

## **Drivers of Revisit Intentions: A Study of Visitors at Indonesia's Madura Cow Races**

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**Abstract.** This study analyzed key factors influencing visitors' behavioral intentions for a cultural cow racing event in Indonesia. A survey methodology was used to collect data from 143 visitors, which was analyzed with SEM-PLS. The results showed experience quality positively influenced perceived value, satisfaction, and intentions. Satisfaction also positively impacted intentions. However, the relationship between perceived value and intentions was non-significant. The findings provide useful insights into improving the visitor experience and enhancing intentions to revisit this unique cultural event. Practical implications are discussed for event managers. However, limitations exist regarding the sampling and methods. Further research should build on these findings using larger representative samples and additional variables. Overall, the study contributes to the limited literature on visitor behavioral intentions in the context of cultural events.

**Keywords:** experience quality, satisfaction, perceived value, behavior intention.

## 1. Introduction

Indonesia is one of the countries that has very attractive beauty apart from the natural environment which provides beauty and the existence of a culture which presents various unique features which are a special attraction for visitors. What makes this unique is that it is located in the Madura region. Madura is one region in Indonesia which has its own uniqueness because it involves various parties in presenting or showing art. Art which is a cultural heritage passed down from generation to generation has a value that needs to be preserved and continued, because by preserving cultural arts it will become history that can provide education. Art in Madura, apart from being unique, is also an icon that differentiates it from other regions.

The origins of the cow race have undergone changes to its original function as entertainment, a means of communication, and a marker of the beginning of planting, then the implementation of the cow race began to be organized, one of which is as a marker of a person's social status. where cows are often a racing animal and a marker of someone's status. Karapan Sapi consists of several types: often keni (small karapan), often king (big event), often onjangan (invited karapan), often residency (residency level kerapan), and often jar-jaran (practice kerapan). Karapan cows are cows of a certain type whose body posture is very graceful, their skin is clean and shining, brownish in color, and they have amazing strength (running).

The choice of cow is very decisive, cattle that are suitable for karapan are usually identified when they are 3-4 months old. Then from the age of 10 months the cows begin to be trained, given herbal medicine, massaged and bathed. This continues until the cow is ready to go down the arena. In the cow race, the self-esteem of the cow owners is at stake. If they win, they get prizes and betting money. The price of winning cattle can also soar, if lose, the owner's self-esteem will fall and they will lose a lot of money. This is because caring for cows is expensive (<https://indonesiakaya.com/pustaka-indonesia/karapan-sapi-madura>). This is one of the reasons why cows are unique and special, not only from the owner's side but also from the side of visitors who want to visit the Cow Race event.

A visitor is a person or group of people who are at the location where the event takes place. Visitors have a strong connection with a desired desire by seeing, feeling and being at the location. Where visitors in this case have different levels of desires and needs, a person's desire to visit an event is caused by several factors which in this case can be the place, environment, motivation and the infrastructure provided by the event organizer (Li et al., 2020). The concept of behavioral intention itself starts from attitude, which also refers to the visitor's tendencies before visiting again. It can be seen that the evaluation of behavior intention after visiting is satisfaction, complaints and a desire to visit again. Behavior intention (BI) has two components, namely positive behavior intention and negative behavior intention, where in this case visitors feel satisfied after visiting and will behave positively to revisit or recommend and publish to others (Petrick, Morais, & Norman, 2001).

For visitors who are visiting a bull race event for the first time, they are afraid that the cows will leave the racing zone and the cows could attack the visitors (Jago & Wt, 2019; Kevin et al., 2010), on the other hand, past behavior is an important determinant of the intention to visit again (Wicker et al., 2012), but on the other hand, past behavior does not have a significant influence on future behavior. then visitors to return to visit (Kaplanidou & Gibson, 2010).

Visitors to historical tourism, in this case something that has historical value such as a cattle race, currently receive various services with characteristics that can make an impression (Kim, 2009), so there are important factors that need to be improved, such as improving quality from various sides (Black, 2009, Vesti et al., 2020). Historical tourism must be able to create and develop quality products and services so that visitors feel their needs are met (Uysal, M. & Hagan, L. 1993; Ngwira, C., & Bello, FG 2018). Quality is something that gives meaning or gives the impression of superiority so that it differentiates itself from competitors (Han & Hyun 2015), on the other hand, visitors in this case not only get quality but also want to get a unique experience and something that can provide lessons ( Pine,

BJ, & Gilmore, JH1998; Vescei et al., 2020).

