Yuniaris, 2011) observed that IMC had a significant effect on the loyalty of Halo postpaid card users in Malang both simultaneously and partially in his study on the effect of integrated marketing communication on the loyalty of Halo postpaid card users in Malang. In contrast, (Keown, 1989) noticed in his research a model of tourists' propensity to buy that tourists believe their trip is in accordance with what they have sacrificed, both material and non-material. Meanwhile, (Thrane, Menezes and Uzagalieva, 2016) established that social demographics had no effect on tourist interest in visiting a tourist destination. Based on the previous discussion and this, a hypothesis is made:

Hypothesis 5: Integrated marketing communication influences intention to revisit moderated by propensity to travel (Moderating Effect 1)

### Visitor value, intention to revisit, and propensity to travel (Moderating Effect 2)

Several studies, including one by (Hollyoake, 2009; Mahr, Stead and Odekerken-Schröder, 2019), support this hypothesis, demonstrating that the customer experience variable has a significant and positive effect on customer satisfaction. Meanwhile, (Assaker, Vinzi and O'Connor, 2011) found that consumer satisfaction, which contributes to visitor value, can influence both short and long-term revisit intentions. Similarly, (Belch and Belch, 2004) revealed that tourists' experiences can influence their desire to visit a destination. (Andreu et al., 2010), on the other hand, believe that various factors influence tourists' short and long-term revisit intentions. Based on the previous discussion and this, the following hypothesis is proposed:

Hypothesis 6: Visitor value influences intention to revisit moderated by propensity to travel (Moderating Effect 2)

### Method

The descriptive quantitative approach was used in this study (Leedy and Ormrod, 2001; Jonker and Pennink, 2010; Sugiyono, 2016). Meanwhile, the data analysis technique used was SEM, which went through at least five stages (Boomsma and Hoogland, 2001; Ghozali, 2008): (1) model specifications; (2) model identification; (3) model estimation; (4) model evaluation; and (5) model modification or respecification.

### Survey development

Explanatory research can provide an overview of the factors that cause it by explaining the causal relationship of the variables studied through hypothesis testing (Creswell, 2012; Sidel, Bleibaum and Tao, 2018). Prior to conducting quantitative research via questionnaires, researchers conducted qualitative-based exploratory research to gain an understanding of conditions in tourist villages. As a result, the researcher conducted semi-structured interviews to gain an understanding of the factors influencing the influence of IMC as an exogenous variable on tourist intention as an endogenous variable. Similarly, the relationship with visitor value as an intervening variable and propensity to travel as a moderator. Six people in total, including a tourist village master trainer and a tourist village head. The interview results were analysed as a preliminary step for evaluation, reinforcement, or addition in the development of research questionnaires. The questionnaire, which included open and closed questions, was then pre-tested before being widely distributed. The questionnaire was revised as needed based on the analysis results to be used as a follow-up to the research questionnaire. The results of the analysis using data from the questionnaire that has been adjusted.

### Sample

Data for this study were gathered by distributing questionnaires to all tourists who visited and had previously visited the tourism villages: Toddopulia, Kampung Patin, Nglurah, Pela, Batu Layang, Sumberbulu, and Pentingsari (second or more visits). The tourism villages represent four types of tourist villages (embryo, developing, advanced, and independent), and they are also the top ten tourist villages that have been awarded the Ministry of Tourism's 2019 "Tourism Village Development-Based Assistance Program through

# GENERAL MANAGEMENT

Higher Education". As a result, the seven tourist villages are thought to represent the growing trend of tourist villages in Indonesia.

All tourists who visited Toddopulia Tourism Village, Patin Village, Nglurah, Pela, Batu Layang, Sumberbulu, and Pentingsari were included in this study. The non-probability sampling technique used in this study is stratified purposive sampling, which means that the sample is determined proportionally based on data from domestic tourists visiting each of these tourist villages. Furthermore, respondents must meet a number of criteria in order to be included in the sample, including being domestic or foreign tourists, living outside the tourism village, and having visited the tourism village (second visit or

more).

The Slovin formula is used to calculate the number of samples with a 5% margin of error. As a result, the calculation is as follows, based on 2019 population data of 30,645 tourists:

$$n = N / (1 + (N \times e^2))$$

$$n = 30,645 / (1 + (30,645 \times 0.05^2))$$

$$n = 394.86 = 395 \text{ tourists}$$

Based on the number of samples, the proportional distribution of the samples is as follows.

Tourist Village	Percentage (%)	Number of Sampel
Toddopulia	4.07	16
Patin Village	10.48	42
Nglurah	10.18	40
Pela	23.82	94
Batu Layang	10.30	41
Sumberbulu	15.04	59
Pentingsari	26.11	103
Total		395

Table 1. Stratified purposive sampling distribution

## Data collection

An electronic questionnaire, also known as an e-survey, was used as the instrument. The instrument, which consisted of 30 core questions, was distributed to tourists in the tourist village that served as the research site. The first question on the e-questionnaire will narrow down the number of respondents who

meet the sample qualifications. The location of residence and the number of previous visits are among the questions asked. The data collected is cross-sectional in nature, meaning that it is collected only once by answering research questions without repetition. The following calculations were used to categorize respondents' responses to each statement item into 4 (four) categories: very good, good, poor, and very poor.

Average Index		Category
3.26	- 4.00	Very Good/ Very High
2.51	- 3.25	Good/ High
1.76	- 2.50	Poor/ Low
1	- 1.75	Very poor/ Very Low

Table 2. Categorization of respondents' response score

## Result

According to the results of the distribution to 395 tourists who visited the seven tourist villages, the majority of the tourists lived outside the tourist villages they visited. This means that more domestic tourists than local tourists visit the tourist village (original villagers). Furthermore, the vast majority have a high school senior education background or diploma. Interviews with tourism village managers back up this finding, which states that

the majority of tourists who visit tourist villages are students. Every school vacation, school tour groups visit tourist villages. Students' dominance as the largest market segment has a positive impact on tourist villages, particularly in terms of the socio-cultural influences provided. According to interviews with managers, students are easier to manage in accordance with village regulations. Apart from having fun or traveling, they are also generally motivated to learn about village life. Table 3 shows a comparison of the profiles and characteristics of respondents.

