

## The Relationship Between Experience Economy, Tour Quality And Tour Satisfaction In Tamanmartani Tourist Village

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**Abstract.** This study aims to analyze the relationship between the dimensions of experience economy, tour quality, and tour satisfaction in Tamanmartani tourist village. Through quantitative methods, questionnaires were used to collect data from tourists visiting Tamanmartani tourism village. The results of the analysis show that the experience economy has a positive impact on the perception of tour quality. In addition, tour quality is related to tour satisfaction further, this study also analyzes the mediating role of tour guide services in the relationship. The results showed that tour guide services significantly mediated the relationship between the dimensions of experience economy, tour quality and tour satisfaction. A total of 100 respondents were involved in this study and the collected data were processed using Smart PLS. The results provide a better understanding of how the interaction between these factors can shape the perception, behavior, and image of tourist destinations. This study provides valuable information for destination managers, local governments, and tourism industry stakeholders to design more effective strategies in developing Tamanmartani tourism village.

**Keywords:** experience economy, tour quality, tour satisfaction

### RESEARCH BACKGROUND

Tourism villages are one of the keys to realizing a sustainable economy (Auliah et al., 2022). One of the tourist villages is the Tamanmartani tourist village. Tamanmartani tourist village is an independent tourist village located in Kalasan District, Sleman Regency, Yogyakarta (Hardjanata, 2021). Mandiri Village is an advanced village that has the ability to carry out village development to improve the quality of life and welfare of the village community as much as possible with sustainable economic resilience and ecological resilience. In order to ensure the sustainability of Tamanmartani as an independent tourist village, Tamanmartani needs to ensure that the four dimensions of economic experience or known as 4E, which were coined by Pine & Gilmore (1999) in Hwang et al., (2023). These four dimensions are: education experience (learning experience), entertainment experience (entertainment experience), aesthetic experience (aesthetic experience), and escapism experience (the experience of taking a break from daily activities). These four experiences will shape tourists' perceptions regarding tour quality, and ultimately good tour quality will create high tour satisfaction.

### LITERATURE VIEW

#### Experience Economy (4E)

Pine and Gilmore's framework includes four dimensions: Education, entertainment, aesthetics and escapism. First, the educational aspect is associated with the desire to learn something new (Pine and Gilmore, 1999). The second dimension is the entertainment dimension. In the context of this research, the entertainment dimension is considered a passive activity because people only enjoy watching without actively participating in events or performances (Song et al., 2014). The third dimension, aesthetics in the experience economy, refers to how consumers perceive the physical environment (Sameer Hosany and Mark Witham 2010). The fourth dimension is escapism. This

dimension represents tourists' desire to seek change caused by boredom in daily life. The way to escape boredom is a trip that brings mental and physical relaxation (Jeong, 2007; Witham, 2016).

### **The Influence of Experience Economy towards Tour Quality**

According to Hwang & Lee, (2019), tour quality can be defined as tourists' evaluation of the overall superiority of a tour. They suggest that tour quality is seen as an important factor in evaluating tour satisfaction. Previous research concentrates on improving tourism quality for this reason (Witt & Muhlemann, n.d.) Tourist motivation is identified with past experiences or impressions from previous tourists who went to a destination. Tourist motivation can have a positive influence on tour quality after tourists are interested or have a good experience with their tourist destination. Motivation may be a determinant of tourism quality (Lee et al., 2011a). Destination characteristics that influence the quality of attractive tourism for tourists are safety, pleasant views, well-prepared tourism facilities, distinctive cultural/historical assets, and good weather (Kimet al., 2005). How tourists feel about these main qualities will greatly influence their choice to visit the Tamanmartani tourist village.

### **The Influence of Tour Quality towards Tour Satisfaction**

Tour satisfaction can be viewed as a tourist's emotional response, which is based on his cognitive evaluation of the tour (Chan et al., 2016; This concept originates from the expectancy-disconfirmation paradigm) proposing that customers have a certain set of expectations when they buy a tour package, which is based on previous experience. This means that tourists will be satisfied if the trip exceeds their expectations, and tourists will be dissatisfied if the trip is lower than expected. In research by Haghkhah, A., M. Nosratpour & Ebrahimpour, (2011), this research investigates the role of tour quality in the tourism industry. In their research, the researchers included dimensions of tour quality in the form of: destination accessibility, accommodation, environment, and value. The research results show that these dimensions have a significant, direct and positive relationship with tour satisfaction.