Experience can be said to be anything felt by a person or group of people because it can provide meaning and of course can make a contribution so that it becomes something of greater value (Antón et al., 2018). Kim (2009) states that experience as a subjective mental state of a person or group of visitors during or after visiting a place so that in producing an experience it will involve several parts including activity, sensory perception which combines sight, sound and movement, an environment in which a person or group of visitors can interact (Kotler, N., & Kotler, P. 2007; Fernandes, T., & Cruz, M. 2016).

Historical tourism is part of tourism, so the concept of experience quality (EQ) is suitable to be applied (Goulding, 2001; Verma, A., & Rajendran, G. 2017), according to Chang, TY, & Horng, SC (2010) experience quality is a representation of visitors in evaluating experiences that occur emotionally. Experience quality has a meaning not only in products or services, but also in events and services provided to visitors (Vescei et al., 2021). It can be said that experience quality is a form of evaluation related to the advantages of the experience felt and obtained by visitors, so that if the experience quality obtained meets the visitors' desires, it will give rise to visitor satisfaction (Vescei et al., P. 2020).

Satisfaction (SN) can be interpreted as everything that can be felt, in this case visitors which describes a feeling of pleasure or disappointment, regarding the results of comparing the benefits of products or services, so that the results have an impact, if the impact is positive benefits then visitors will feel satisfied, and if If you feel it exceeds expectations, visitors will be very satisfied. Tourist satisfaction is the visitor's perception that what is expected has been met or exceeded, so that the product or service obtained has good benefits and a feeling of pleasure or satisfaction, and vice versa (Prayag et al. 2013; Meeprom, S., & Silanoi, T. 2020).

For tourism, historical places have a very important meaning because visitors feel satisfaction, which can provide positive values related to what they have visited, so that it can give rise to experience quality. (Preko et al., 2020; Jimber et al., 2020; Li et al., 2016; Piancatelli et al., 2021) on the other hand, tourist satisfaction can influence the realization of re-intention behavior (Vescei et al., 2020).

Visitors who enjoy tourist attractions because there is something unique, so they feel like visiting again and want to share and recommend to others with any media (Kuo et al., 2018; Hsu, LC2018; Bansal & Voyer, 2000; Su et al., 2017; Jalilvand, MR 2017; Piancatelli et al., 2021). This is important, considering that the event (cattle racing) is a historical heritage which includes preserving historical or cultural heritage from time to time and protecting the interests of the community, so it is important to always preserve this (Vescei et al., 2020). Therefore, this research will use the variables experience quality, perceived value, satisfaction patriotism and behavioral intention in cattle racing in Madura.

## **2. Literature Review**

### **2.1. Experience Quality (EQ)**

Experience quality is an awareness and feeling of visitors through the use of the products and services provided, so that these products and services are used by visitors will form an emotional stimulus for behavior based on what they have felt or have provided benefits (Grundey, 2008; Hussein et al., 2018). The existence of an experience from visitors is a determinant of long-term success. It can be said that visitors will have a positive experience if visitors get what they have received.

According to (Lemke et al., 2011; Payne et al., 2008), this experience quality is a subjective response from visitors to what they see directly or indirectly with products or services from service providers. This involves several elements involved from the visitors consisting of emotions, extraordinary feelings (fantasy) and various other perceptions.

The multidimensional construct that is part of experience quality focuses on visitors' cognitive satisfaction, emotional, behavioral, sensory and social responses. (Lemon & Verhoef, 2016). This experience can influence the entire process that visitors go through through various stages and touch

points, resulting in a quality experience (Clauset et al., 2013). It is clear that experience quality is not just about what product or service is desired but is related to any events and activities that are part of the process which includes the concept of environment, service, how to welcome arrivals and what things are felt when receiving a service (Vesci et al., 2021). There is a connection between experience and museum visitors according to (Brida, 2016). In reality, visitors do not only want to get a high holistic experience which is not just cognitive but is more of an emotional and social experience and involves active participation in cultural heritage, so it is hoped that visitors will get contemporary needs.