# GENERAL MANAGEMENT

NO	DESCRIPTION	Tourist Villages								
		Kmp. Patin (34)	Batulayan g (92)	Sumberulu (63)	Nglurah (52)	Pela (116)	Toddopuliana (19)	Pentingsari (93)	Average (%)	
RESPONDENT PROFILE										
1	Gender	Male	32	44	43	27	47	47	32	39
		Female	68	56	57	73	53	53	68	61
2	Status	Married	26	11	9	8	16	26	29	18
		Single	74	89	91	92	84	74	71	82
3	Origin	The same city with tourist village	82	8	6	10	19	11	3	20
		Outsiders	18	92	94	90	81	89	97	80
4	Education	Senior high school/Diploma	67	85	79	92	78	53	58	73
		Bachelor's degree	12	9	19	-	6	11	12	10
		Master's degree	21	4	2	8	13	36	25	16
		Doctoral degree	-	2	-	-	3	-	5	1
5	Occupation	Employee	3	7	2	12	4	26	13	10
		Functionary	3	-	5	-	8	-	1	2
		Students	76	82	82	78	70	37	52	68
		Professional	18	7	3	6	11	26	24	14
		Jobless	-	-	2	-	3	-	2	1
		Others	-	4	6	4	4	11	8	5

Table 3. Respondent profile and characteristics  
Source: Primary data

## Measurement model results

The measurement model connects the latent variable to the manifest variable. The results of the measurement model (measurement model) are evaluated using confirmatory factor analysis (CFA), which tests the validity and reliability of latent constructs. Convergent validity, discriminant validity, and reliability tests are part of the measurement model test. Convergent validity refers to the principle that a construct's quantifiers (manifest variables) should be highly correlated. The general rule of thumb for assessing convergent validity is that the loading value must be greater than 0.7 for confirmatory research and between 0.6 and 0.7 for exploratory research. Furthermore, the value of the average variance extracted (AVE) must be greater than 0.5. A loading factor value of 0.5-0.6 is still

considered adequate for research in the early stages of developing a measurement scale (Chin, 1998).

Furthermore, discriminant validity refers to the principle that the manifest variables of different constructs should not be highly correlated with one another. While the reliability test was carried out to test the instrument's accuracy, consistency, and accuracy in measuring constructs with Composite Reliability. The general rule of thumb for assessing construct reliability is that the CR value must be greater than 0.7 for confirmatory research and 0.6-0.7 for exploratory research. This study includes four latent variables that are measured by 30 indicators.

The R-square test was performed both partially and simultaneously to test the structural model of this study, as shown in the table below.

Sub	Relations	Coef. Path	R2 Parsial	R2 Simultan.
1	Integrated Marketing Communication → Visitor Value	0.187	10.7%	49.9%
2	Integrated Marketing Communication → Intention to Revisit	0.192	11.9%	69.0%
	Visitor Value → Intention to Revisit	0.142	9.7%	
	Moderating Effect 1 → Intention to Revisit	-0.121	1.8%	
	Moderating Effect 2 → Intention to Revisit	-0.045	1.3%	

Table 4. R-Square result  
Source: Data analysis result

According to the analysis of the coefficient of determination (R-square) in the table above, the first sub-structure of integrated marketing communication has a 49.9 percent influence on visitor value. According to the path coefficient value, Integrated Marketing Communication is the most influential in influencing visitor value, with a path coefficient of

0.187 (10.7 percent). Meanwhile, the second substructure shows that integrated marketing communication and visitor value have a 69.0 percent effect on Intention to Revisit. The remaining 31.0 percent is influenced by variables that were not investigated.

### Prediction relevance (Stone-Geisser's Q2)

The Goodness of Fit structural model testing on the inner model, on the other hand, employs predictive-relevance (Q2) values. A Q-square value greater than zero (zero) indicates that

the model is predictive. The following table shows the results of testing the predictive relevance of Q2 using the blindfolding method:

	SSO	SSE	Q <sup>2</sup>	Conclusion
			(=1-SSE/SSO)	
Visitor Value	1407	920.11141	0.346	Have Predictive Relevance
Intention to Revisit	1876	1024.936	0.454	Have Predictive Relevance

Table 5. Predictive relevance Q2 test  
Source: Results of data analysis

The analysis results show that the predictive relevance of Q2 for each endogenous variable is greater than zero, implying that the model has predictive relevance.

### Hypothesis Testing

The following description presents the outcomes of hypothesis testing and discussion of both direct and indirect effects in this session.

### The influence of integrated marketing communication on visitor value

The first hypothesis to be tested is the effect of integrated marketing communication on visitor value with the following hypothesis.

H0: Integrated marketing communication does not have a significant effect on visitor value.

H1: Integrated marketing communication has a significant influence on visitor value.

Coef. Path	tstatistics	Pvalue	ttable	H1
0.187	3.777	0.000	1.96	Significant Influence

Table 6. Hypothesis testing results 1  
Source: Results of data analysis

The effect of the integrated marketing communication variable on visitor value is the first hypothesis to be tested. The t-statistical value is 3.777, with a p-value of 0.000, based on the test results. Because the t statistic (3.777) > 1.96 and the P value (0.000) < 0.05, the error rate of 5% (Two tail) indicated that H1 had a significant effect. These findings show that integrated marketing communication has a significant impact on visitor value.

According to the coefficient value of the integrated marketing communication path to visitor value of 0.187, or it can be said to be positive, the higher the integrated marketing communication, the higher the visitor value, and vice versa, the lower the integrated marketing communication, the lower the visitor value.

This finding is consistent with previous research. The IMC strategy frequently has a positive impact on tourists' emotional value (Finne and Grönroos, 2017). This means that the IMC tourism village strategy can have an impact on increasing visitor value. Tourists who have visited tourist villages tend to give a positive response to tourist villages that implement IMC optimally, according to empirical evidence. Advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth

marketing, and personal selling are some of the other supporting dimensions used by some tourist villages (Gunarto, Rasjid and Putra, 2017). Tourist villages, with the assistance of the central government or the ministry of tourism, have also socialized the importance of marketing in this type of tourism industry. As a result, it is not surprising that this study concludes that integrated marketing communication has a significant influence on visitor value.

### The influence of integrated marketing communication on intention to revisit

The second hypothesis being tested is the effect of integrated marketing communication on intention to revisit with the following hypothesis.