## **RESEARCH METHOD**

The type of research used is a quantitative research method. According to Sugiyono (2019), this research is used to research a certain population or sample, with sampling techniques generally carried out randomly. Data is collected using research instruments, then analyzed quantitatively/statistically with the aim of testing the hypothesis that has been determined. Quantitative research methods can be interpreted, sampling techniques are generally carried out by purposive sampling. Data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing hypothesis that has been established. The research subjects were tourists who visited the Tamanmartani Tourism Village. Meanwhile, the object of research is the relationship between the Experience Economy and Tour Quality and Tour Satisfaction. Meanwhile, data collection techniques in this research used observation, questionnaires and literature

## **RESULTS AND DISCUSSION**

Tamanmartani Tourism Village offers a number of tourism potentials which include various attractions such as traditional arts, herbal medicine workshops, cycling around tourist villages, educational tourism, green farming, Mbandung Randualas spring water tourism and Jemparingan. There are also amenities such as accommodation and dining facilities, as well as good accessibility with paved roads and directional signs that make it easy for visitors to reach and enjoy the beauty of this village. This combination of 3A creates a comprehensive and engaging tourism experience for visitors.

**Table 1. Validity and Reliability Test**

| Konstruk | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) | AST          | EDC          | ENTR         | ESCP         | TQ           | TS           |
|----------|------------------|-----------------------|----------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| AST      | 0.842            | 0.927                 | 0.864                            | <b>0.929</b> |              |              |              |              |              |
| EDC      | 0.832            | 0.923                 | 0.856                            | 0.829        | <b>0.925</b> |              |              |              |              |
| ENTR     | 0.78             | 0.901                 | 0.819                            | 0.712        | 0.659        | <b>0.905</b> |              |              |              |
| ESCP     | 0.781            | 0.901                 | 0.821                            | 0.772        | 0.806        | 0.716        | <b>0.906</b> |              |              |
| TQ       | 0.91             | 0.933                 | 0.735                            | 0.849        | 0.788        | 0.788        | 0.801        | <b>0.858</b> |              |
| TS       | 0.919            | 0.939                 | 0.755                            | 0.806        | 0.794        | 0.739        | 0.747        | 0.852        | <b>0.869</b> |

The table shows the values used to test the convergent validity and reliability of the constructs in the research model. Convergent validity can be measured using the Average Variance Extracted (AVE) value, which is the average variance explained by the construct from the total existing variance. A good AVE value is greater than 0.5, which means the construct is able to explain more than 50% of the variance of its indicators.

However, the operational definition of reliability can vary depending on the context and field of science used. Reliability is the level of internal consistency of the indicators used to measure a construct. Reliability can be measured using Cronbach's Alpha and Composite Reliability values. According to Ghazali (2016), Cronbach's Alpha is a reliability measurement technique used for measures the internal consistency of a measurement instrument with the assumption that all items in the instrument measure the same construct. The Cronbach's Alpha value ranges between 0 and 1, and the higher the value, the higher the reliability of the instrument. Composite Reliability is a reliability measurement technique used in Structural Equation Modeling (SEM) to measure the internal consistency of a construct. Composite Reliability is calculated using the same formula as Cronbach's Alpha but taking into account the loading factor weight of each indicator. The Composite Reliability value also ranges between 0 and 1, and the higher the value, the higher the reliability of the construct. The Cronbach's Alpha value is the ratio between the total variance of the indicators and the total variance plus the error variance of the indicators. The Composite Reliability value is the ratio between the square of the sum of the factor loadings of the indicators and the sum of the squares of the factor loadings plus the error variance of the indicators. A good Cronbach's Alpha and Composite Reliability value is greater than 0.7, which means the indicators have a high correlation with the construct. From the table, it can be seen that all constructs have AVE, Cronbach's Alpha and Composite Reliability values greater than 0.7, so it can be concluded that all constructs have good convergent validity and reliability. After reviewing the outer model of this research, the inner model will be studied with the significance of each path in this research. Apart from significance, the r-square value of the endogenous construct will also be studied according to the recommendations of Hair, Ringler et al. (2021)