H1: The influence of experience quality (EQ) on perceived value (PV)

Visitors when visiting historical tourist attractions will get what is presented by the management, there is a very supportive atmosphere felt by visitors, lots of information obtained, there are good activities in the form of service felt by visitors which is related to experience quality. If the experience quality obtained by visitors meets expectations, it will affect visitor satisfaction, and the satisfaction impact, visitors will have behavioral intention to return. (Preko et al., 2020), in other words, experience quality will influence satisfaction (Shakoori, A., & Hosseini, M. 2019).

H2: The influence of experience quality on satisfaction

## 2.2. Perceived Value (PV)

The visitor's overall assessment of the usefulness of the product or service is based on what the visitor has received and what the visitor has given (Meeprom & Silanoi, 2020). This can be seen from the assessment of visitors including a comparison of the benefits or utilities obtained from a product, service, service or relationship as well as the sacrifices or costs that have been experienced by visitors.

Understanding the importance of the value perceived by visitors in the service industry because it is a primary goal of various organizations and a means of maintaining sustainable competitive advantage. This assessment has emerged as a pillar in service marketing theory, perceived value as a dynamic construct based on previous experience and perceived current use (Plewa et al., 2015; Sánchez et al., 2006).

The concept of perceived value from several previous studies (Chen & Chen, 2010; Petrick, 2004) explains visitor behavior in various contexts, such as branding, service, hospitality and tourism, according to (Bradley & Sparks, 2012; Gursoy et al., 2006) states that perceived value is a construct that can reflect increasing complexity in dimensions, so there is an assumption that perceived value is multidimensional in that visitors can anticipate and obtain more value through various sources including product search, marketing, direct experience and use of the results of visits and visitors. .

Perceived value based on preferences or evaluations of whether the attributes of a product or service can provide or fulfill needs or satisfaction in a particular situation (Eggert & Ulaga, 2002; Yuan et al., 2020). Research that has ever existed (Lim et al., 2014) stated that perceived value is a good predictor of satisfaction and intention to travel. Perceptions from visitors found that the value of products or services was positively related to visitor attitudes.

H3: The influence of perceived value (PV) on behavior intention (BI)

## 2.3. Satisfaction

It is a standard that measures how successful a provider of services or goods is in meeting the expectations of visitors or customers or enjoyers of the services or products provided or offered. (Garanti et al., 2019; Leon & Choi, 2020). Satisfaction can be interpreted as a person's feeling that describes a feeling of pleasure or disappointment with the results of comparing the benefits of the product or service that has been provided to visitors, so that the results of the service provide a positive impact or benefit, then visitors will feel satisfied, and if what they feel is exceed expectations, then visitors will be very

satisfied.

Satisfaction is the visitor's perception that what is expected has been met or exceeded, so that the goods or services obtained have good benefits and a feeling of pleasure or satisfaction, and vice versa (Prayag, Hosany, Nunkoo, & Alders, 2013; Zhang, Byon, Xu, & Huang, 2020). According to Huang et al., 2016; Ma, Ma et al., (2013) Satisfaction is a fairly broad concept which is generally explained as a feeling of satisfaction from a product or service which is relatively closely related to price, visitors' expectations and the experience of using the product. Satisfaction itself is the strongest part that can influence the construction of visitors, so there is a good relationship between satisfaction and loyalty, intention to visit again (Garcia et al., 2020).

A visitor will feel satisfaction if it is associated with many dynamic attributes and characteristics, so that each can go through several stages, to obtain this attribute as a form of greater self-confidence, great benefits (Alshihre et al., 2020; Chou, 2020), so that to meet visitor satisfaction, the manager of a tourist destination must be able to know the needs of visitors so that visitors will feel or enjoy satisfaction. According to Jimber et al., (2020); Valverde et al., (2022) satisfaction can influence the behavior intention of visitors or tourists

H4: The influence of satisfaction (SN) on behavior intention (BI)

#### **2.4. Behavioral Intention (BI)**

Behavioral intention is defined as a form of desire of a person or group of people to carry out a behavior (positive or negative) (Ennew et al., 2000; Turgut et al., 2016). According to another definition, behavioral intention means the visitor's desire to have a desire to visit a certain place in accordance with their desires and expectations, which in this case is due to several aspects that cause it (Gülmez, 2011: 30-31; Aydın & Gürbüz, 2019). On the other hand, behavioral intention is one of the sources of the creation of behavior, in the individual decision making process, friends or family members who can be relied on have a big influence (Buttle & Groege, 2017; Stverkova et al., 2018; Bacik et al., 2019 ). Sharing with the environment can cause changes in individual attitudes and behavior regarding the desire to behave, in this case visiting tourism destinations (Aydın & Gürbüz, 2019: 26)). Behavioral intention is one of the most influential sources of a person's intentions in determining behavior, behavioral intention by creating awareness, changing or confirming our opinions, creating interest in purchasing a product/brand (Risseladaet et. al. 2014) in addition to accelerating new purchases (Hennig et al., 2015; Kumar et al., 2016) and encouraging behavior to revisit (Iyengar et al., 2015).