H0: Integrated marketing communication does not have a significant effect on intention to revisit.

H2: Integrated marketing communication has a significant effect on intention to revisit.

# GENERAL MANAGEMENT

Coef. Path	tstatistics	Pvalue	ttable	H2
0,192	3.827	0.000	1.96	Significant Influence

Table 7. Hypothesis testing results 2  
Source: Results of data analysis

The effect of the integrated marketing communication variable on the intention to revisit is the second hypothesis being tested. The t-statistical value is 3.827, with a p-value of 0.000, based on the test results. Because the t statistic (3.827) > 1.96 and the P value (0.000) < 0.05, the error rate of 5% (Two tail) indicated that H2 had a significant effect. These findings suggest that integrated marketing communication has a significant impact on intention to revisit.

The integrated marketing communication path to intention to revisit has a coefficient of 0.192. This value is positive, which means that the greater the integrated marketing communication, the greater the intention to revisit, and the lesser the integrated marketing communication, the lesser the intention to revisit.

As previously stated, easily recognizable, liked, and well-known characteristics of a tourist village are factors that influence the product's ability to attract tourists or visitors to revisit. This means that IMC as a whole has a positive impact on tourists' intentions to revisit (Kim, Kang and Johnson, 2012; Chew and Jahari, 2014; Kumar and Kaushik, 2017; Chen and Rahman, 2018). Empirical evidence suggests that tourists visiting tourist villages are influenced by various marketing strategies used by tourism village managers to persuade them to return to these destinations in the future (Rahman and Farida, 2017). Some strategies considered effective enough to be implemented by village managers include the use of digital-based advertising media such as Instagram, Facebook, and YouTube. However, traditional advertising media plays an important role, as they continue to use local mass media, which is appealing to local tourists. Aside from advertising, village managers frequently conduct digital-based sales promotion activities as well as traditional sales promotions. This means that they frequently offer promotions on specific days, ranging from

discounted admission fees to appealing souvenirs. This strategy represents the manager's effort to maintain both digital and traditional public relations. This is why visitors frequently feel attracted to their favourite tourist village. Managers also use digital and traditional-based personal selling through the founding figures of tourist villages, who are widely used by the ministry as figures or speakers in a variety of events or events. Tourism village managers also use government assistance, both local and central, as a marketing sponsorship medium, both digital and traditional. In other words, they receive assistance in marketing their products through various events hosted by local and central governments. This strategy has the potential to raise tourist awareness of tourist villages.

As a result, it is not surprising that the survey results show that tourists who have visited a tourist village more than once or are repeat visitors want to return or visit a tourist village because of the impression that has been imbedded on their minds, particularly the unique characteristics of the tourist village.

## The influence of visitor value on intention to revisit

The third hypothesis being tested is the influence of employee visitor value on intention to revisit with the following hypothesis.

H0: Visitor value does not have a significant effect on intention to revisit.

H3: Visitor value has a significant effect on intention to revisit.

Coef. Path	tstatistics	Pvalue	ttable	H3
0.142	2.692	0.007	1.96	Significant Influence

Table 8. Hypothesis testing results 3  
Source: Results of data analysis

The third hypothesis being tested is the effect of visitor value on intention to return. The t-statistical value was 2.692 with a p-value of 0.007 based on the test results. Because the t-statistical value (2.692) > 1.96 and the P value (0.007) < 0.05, it is stated that H3 has a significant effect at a 5% error rate (two tail). This finding indicates that Visitor Value has a significant impact on Intention to Return.

The visitor value path to intention to revisit has a coefficient of 0.142. This value is positive, which means that the higher the visitor value, the greater the intention to revisit; conversely, the lower the visitor value, the lower the intention to revisit.

Functional, emotional, and experience factors are important determinants of the value perceived by tourists in tourist villages,

influencing their decision to return. This argument is at least supported by the findings of (Antón, Camarero and Laguna-Garcia, 2017) research, which states that consumer satisfaction and motivation determine loyalty. Meanwhile, (Han and Hyun, 2017) and (Hellier et al., 2003) found that tourist satisfaction, which forms visitor value, can encourage tourists to return to a destination.

In general, the visitor value factor that makes tourists want to return is that they feel at ease while vacationing in a tourist village. They are unconcerned about the village situation, which is described as dangerous or unsafe. Furthermore, tourists believe that the products offered are as expected, implying that they do not use excessive marketing that does not correspond to reality. As a result, they are increasingly persuaded to return

to purchase or visit the tourist village they have visited. Tourist villages are also thought to be capable of paying attention to the needs of buyers or tourists, allowing them to always adapt to what tourists require, such as clean toilets, comfortable rooms, and good internet. Because of these factors, tourists tend to believe that they receive benefits that are proportional to what they spend or pay, leading to the assumption that price is not an issue as long as they receive high-quality tourism products.

### The influence of integrated marketing communication on intention to revisit through

Relations		Coef. Path	tstatistics	Pvalue	ttable	H4
Direct	Integrated Marketing Communication → Intention to Revisit	0.192	3.827	0.000	1.96	Significant Influence
Indirect	Integrated Marketing Communication → Visitor Value → Intention to Revisit	0.027	2.095	0.037	1.96	Significant Influence
Total Effect	Integrated Marketing Communication → Intention to Revisit	0.219	4.293	0.000	1.96	Significant Influence

Table 9. Hypothesis testing results 4  
Source: Results of data analysis

The fourth hypothesis being tested is the indirect effect of the integrated marketing communication variable on visitor value as an intervening variable on Intention to Revisit. The statistical t value for the indirect effect is 2.095, with a p value of 0.037 based on the test results. Since this t statistic (2.095) > 1.96 and the P value (0.037) < 0.05, the error rate of 5% (Two tail) indicated that H4 had a significant effect. These findings suggest that integrated marketing communication has a significant indirect influence on intention to return via visitor value. In other words, visitor value has a significant influence in mediating the relationship between integrated marketing communication and intention to revisit.

The total effect value of 0.219 is greater than the direct effect of 0.192. This demonstrates that visitor value can boost the impact of integrated marketing communication on intention to revisit. The higher the visitor value because of the better integrated marketing communication, the greater the intention to revisit.