**Table 2. Five Paths in the Inner Model of Research**

| Hipotesis | Path                 | Beta Jalur | P Values |
|-----------|----------------------|------------|----------|
| <b>H1</b> | <b>EDC -&gt; TQ</b>  | 0.096      | 0.377    |
| <b>H2</b> | <b>ENTR -&gt; TQ</b> | 0.291      | 0.000*** |
| <b>H3</b> | <b>AST -&gt; TQ</b>  | 0.408      | 0.000*** |
| <b>H4</b> | <b>ESCP -&gt; TQ</b> | 0.201      | 0.016**  |
| <b>H5</b> | <b>TQ -&gt; TS</b>   | 0.852      | 0.000*** |

Table 2 presents the path significance of the five paths in the inner model of this research. Through the results in table 3, it can be concluded that four of the five hypotheses in the research were proven. The four hypotheses that were proven were hypothesis 2, hypothesis 3, hypothesis 4,

and hypothesis 5. Only one hypothesis was not proven, namely the first hypothesis. Disproven first hypothesis about

The positive influence of educational experiences on tour participant satisfaction is proven by a p-value above 5%.

Table 3. Chi Table

|    | R Square | R Square Adjusted |
|----|----------|-------------------|
| TQ | 0.812    | 0.804             |
| TS | 0.725    | 0.722             |

After examining the significance of all paths, the adjusted rsquare value of Tour Satisfaction (TS) is 0.725. This value shows that 72.5 percent of the variation in tour satisfaction scores can be explained by the 4E construct of 72.5%. Furthermore, the rsquare value of Tour Quality (TQ) is 0.812. The r-square value is used instead of the adjusted r-square value because TQ only has one endogenous variable. A value of 0.812 means that 81.2% of the variation in Tour Quality (TQ) can be explained by variations in Tour Satisfaction (TS).

This research succeeded in investigating the important role of experience economy (4E) in shaping tourism quality and tour participant satisfaction. This study focuses on tour guide services in the Tamanmartani tourist village. Tourists tend to look for unique and memorable experiences (Oh et al., 2007) and (Song et al., 2015), so this research applies four experience economy constructs: education, entertainment, aesthetics, and escapism by Pine, 45 B.J.; Gilmore (1999), as a predictor of tour quality.

The research results show that entertainment and aesthetics have a positive effect on tour quality. However, education has no effect on tour quality. It can be concluded that tourists have had some tourism experience and have certain knowledge, so that the educational experience element has no effect on tour quality. Apart from that, escapism may not be very important for tour quality for tourists. This study identifies the role of experience economy sub-dimensions in tour guide services in accordance with these findings and discussions. Of course, here are some sentences that you can use to discuss research results regarding experience economy, tour quality, and tour satisfaction:

In the context of the experience economy, this research reveals that customers' experiences on tours have a crucial role in shaping their perceptions of quality and overall satisfaction. The research results highlight that tour quality, which includes aspects such as guides, facilities, and interaction between participants, significantly influences how participants perceive and rate their experience. It was found that the level of tour quality was directly related to the level of intensity of the economic experience felt by participants, indicating that a quality experience increases the economic potential of a tour.

Through data analysis, it was found that the level of experience economy experienced by tour participants was positively correlated with their level of satisfaction with the overall experience tour. This discussion highlights the complex dynamics of interactions between the experience economy, tour quality, and tour satisfaction, which creates an important foundation for a deeper understanding of the factors that influence the success of a tour. These findings provide valuable insights for tourism industry players, demonstrating the importance of focusing on improving tour quality to improve economic experiences and customer satisfaction. In discussing the results of this research, it is necessary to note the challenges that tour operators may face and the opportunities to develop innovations in providing a more satisfying and economically valuable experience for customers.

This research also shows the consequences of tour quality. One of the hypotheses in this research is: the relationship between tour quality and tour satisfaction, which is based on previous

research by Hwang & Asif (2020). The research results show that tour quality positively influences tour satisfaction. This research emphasizes the important role of tour quality.

## CONCLUSION

This research more specifically hypothesizes the effect of four dimensions of experience economy, namely education, entertainment, aesthetics, and escapism, on tour quality, and the effect of tour quality on tour satisfaction. This framework is strengthened by investigating the mediating role of tour guide services in the relationship between experience economy and tour quality. The research results show that entertainment and aesthetics influence tour quality and lead to tour satisfaction. Apart from that, tour guide services strengthen the aesthetic influence on tour quality. These findings provide a theoretical contribution, as the influence of the experience economy is investigated in the context of tour guide services, resulting in the first findings on the mediating role of tour guide services between the experience economy and tourism quality. This research also provides practical suggestions for tour guide services and creates a tourism product plan to improve tour quality.

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