According (C. F. Chen & Tsai, 2007; Pujiastuti, Nimran, Suharyono, & Kusumawati, 2017; Zeithaml, Berry, & Parasuraman, 2013) behavioral intention as a willingness or desire from visitors to visit again or provide a recommendation or share stories with other people so that other people want to visit an event, which in this case is focused on the Karapan Sapi event. It cannot be denied that there is a special attraction of the cow race event which is not only in terms of the clothes worn by the cows but also from the cows used for racing, their body shape and agility in running.

H5: The influence of experience quality (EQ) on behavior intention (BI)

### **3. Conceptual Framework**

Historical destinations provide a desire, one of which is an emotional feeling towards the services and equipment or media available at the tourism site which is felt by visitors, so that this gives rise to an experience quality (Chang et al. 2010). Experience quality which is felt to be high by visitors, then visitors can feel the impact and benefits of what is released (Briggs et al., 2007; Jin et al., 2015). If experience quality what visitors have or feel is in accordance with visitors' expectations, thus creating satisfaction, so that it will manifest visitor behavior intentions. So that experience quality will influence

visitor satisfaction (Vesci et al., 2020),

Experience quality (Crompton, JL, & Love, LL 1995), which is felt by visitors which is felt in a visitor's positive emotions (Jang and Namkung, Y. 2009; Desmet, P., & Hekkert, P. 2007). The very different emotions felt by visitors can be caused by differences in visitors (Desmet, P., & Hekkert, P. 2007). Kosterman, R., & Feshbach, S. (1989) that a strong bond and love for historical values will create patriotism or patriotism (Park, S., & Avery, EJ 2016). It can be said that patriotism moderates the relationship between experience quality and perceived value, satisfaction and behavioral intention of visitors at the Karapan Sapi event (Radder & Han, 2013).

The behavioral intention component is very meaningful if it is built by factors that have a great influence, in this case the first is perceived value which can be said to be the value felt by visitors because it is able to provide an experience to repeat again (Q. Chen et al., 2020; Janawade et al., 2015; Tsauro et al., 2021), secondly, there is satisfaction, which in this case is the satisfaction felt by visitors regarding the Cow Race event, the services they receive and the costs incurred are the same as what they get (J. J. Lee, 2014; J. Lee et al., 2011; Sohn et al., 2016) and the third is experience quality which can be interpreted as the experience gained while visiting the Karapan Sapi event which provides knowledge not only of the art being shown but also of keeping the culture so that it is maintained because it needs to be maintained (Habibi & Rasoolimanesh, 2020; Mansour & Ariffin, 2016; Tsai et al., 2020).