This research is empirically demonstrated by how tourists who have had the experience of visiting a tourist village and have emotionally felt satisfaction from the product, which is strengthened or influenced by the IMC strategy implemented by a tourist village, are more likely to return to the same tourist village. That is, the propensity to visit tourist villages is influenced by the factors of the IMC strategy implemented by tourist villages as well as the services or experiences received by tourists (Antón, Camarero and Laguna-Garcia, 2017;

### visitor value

The fourth hypothesis being tested is the effect of integrated marketing communication on intention to revisit through visitor value as an intervening variable with the following hypothesis.

H0: Integrated marketing communication indirectly does not have a significant effect on intention to revisit through visitor value.

H4: Integrated marketing communication indirectly has a significant influence on intention to revisit through visitor value.

Ekacung, 2021). This phenomenon is consistent with the findings of several related studies, which emphasize that tourists will decide to revisit or reuse the services of a tourism product if they have a strong impetus from their previous experience and the attractiveness of the IMC strategy used (Intani, 2016; Prabela, 2016; Finne and Grönroos, 2017; Gunarto, Rasjid and Putra, 2017). This finding can serve as an example for tourist villages in that the IMC strategy used must be balanced with experiences that tourists find acceptable so that they will revisit to their tourist villages.

### The effect of integrated marketing communication on intention to revisit moderated by propensity to travel (moderating effect 1)

The fifth hypothesis being tested is the effect of integrated marketing communication on intention to revisit moderated by propensity to travel with the following hypothesis.

H0: Integrated marketing communication does not have a significant effect on intention to revisit moderated by propensity to travel.

H5: Integrated marketing communication has a significant influence on intention to revisit moderated by propensity to travel.

Coef. Path	tstatistics	Pvalue	ttable	H5
-0.121	2.469	0.014	1.96	Significant Influence

Table 10. Hypothesis testing results 5  
Source: Results of data analysis



The fifth hypothesis being tested is the effect of integrated marketing communication on intention to revisit as moderated by travel propensity. The t-statistical value is 2.469, with a p-value of 0.014, based on the test results. Because the t statistic (2.469) > 1.96 and the P value (0.014) < 0.05, the error rate of 5% (Two tail) indicated that H11 had a significant effect. These findings show that integrated marketing communication has a significant impact on intention to revisit, which is moderated by propensity to travel.

As previously stated, IMC and visitor value are two factors that can influence tourists' decisions to return to tourist villages. Although these two factors have been shown to be essential to the success of tourist villages in attracting repeat visitors, the willingness to return is actually driven or linked by a tourist's interest in traveling or traveling (Keown, 1989; Yuniaris, 2011; Thrane, Menezes and Uzagalieva, 2016). This phenomenon is clearly illustrated by the current situation, in which mere desire to return is insufficient when there is no travel tendency. Tourists can only satisfy their desires if they are given the right opportunity and at the right time (Sahadev and Islam, 2005; Diwati and Santoso, 2016). Tourists' awareness of how to become the type of tourists they want can also influence their decision to visit tourist villages. For instance, the tourist

experience they have from their first visit will be able to determine their next visit if the experience is in accordance with the interests or travel goals they are looking for, to go to a place that has not been visited by many other tourists, or even to enjoy a place or destination that has never been visited by other tourists. Tourists who only want to visit destinations with facilities or supporting facilities similar to those in their home country are more common.

### The effect of visitor value on intention to revisit moderated by propensity to travel (moderating effect 2)

The sixth hypothesis being tested is the effect of visitor value on intention to revisit moderated by propensity to travel with the following hypothesis.

H0 : Visitor value does not have a significant effect on intention to revisit moderated by propensity to travel.

H6: Visitor value has a significant influence on intention to revisit moderated by propensity to travel.

Coef. Path	tstatistics	Pvalue	ttable	H6
-0.045	<b>0.776</b>	<b>0.438</b>	<b>1.96</b>	<b>No Significant Influence</b>

Table 11. Hypothesis testing results 6  
Source: Results of data analysis

The sixth hypothesis under consideration is the effect of visitor value on intention to revisit, as moderated by propensity to travel. The t statistic value is 0.776, with a p value of 0.438, based on the test results. Because the t statistic (0.776) < 1.96 and P value (0.438) were both greater than 0.05, the error rate of 5% (two tail) indicated that H6 had no significant effect. These findings indicate that visitor value has no significant effect on intention to revisit, which is moderated by propensity to travel.

The path coefficient for the direct influence of propensity to travel on intention to revisit is 0.326, with a t-statistic value of 6.388 and P values of 0.000. Because the t-statistical value (6.388) > 1.96 and the P value (0.000) 0.05, it is stated that propensity to travel has a significant effect on intention to revisit at a 5% error rate (two tail). As a result, the propensity to travel variable can interact with the predictor (moderating effect 1) and has a significant relationship with the criterion, indicating that it

is a quasi-moderator (intention to revisit).

## Discussion

### Integrated marketing communication on visitor value and its impact on intention to revisit tourist villages model

The research model on the effect of integrated marketing communication on visitor value and its impact on intention to visit tourist villages: the moderating effect of propensity to travel can be described as follows, based on the results of testing the six hypotheses mentioned above.

# GENERAL MANAGEMENT

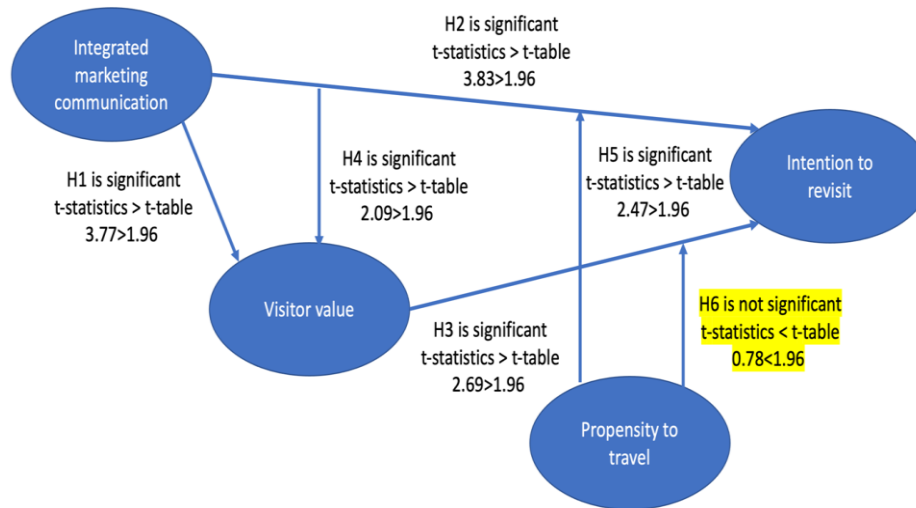


Figure 1: Research model and hypothesis test results  
Source: The author's own research, 2022