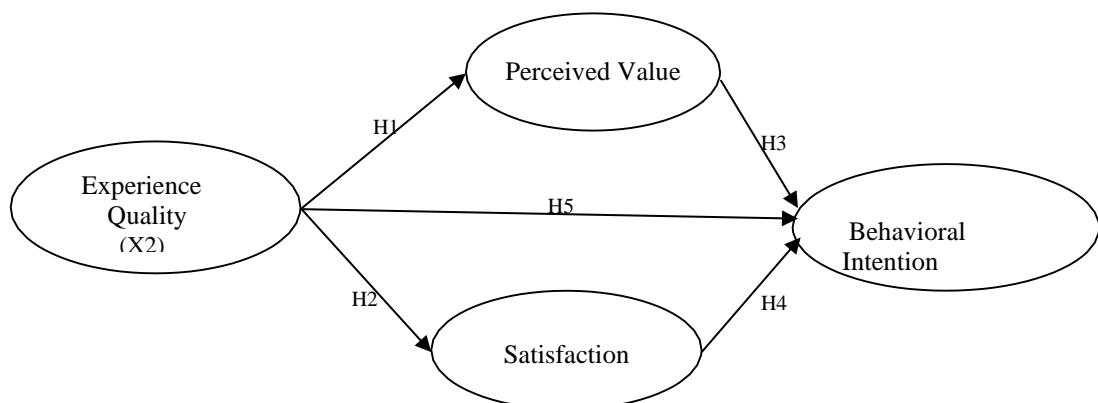


Fig.1: Conceptual Framework

## 4. Methodology

Quantitative research where researchers conducted a survey by taking samples from the population through questionnaires as the main data collection tool, while the unit of analysis was the visitors to the cow races. The questionnaire was created by including the characteristics of the respondents in the form of gender, age, regional origin and desire to visit again and the questions were neatly arranged (Google form), then distributed to friends, relatives and traveler associations. Questionnaire collection was carried out after 5 months from the start of distributing the questionnaire, this was done to produce data that met the expectations of this research. So that from the 254 questionnaires collected, 143 data were obtained that were in accordance with the procedures for further processing. The data that had been collected was then processed using SEM-PLS software. The results of this data processing were analyzed by following by structural equation modeling with WarpPLS software. This is a measurement scale reliability test as a form of determining how precisely the scale created can provide consistent results. Finally, there is an evaluation of goodness of fit. Goodness of fit, indicators and acceptance

criteria for the goodness of variable relationships.

The experience quality measurement was adapted from research conducted (Vesci et al., 2021) which includes aesthetics, entertainment, escapism and education. Perceived value in research places more emphasis on visitors' evaluation of all the benefits received by visitors and the price that visitors have to pay (Kotler & Keller, 2012). The perceived value variable is measured using indicators from (Smith & Colgate, 2007) which have been adapted to this research which include: instrument value, expressive value, hedonistic value and sacrifice value. Satisfaction is a response or response and evaluation from a person or visitor regarding the comparison of what was expected with what was obtained (Zeithaml et al, 2013: 80). This can be said to be a visitor response that is emotionally positive and cognitive. The variable for satisfaction is with indicators adapted from (Jalilvand, Pool, Vosta, & Nafchali, 2014) which have been adapted to this research, namely temporary and overall satisfaction. Behavior intention is the intention of former banking employees who have a strong desire and are close to having real behavior to realize themselves as entrepreneurs. The measurement of the variable intention to switch job to entrepreneur refers to (Liñán&Fayolle, 2015), where this measurement has been adapted to research. At the moment; readiness, confidence, seriousness and independence.

## 5. Results

The number of respondents in this study was 143 respondents consisting of men and women. The composition of respondents based on gender was dominated by women at 59.4% and men at 40.6%. This shows that women have a greater level of desire to see events than cow races which are held only once a year. If we look at the characteristics of respondents based on the desire to visit again, there are 96.5% and 3.5% do not want to visit again, which shows that there is a side of trauma and an emotional feeling in the respondents, namely fear. If seen in terms of age, it is dominated by 15-20 years with a total of 55. 2%, where this is seen as an age that has an excessive sense of curiosity and a feeling of deep emotionality, and the smallest number of respondents was aged 31 - 35 years, which in this case was less than 1%, this was felt as a lack of emotional belonging. If it is related to the regional origin of visitors, the majority of respondents are from Madura (52.4%), it is clear that the respondents want to continue to preserve regional culture and want to continue to show their love for regional art that has been passed down from generation to generation, on the other hand, the costs incurred to see the event cow racing is considered quite standard for respondents from Madura. it is clear that the respondents want to continue to preserve regional culture and want to continue to show their love for regional art that has been passed down from generation to generation.

### 5.1. Reliability Testing

Table 1. Internal Consistency Reliability

	Cronbach's Alpha	Composite Reliability
Behavioral Intention	0.890	0.923
Experience Quality	0.944	0.951
Perceived Value	0.863	0.907
Satisfaction	0.879	0.918

Source: processed primary data, 2023

Table1 we can get a Cronbach Alpha value  $> 0.70$  which means that all statement items are considered internally consistent, this is in accordance with the opinion of Hair et al (2014: 123) and if you look at the composite reliability value, the results show that all constructs have a value of more than 0.70 where the highest value is in the experience quality construct with a value of 0.94, so it can

be said that all the research instruments used are reliable

**5.2. Validity testing**

The validity test is used to test the validity of the questionnaire used to ensure that the question items that have been used in the research can measure what should be measured in the form of latent variables. The matrix used is AVE where if the AVE value is > 0.50 which means that the construct can explain at least 50% of the variance of the items (Fornel & Larcker, 1981).

Table 2. Validity Table

Variable	Average Variance Extracted (AVE)
Behavioral Intention	0.751
Experience Quality	0.619
Perceived Value	0.709
Satisfaction	0.736

Source: processed primary data, 2023

Table 2 above shows that all constructs have an average variance extracted (AVE) value > 0.50, so it can be said that all latent variables can explain the large variation in all existing items. It can be said that the items have formed a unity in each construct. The largest convergent validity value is behavior intention, which is 0.75 and the smallest convergent validity value is experience quality, which is 0.61.

**5.3. Discriminant Validity**

Validity testing uses discriminant validity, which in this case is a test using loading and cross loading values. It could be said that to see whether a construct meets several criteria for discriminant validity, it can be done by comparing the loading value on the targeted construct, which must have a greater value than the loading value on the other construct.

Table 3. Outer Loading

	Behavioral Intention	Experience Quality	Perceived Value	Satisfaction
BI1	0.878			
BI2	0.840			
BI3	0.872			
BI4	0.876			
EQ1.2		0.725		
EQ1.3		0.741		
EQ2.3		0.708		
EQ2.6		0.770		
EQ3.1		0.836		
EQ3.2		0.845		
EQ3.3		0.829		
EQ3.4		0.815		
EQ4.1		0.749		
EQ4.2		0.790		
EQ4.3		0.830		
EQ4.4		0.787		
PV1			0.882	



PV2			0.858
PV3			0.797
PV4			0.829
SF1			0.883
SF2			0.897
SF3			0.766
SF4			0.880

Source: processed primary data, 2023

In Table 3 it can be said that all loading and cross loading values show that the loading value is greater than the cross loading value, so the discriminant validity has been fulfilled. So it can be concluded that the indicators measuring the variables in this research are valid. Thus, the measurement requirements are reflective, so the model measurement image is presented as follows

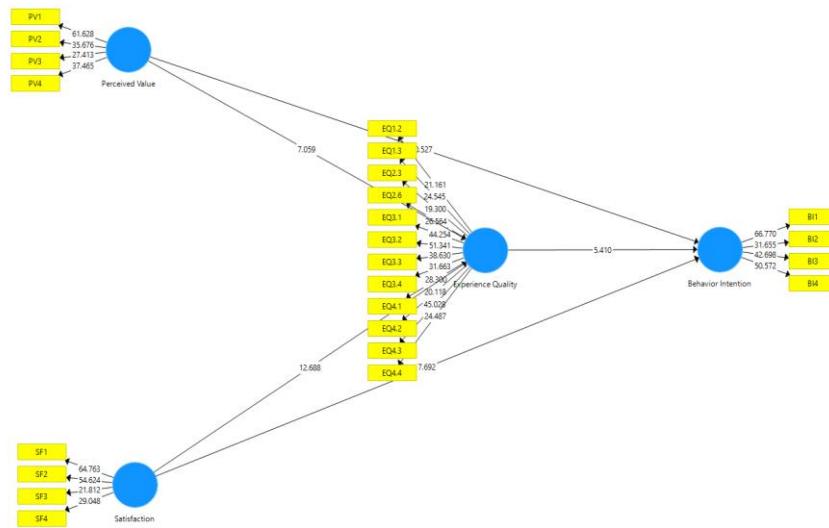


Fig.2: Estimation results  
Source: processed primary data, 2023

The estimation results in Figure 2 show that the path value for testing the strength of the influence between variables and explaining the strength of the relationship between variables, which can then be summarized as follows (Table 4):

Table 4 Effect Test (Direct and Undirect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Experience Quality -> Behavior intention	0.362	0.361	0.067	5,410	0,000
Perceived Value -> Behavior Intention	0.030	0.028	0.056	0.527	0.599
Experience quality -> Perceived value	0.362	0.359	0.051	7,059	0,000
Satisfaction -> Behavior Intention	0.498	0.501	0.065	7,692	0,000
Experience quality -> satisfaction	0.606	0.609	0.048	12,688	0,000

Source: processed primary data, 2023

Table 4 it can be seen that there is one value of p-value more than 0.05 which can be concluded that there is no direct significant influence of exogenous variables on endogenous variables and the moderator variable is able to moderate the influence of exogenous variables on endogenous variables.