Meanwhile, the results of the study compared with the goodness of fit test table are as follows:

No.	Criteria	Cut off Value	Result				Conclusion
			IM	VV	IR	PT	
Outer Model							
1	Composite Reliability ( $\rho_c$ )	$\geq 0.6$	0.7-0.9	0.8	0.8	0.8	Reliable
2	Indicator Reliability	$> 0.7$	0.7-0.9	0.8	0.8	0.8	Reliable
3	Average variance Extracted (AVE)	$> 0.5$	0.6-0.8	0.7	0.7	0.7	Valid
4	Fornell-Larcker Criteria	AVE for each latent variable must be higher than R2 with all other latent variables	0.8 > 0.4-0.6	0.8 > 0.6	0.8 > 0.5	0.8 > 0.4	Valid
5	Cross Loading	$> 0.5$	0.7-0.9	0.8	0.8	0.8	Valid
6	Multicollinearity	If the VIF value is $> 10$ , there is collinearity between indicators in the formative block.	VIF value $> 10$ is 21.654, meaning that there is collinearity between indicators in one formative block.				Collinearity
Outer Model							
7	R2 Endogenous Latent Variable	R2 value of 0.67 is categorized as substantial	Integrated marketing communication and visitor value have an effect of $0.69 = 0.7$ or 70% on Intention to Revisit.				Substantial
8	Path Coefficient Estimation	The values estimated for the path relationships in the structural model should be evaluated in terms of the strength and significance of the relationships	Integrated marketing communication has an influence of 49.9% on visitor value. Judging from the value of the path coefficient, the most dominant in influencing visitor value is the integrated marketing communication variable				Significant

# GENERAL MANAGEMENT

			with a path coefficient of 0.187 (10.7%).	
9	Effect Size $f^2$	1. The value of $f^2$ is 0.02 2. The value of $f^2$ is 0.15 3. The value of $f^2$ is 0.35	The $f^2$ value of 0.175 is categorized as a sufficient Influence of latent predictor variables (exogenous latent variables) at the structural level.	Influential enough
10	Prediction Relevance ( $Q^2$ )	$Q^2$ value > 0 predictive relevance.	$Q^2 > 0$ i.e. 0.346 and 0.454	Relevant

Table 12. Goodness of Fit (GOF) test results  
Source: Results of data analysis

## Theoretical Implications

This study makes a theoretical contribution, particularly in determining the relationship between the new variables. Some hypothesis testing results include findings from previous studies, or other hypotheses confirm and reject previous findings that may yield different results. Researchers have never conducted research on the topic of Integrated Marketing Communication (IMC) in tourist villages, particularly digital-based ones. As a result, theoretically, the findings of this study contribute to the work of previous researchers.

## Practical implications

The study's findings can be applied by various stakeholders to develop digital-based marketing strategies for tourist villages. This model can be adopted by the tourism ministry, the ministry of villages, the ministry of investment, the tourism office, and the manager of tourist villages. All stakeholders can collaborate in order to create an integrated marketing strategy that will have a positive impact on increasing the number of tourist visits to tourist villages.

## Conclusion

According to the findings of this study, tourism village managers must pay close attention to their IMC strategy when introducing their products, particularly through digital media and social media. The reason for this is that according to some data, the characteristics of visiting tourists can be classified as millennials who are well-versed in technological developments. Consumer behaviour is crucial, especially when it comes to the characteristics of service-based tourism. Aside from the need to pay attention to market trends or current tourists from the millennial generation, who tend to be very tech-savvy. Managers must also educate local communities in tourist villages so that they can use social media to cloud or introduce their tourist village, as well as a form of active participation in the development of tourist villages. Furthermore, tourism village managers can involve the government in terms of marketing sponsorship and point-of-purchase communication. The goal is to be able to effectively and efficiently support and assist the development of tourist villages, both through programs and financial support.

This study also concludes, based on the results of hypothesis testing, that the integrated marketing community has a significant effect on visitor value, which means that the higher the integrated marketing community, the higher the visitor value. Meanwhile, the integrated marketing community has a significant impact on the intention to revisit, so the higher the integrated marketing community, the higher the intention to revisit. On the other hand, the relationship between integrated marketing communication and visitor value has a significant influence on intention to revisit. In other words, visitor value has a significant influence in mediating the relationship between integrated marketing communication and intention to revisit. The test results show that visitor value can boost the impact of integrated marketing communication on intention to revisit. The higher the visitor value because of the better integrated marketing communication, the greater the intention to revisit. Intention to revisit, which is moderated by propensity to travel, is also significantly influenced by integrated marketing communication. Meanwhile, visitor value has no effect on intention to revisit, which is moderated by propensity to travel. This means that visitor value has no effect on propensity to travel and cannot influence intention to travel. Because it interacts with the predictor (Moderating Effect 1) and is significantly related to the criterion, the propensity to travel variable is a quasi-moderator (intention to revisit).

The hypothesis test results show that the majority of the hypotheses have a positive or influential relationship. This phenomenon is also supported by a number of references from previous studies. Some of these findings suggest that Tourism Villages differ significantly from tourism products or other tourist destinations. This discovery can also serve as a reference for future research and provide additional information for Tourism Village actors or managers in a practical sense.

Given the wide range of characteristics of tourist villages in Indonesia, one of the study's limitations is the small sample size. As a result, larger sample size research is expected to be carried out in future studies. The study's findings are also expected to be used as a reference by various tourism village stakeholders, including the government, local communities, tourism village managers, and academics, in developing an integrated marketing strategy.

## References

- [1] Andreu, L., Aldás, J., Bigné, J. E., & Mattila, A. S. (2010). An analysis of e-business adoption and its impact on relational quality in travel agency–supplier relationships. *Tourism Management*, 31(6), 777–787. <https://doi.org/10.1016/j.tourman.2009.08.004>.
- [2] Antón, C., Camarero, C., & Laguna-García, M. (2014). Towards a new approach of destination loyalty drivers: satisfaction, visit intensity and tourist motivations. *Current Issues in Tourism*, 20(3), 238–260. <https://doi.org/10.1080/13683500.2014.936834>.
- [3] Arcana, K.T.P. and Wiweka, K. (2015) 'The Potential Development of Community Based Tourism at Ambengan Village, Buleleng Regency, Bali', *Journal of Business on Hospitality and Tourism*, 1(1), p. 11.
- [4] Trisna Pratiwi Arcana, K., & Wiweka, K. (2018). A Study Of Indigenous Tourism Product Development Case Study: The Baduy, South Banten, West Java. *Jurnal Ilmiah Hospitality Management*, 7(1), 65–74. <https://doi.org/10.22334/Jihm.V7i1.99>.
- [5] Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32(4), 890–901. <https://doi.org/10.1016/j.tourman.2010.08.004>.
- [6] Basu, J., & Mobley, L. R. (2007). Illness severity and propensity to travel along the urban–rural continuum. *Health & Place*, 13(2), 381–399. <https://doi.org/10.1016/j.healthplace.2006.03.002>.
- [7] Basu, J., & Mobley, L. R. (2010). Impact of Local Resources on Hospitalization Patterns of Medicare Beneficiaries and Propensity to Travel Outside Local Markets. *The Journal of Rural Health*, 26(1), 20–29. <https://doi.org/10.1111/j.1748-0361.2009.00261.x>.
- [8] Belch, G.E. and Belch, M.A. (2004) 'Advertising and promotion 6th edition'. McGraw-Hill/Irwin.
- [9] Berezan, O. et al. (2017) 'Style before substance? Building loyalty through marketing communication congruity', *European Journal of Marketing* [Preprint].
- [10] Boomsma, A. and Hoogland, J.J. (2001) 'The robustness of LISREL modeling revisited', *Structural equation models: Present and future. A Festschrift in honor of Karl Jöreskog*, 2(3), pp. 139–168.
- [11] bps.go.id (2020) 'International Tourist Arrival Trend to Indonesia and Worldwide'.
- [12] Cao, X., & Fan, Y. (2012). Exploring the Influences of Density on Travel Behavior Using Propensity Score Matching. *Environment and Planning B: Planning and Design*, 39(3), 459–470. <https://doi.org/10.1068/b36168>.
- [13] Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153–163. <https://doi.org/10.1016/j.tmp.2017.10.006>.
- [14] Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, 40, 382–393. <https://doi.org/10.1016/j.tourman.2013.07.008>.
- [15] Chin, W.W. (1998) Commentary: Issues and opinion on structural equation modeling. JSTOR.
- [16] CNN (2017) Menpar Launching Indonesia Sustainable Tourism Award 2017. Available at: <https://www.cnnindonesia.com/gaya-hidup/20170803143050-307-232192/menpar-launching-indonesia-sustainable-tourism-award-2017>. (Accessed: 12 February 2020).
- [17] Creswell, J.W. (2012) *Educational research: planning, conducting, and evaluating quantitative and qualitative research*. 4th ed. Boston: Pearson.
- [18] Daser, S. and Meric, H.J. (1987) 'does patriotism have any marketing value-exploratory findings for THE" CRAFTED WITH PRIDE IN USA" CAMPAIGN.', *Advances in consumer research*, 14(1).
- [19] De Nisco, A., Papadopoulos, N. and Elliot, S. (2017) 'From international travelling consumer to place ambassador: Connecting place image to tourism satisfaction and post-visit intentions', *International Marketing Review* [Preprint].
- [20] Demolinggo, R.H. et al. (2020) 'Sustainable Tourist Villages Management Based On Javanese Local Wisdom "Memayu Hayuning Bawono" Best Practice Of Desa Wisata Pentingsari, Yogyakarta', *International Journal of Tourism & Hospitality Reviews*, 7(2), pp. 41–53. Available at: <https://doi.org/10.18510/ijthr.2020.725>.
- [21] Diwati, F. and Santoso, T.I. (2016) 'Pengaruh Strategi Integrated Marketing Communication (IMC) terhadap Keputusan Membeli Konsumen pada Bisnis Tour & Travel di Wilayah Daerah Istimewa Yogyakarta', *EBBANK*, 6(2), pp. 33–54.
- [22] Ekacung, W. (2021) *Strategi Promosi Goldenfish Resto Dalam Meningkatkan Brand Awareness Melalui Media Sosial Instagram*. PhD Thesis. Universitas Multimedia Nusantara.
- [23] El-Adly, M.I. and Eid, R. (2016) 'An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context', *Journal of Retailing and Consumer Services*, 31, pp. 217–227.
- [24] Field, A.M. (1999) 'The college student market segment: A comparative study of travel behaviors of international and domestic students at a southeastern university', *Journal of Travel Research*, 37(4), pp. 375–381.
- [25] Finne, Å. and Grönroos, C. (2017) 'Communication-in-use: customer-integrated marketing communication', *European Journal of Marketing* [Preprint].
- [26] Ghozali, I. (2008) *Structural equation modeling: Metode alternatif dengan partial least square (pls)*. Badan Penerbit Universitas Diponegoro.
- [27] Gunarto, M., Rasjid, A. and Putra, R.N. (2017) 'Pengaruh Integrated Marketing Communication Terhadap Kepuasan Nasabah Yang Dimediasi Oleh Citra Bank Sumsel Babel', *FMI*, 9, pp. 1–11.
- [28] Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>.
- [29] Hapsari, R., Clemes, M.D. and Dean, D. (2017) 'The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty', *International Journal of Quality and Service Sciences* [Preprint].
- [30] Hellier, P.K. et al. (2003) 'Customer repurchase intention: A general structural equation model', *European journal of marketing* [Preprint].