## 6. Discussion

### **The influence of experience quality on perceived value**

Based on the results of the analysis using the structural equation model (SEM) technique, the path coefficient value from experience quality to perceived value is 0.36. The results of the path coefficient value have a positive direction, which means that the higher the experience quality felt by potential visitors, the higher the perceived value. The results of this research are supported by a significance value or p-value of 0.000, which means that there is a strong influence of the independent variable on the dependent variable. Hypothesis-1 (H1) shows that there is a significant influence of experience quality on perceived value. Based on demographic data, it is stated that the largest number of respondents are female (59.4%), it can be said that gender has a meaning, there is a strong desire to visit an event that is held only once a year, there is experience quality felt so that there is a desire to visit and share with other parties, this shows that experience quality can increase perceived value.

Corresponding research was conducted by (Bravo et al., 2017; X. Chen & Lai, 2020; Dedeo et al., 2015; Kusumawati & Rahayu, 2020) shows that there is a significant impact of experience quality on perceived value and there is a significant impact of experience quality on perceived value where visitors are more willing to come from outside Madura to be able to enjoy and visit Karapan Sapi in Madura. The number of respondents who visited the museum was 143, where they received feedback that was in line with expectations. Karapan Sapi apart from presenting an interesting event where there is a game of cows whose characteristics have been determined, of course the type of cow has good health and intensity.

Results of research carried out (Fernandes & Cruz, 2016; Hanks et al., 2019; Jiang, Law, & Li, 2020; Jin, 2015; D. H. Lee, 2020; Mainardes et al., 2019) where respondents showed the results that visitors felt high satisfaction which was shown through positive emotions because they felt what the museum provided could answer visitors' questions in the sense that the destination provided unique and attractive offerings so that visitors did not feel boredom.

### **The influence of experience quality on satisfaction**

Based on the results of the analysis using the direct path structural equation model (SEM) technique, experience quality to satisfaction shows a result of 0.60. The results of the path coefficient value have a positive direction, which means that the higher the experience quality that the respondent has in wanting to visit a unique game because this game does not only involve the cows but also the drivers of the cows. The results of this research are supported by a significance value or p-value of 0.000, which means that there is a strong influence of the independent variable on the dependent variable. Hypothesis-2 (H2) shows that there is a significant influence of experience quality on satisfaction.

Based on demographic data, it is stated that the largest number of respondents were aged 15 - 20 years (55.2%), it can be said that age has an important role in maintaining a sense of pride in love for the homeland which is expressed through the desire to visit again. This is also made clear by the presence of respondents with an education level at Bachelor level, amounting to 81.8%. Aligned research (Becker & Jaakkola, 2020; Bleier et al., 2018; Keyser et al., 2020; Sese & Gao, 2019; Sulaiti, 2020; Xie & Sun, 2021) which states that customers feel that what they want can be fulfilled, including that the services and products offered are not only of good quality but can also provide more benefits in the future, so that customers want to visit and enjoy the services and products provided.

The influence of perceived value on behavior intention: The results of analysis using structural equation modeling techniques show a p value of 0.59 with a path coefficient value of 0.03, which means that there is no significant relationship. This existing research shows that there are respondents who have characteristics based on regional origin, which is 52.4%.

Previous research (Abbasi et al., 2020; Agarwal et al., 2016; Fiandari et al., 2019; Ma et al., 2019) shows that there is a need for an overall consumer assessment of all things of monetary and non-monetary value as a form of consideration for a product or service based on perceptions of what is

received and what is given.

### **Perceived Value on Behavior Intention**

Perceived value has no significant effect on behavior intention, where p value of 0.59, which means that the third hypothesis that perceived value does not have a significant direct effect on behavior intention cannot be accepted as true. The coefficient value is 0.03, which means that perceived value influences behavior intention. The research results show a positive influence, where the results of this research are in line with several existing studies (Hsieh et al., 2015; 2017), research (Meng et al., 2018) shows that 300 respondents who were visitors to the African art museum Jeju Island in the Republic of Korea has a high perceived value for loyalty, this can be seen from the personal value, artistic value and socioeconomic value that visitors have, which can lead to the formation of women who visit the African art museum. Research conducted by (Verma & Rajendran, 2017) showed that 328 respondents (visitors) at the Indian Shore Temple, Paanch Rathas and Arjuna's Penance in Mahabalipuram museums found that perceived value consisting of four indicators had been able to increase high levels of WOM among visitors.