- [31] Hollyoake, M. (2009). The four pillars: Developing a 'bonded' business-to-business customer experience. *Journal of Database Marketing & Customer Strategy Management*, 16(2), 132–158. <https://doi.org/10.1057/dbm.2009.14>.
- [32] Iglesias, O., Markovic, S., Singh, J. J., & Sierra, V. (2017). Do Customer Perceptions of Corporate Services Brand Ethicality Improve Brand Equity? Considering the Roles of Brand Heritage, Brand Image, and Recognition Benefits. *Journal of Business Ethics*, 154(2), 441–459. <https://doi.org/10.1007/s10551-017-3455-0>.
- [33] Indra, K. (2020) Kemenparekraf Latih Dosen untuk jadi Pendamping Desa Wisata - PRFM News. Available at: <https://prfmnews.pikiran-rakyat.com/pariwisata/pr-13594236/kemenparekraf-latih-dosen-untuk-jadi-pendamping-desa-wisata> (Accessed: 13 April 2021).
- [34] Indrajaya, Titus, Wibowo, F.S. and Wiweka, K. (2022) 'Rising the Competitiveness of a Cultural Tourist Destination in Banten, Indonesia through Stakeholder Orientation, Strategic Capability, and Shared Value Creation', *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(2), pp. 13377–13389.
- [35] Indrajaya, T., Wibowo, F.X.S. and Wiweka, K. (2022) 'Creating competitiveness of cultural tourist destinations based on stakeholder orientation, strategic capability, and shared value creation in Banten, Indonesia', in *Current Issues in Tourism, Gastronomy, and Tourist Destination Research*. Routledge, pp. 3–10.
- [36] Intani, R. (2016) 'Pengaruh Integrated Marketing Communication Terhadap Minat Beli Melalui Asosiasi Merek Pada Bank Muamalat Di Kotabumi', Lampung: Universitas Lampung [Preprint].
- [37] Jiang, W.-H., Li, Y.-Q., Liu, C.-H., & Chang, Y.-P. (2017). Validating a multidimensional perspective of brand equity on motivation, expectation, and behavioural intention: a practical examination of culinary tourism. *Asia Pacific Journal of Tourism Research*, 22(5), 524–539. <https://doi.org/10.1080/10941665.2017.1287106>.
- [38] Jonker, J. and Pennink, B. (2010) The essence of research methodology: A concise guide for master and PhD students in management science. Springer Science & Business Media.
- [39] Karyatun, S. et al. (2021) 'Tourist Village Multiplier Effect Studies: Small Scale Approach Best Practice Of Desa Wisata Nglanggeran, Yogyakarta, Indonesia', *International Journal of Management, Innovation & Entrepreneurial Research*, 6(2), pp. 139–153. Available at: <https://doi.org/10.18510/ijmier.2020.6213>.
- [40] Kemenpar (2012) SIARAN PERS: Penghargaan Desa Wisata 2012, kemenpar.go.id. Available at: <https://www.kemenpar.go.id/post/siaran-pers-penghargaan-desa-wisata-2012> (Accessed: 21 February 2020).
- [41] Kemenpar (2016) 'Pembangunan Pariwisata Nasional Berbasis Perdesaan: "Perdesaan Sebagai Daya Tarik Ke-Indonesiaan. Asisten Deputi Litbang Kebijakan Kepariwisata Deputi Bidang Pengembangan Kelembagaan Kepariwisata Kementerian Pariwisata.'
- [42] Kemenpar (2019) 'Buku Panduan Pengembangan Desa Wisata Berbasis Pendampingan melalui Perguruan Tinggi. Asisten Deputi Pengembangan Sumber Daya Manusia Pariwisata dan Hubungan Antarlembaga Kementerian Pariwisata'.
- [43] Keown, C.F. (1989) 'A model of tourists' propensity to buy: The case of Japanese visitors to Hawaii', *Journal of Travel Research*, 27(3), pp. 31–34.
- [44] Khattak, A.J. and De Palma, A. (1997) 'The impact of adverse weather conditions on the propensity to change travel decisions: a survey of Brussels commuters', *Transportation Research Part A: Policy and Practice*, 31(3), pp. 181–203.
- [45] Kim, H.-Y., Kang, J.-Y.M. and Johnson, K.K. (2012) 'Effect of consumer relationship proneness on perceived loyalty program attributes and resistance to change', *International Journal of Retail & Distribution Management* [Preprint].
- [46] Klinsk, R.R. and Wu, L. (2017) 'Creating ethical brands: The role of brand name on consumer perceived ethicality', *Marketing Letters*, 28(3), pp. 411–422.
- [47] Kompas (2019) Pariwisata Berkelanjutan dan Mengapa Indonesia Butuh Ini Halaman all - Kompas.com. Available at: <https://travel.kompas.com/read/2019/10/23/165507727/pariwisata-berkelanjutan-dan-mengapa-indonesia-butuh-ini?page=all> (Accessed: 13 February 2020).
- [48] Kumar, V. and Kaushik, A.K. (2017) 'Achieving destination advocacy and destination loyalty through destination brand identification', *Journal of Travel & Tourism Marketing*, 34(9), pp. 1247–1260.
- [49] Lee, S., Jeon, S. and Kim, D. (2011) 'The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea', *Tourism Management*, 32(5), pp. 1115–1124.
- [50] Leedy, P.D. and Ormrod, J.E. (2001) 'Practical research: Planning and research', Upper Saddle [Preprint].
- [51] Losada, N. et al. (2016) 'Travel frequency of seniors tourists', *Tourism Management*, 53, pp. 88–95.
- [52] Luxton, S., Reid, M. and Mavondo, F. (2017) 'IMC capability: antecedents and implications for brand performance', *European Journal of Marketing* [Preprint].
- [53] Mahr, D., Stead, S. and Odekerken-Schröder, G. (2019) 'Making sense of customer service experiences: a text mining review', *Journal of Services Marketing* [Preprint].
- [54] Mishra, G.S. et al. (2015) 'The effect of carsharing on vehicle holdings and travel behavior: A propensity score and causal mediation analysis of the San Francisco Bay Area', *Research in Transportation Economics*, 52, pp. 46–55.
- [55] Muhamad et al. (2021) 'Investigating the Effects Perceived Value, Technology Adoption, the Level of Value Orientation, and Customer Satisfaction on Buyer Engagement of B2B Marketplace in Indonesia', *Systematic Reviews in Pharmacy*, 12, pp. 1459–1478.
- [56] Mulhern, F. (2009) 'Integrated marketing communications: From media channels to digital connectivity', *Journal of marketing communications*, 15(2–3), pp. 85–101.
- [57] Oh, H. and Kim, K. (2017) 'Customer satisfaction, service quality, and customer value: years 2000-2015', *International Journal of Contemporary Hospitality Management* [Preprint].
- [58] Paddison, B. and Biggins, R. (2017) 'Advocating community integrated destination marketing planning in

- heritage destinations: the case of York', *Journal of Marketing Management*, 33(9–10), pp. 835–857.
- [59] Parantika, A., Wibowo, F.S. and Wiweka, K. (2020) 'The Development of Thematic Tourist Village of Mulyaharja Bogor Based on Community Empowerment Approach', *TRJ (Tourism Research Journal)*, 4(2), pp. 113–132.
- [60] Payne, E.M., Peltier, J.W. and Barger, V.A. (2017) 'Omni-channel marketing, integrated marketing communications and consumer engagement: A research agenda', *Journal of Research in Interactive Marketing* [Preprint].
- [61] Phillips, W.J. et al. (2013) 'Tourist word of mouth and revisit intentions to rural tourism destinations: A case of North Dakota, USA', *International journal of tourism research*, 15(1), pp. 93–104.
- [62] Pickel-Chevalier, S. (2018) 'The Desa Wisata Terpadu as a vector of sustainable development in Bali?', in 1st International Conference on Social Sciences (ICSS 2018). Atlantis Press.
- [63] Ponnappureddy, S. et al. (2017) 'The influence of trust perceptions on German tourists' intention to book a sustainable hotel: A new approach to analysing marketing information', *Journal of Sustainable Tourism*, 25(7), pp. 970–988.
- [64] Porcu, L. et al. (2017) 'Do adhocracy and market cultures facilitate firm-wide integrated marketing communication (IMC)?', *International Journal of Advertising*, 36(1), pp. 121–141.
- [65] Prabela, C.V.E. (2016) Pengaruh integrated marketing communication (IMC) dan public relations terhadap citra merek dan keputusan pembelian. PhD Thesis. Universitas Brawijaya.
- [66] Rahman, R. and Farida, N. (2017) 'Pengaruh Destination Branding Dan Produk Wisata Terhadap Niat Berkunjung Kembali Melalui Word Of Mouth (Studi Kasus Pada Objek Wisata Alam Goa Kreo Semarang)', *Jurnal Ilmu Administrasi Bisnis*, 6(4), pp. 61–67.
- [67] Rudner, M. (2008) 'Misuse of passports: identity fraud, the propensity to travel, and international terrorism', *Studies in conflict & terrorism*, 31(2), pp. 95–110.
- [68] Sahadev, S. and Islam, N. (2005) 'Why hotels adopt ICTs: a study on the ICT adoption propensity of hotels in Thailand', *International Journal of Contemporary Hospitality Management* [Preprint].
- [69] Setiawan, B. and Wiweka, K. (2018) 'A study of the tourism area life cycle in Dieng Kulon village', *Pertanika Journal of Social Sciences & Humanities*, 26(T Apr), pp. 271–278.
- [70] Sidel, J. L., Bleibaum, R. N., & Tao, K. W. C. (2018). Quantitative Descriptive Analysis. Descriptive Analysis in Sensory Evaluation, 287–318. <https://doi.org/10.1002/9781118991657.ch8>.
- [71] Skavronskaya, L., Scott, N., Moyle, B., Le, D., Hadinejad, A., Zhang, R., Gardiner, S., Coghlan, A., & Shakeela, A. (2017). Cognitive psychology and tourism research: state of the art. *Tourism Review*, 72(2), 221–237. <https://doi.org/10.1108/tr-03-2017-0041>.
- [72] So, K. K. F., King, C., Hudson, S., & Meng, F. (2017). The missing link in building customer brand identification: The role of brand attractiveness. *Tourism Management*, 59, 640–651. <https://doi.org/10.1016/j.tourman.2016.09.013>.
- [73] Sugiyono, P. (2016) Metode Penelitian Manajemen (Pendekatan Kuantitatif, Kualitatif, Kombinasi (Mixed Methods), Penelitian Tindakan (Action Research, dan Penelitian Evaluasi). Bandung: Alfabeta Cv.
- [74] Sunarta, N. and Arida, S. (2017) Pariwisata berkelanjutan. Cakra Press.
- [75] Thrane, C., Menezes, A.G. de and Uzagalieva, A. (2016) 'A multivariate logit for propensity to choose package tour over independent travel', *CEEApIA-A-Working Paper Series*, pp. 1–25.
- [76] Wachyuni, S.S., Wiweka, K. and Softia, I. (2021) 'An Empirical Study Of Food Blogger Influence On Coffee Shop Brand Image And Consumer Purchase Decision In Delapan Gram', *Journal of Business on Hospitality and Tourism*, 7(3).
- [77] Wang, C., Quddus, M., Enoch, M., Ryley, T., & Davison, L. (2015). Exploring the propensity to travel by demand responsive transport in the rural area of Lincolnshire in England. *Case Studies on Transport Policy*, 3(2), 129–136. <https://doi.org/10.1016/j.cstp.2014.12.006>.
- [78] Wiweka, K., H. Demolingo, R., Karyatun, S., Pramania Adnyana, P., & Nurfikriyani, I. (2021). TOURIST VILLAGE Rejuvenation And Over-Tourism Management: The Desa Wisata Nglanggeran Lifecycle Experience, Yogyakarta, Indonesia. *International Journal of Tourism & Hospitality Reviews*, 8(1), 01–16. <https://doi.org/10.18510/ijthr.2021.811>.
- [79] Yuniaris, W. (2013). Pengaruh Integrated Marketing Communication Terhadap Loyalitas Pengguna Kartu Pasca Bayar Halo Di Malang. *Manajemen Bisnis*, 1(1), 21. <https://doi.org/10.22219/jmb.v1i1.1319>.
- [80] Zhang, M., Guo, L., Hu, M., & Liu, W. (2017). Influence of customer engagement with company social networks on stickiness: Mediating effect of customer value creation. *International Journal of Information Management*, 37(3), 229–240. <https://doi.org/10.1016/j.ijinfomgt.2016.04.010>
- [81] Zhang, M., Hu, M., et al. (2017) 'Understanding relationships among customer experience, engagement, and word-of-mouth intention on online brand communities: The perspective of service ecosystem', *Internet Research* [Preprint].

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.