### **Influence of satisfaction on behavior intention**

Based on the results of analysis using the direct path structural equation model (SEM) technique, satisfaction with behavior intention shows a result of 0.49. The results of the path coefficient value have a positive direction, which means that the higher the satisfaction that the respondent has in wanting to visit a unique game because this game does not only involve cows but also the driving force of the cows, the higher the behavioral intention. The results of this research are supported by a significance value or p-value of 0.000, which means that there is a strong influence of the independent variable on the dependent variable. Hypothesis-4 (H4) shows that there is a significant influence of satisfaction on behavior intention.

Based on demographic data, it is stated that the number of respondents who have visited the Karapan Sapi event is 96.5%. This can be said to be the number of respondents who have visited the Karapan Sapi event. Corresponding research shows that satisfaction refers to an emotional response that follows a cognitive response to experience (Abbasi et al., 2020; Agarwal et al., 2016; Fiandari et al., 2019; Ma, 2019), existing research in the tourism sector shows that between satisfaction and behavioral intention empirically it is recognized that satisfaction has a significant impact on creating positive intention to revisit by tourists.

### **The influence of experience quality on behavior intention**

Based on the results of analysis using the direct path structural equation model (SEM) technique, experience quality to behavior intention shows a result of 0.36. The results of the path coefficient value have a positive direction, which means that the higher the experience quality that the respondent has in wanting to visit a unique game because this game does not only involve cows but also the driving force of the cows, the higher the behavioral intention. The results of this research are supported by a significance value or p-value of 0.000, which means that there is a strong influence of the independent variable on the dependent variable. Hypothesis-5 (H5) shows that there is a significant influence of experience quality on behavior intention.

Based on demographic data, it is stated that the number 96.5% of respondents had visited the Karapan Sapi event. This could be said to be respondents who had visited the Karapan Sapi event. This research is in line with (Y. Chen & Lu, 2019; Childs & Blanchflower, 2019; Diallo & Siqueira, 2014; Liu et al, 2016) shows that respondents are able to provide a valuable experience by exploring the factors that determine switching behavior in a real service context. Studies conducted in this case usually involve respondents evaluating their current products/services. On the other hand, respondents also looked at the types of costs that had been incurred which were able to provide feedback in accordance with what had been provided.

## **7. Managerial Implications**

This research expands the meaning of the important components of behavior intention in the form of experience quality, satisfaction and perceived value. This section is an expansion that combines things that can provide motivation for visitors at cow racing in Madura. This integration still pays attention to the rules and development of gap phenomena and research gaps that have been carried out, something that has been elaborated. It is hoped that the results of this research can provide a contribution to management, especially in positive psychology which is related to the intention of a person who, after having, feeling, carrying out and experiencing a positive emotion, the existence of supporting theories can lead to the formation of a model that focuses on desires from someone. The social implication of the research results is that the behavioral intentions held by the respondents have a good impact on the preservation of a culture that has been passed down from generation to generation and there needs to be consistent and continuous preservation of existing generations. The strong drive possessed by these respondents has been able to maintain the culture.

The experience felt by visitors in this case is a value obtained both directly and indirectly, on the other hand the value obtained is in accordance with the price paid to see the cow race event. The Cow Race event only occurs in certain months and is attended by participants from various regions whose numbers always increase every year, so from the experiences we have had, the desire to visit is always there. For those who provide (venues) for the Karapan Sapi, this may be a wise idea that the existence of a Karapan Sapi is something that has its own attraction because it is a big challenge that requires an effort from all parties, apart from being a culture that must be preserved and maintained, the cow race can provide positive value for visitors. So the researcher's hope is that the research results may become policy material. Future researchers need to see if there are results that do not have a significant influence, so this needs to be looked for in more detail.

## **8. Conclusion**

In conclusion, this study provides an initial analysis of how key factors like experience quality and satisfaction influence behavioral intentions for the cultural cow racing event in Indonesia. The results confirm that enhancing the quality of the visitor experience boosts satisfaction and intentions to revisit. However, the role of perceived value was unclear. While this sheds light on drivers of intentions, limitations exist regarding the sample size and representativeness. Further research should extend this work using larger, more diverse samples and examining additional variables. Practically, the findings suggest ways event organizers can improve the experience to foster positive intentions and repeat visitation. As cow racing represents a unique cultural tradition, understanding the visitor perspective provides value in sustaining this heritage. The study contributes empirical insights to the limited literature on visitor behavioral intentions for cultural events

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