

**PENGARUH *FLOW EXPERIENCE* TERHADAP KEPUASAN
PENGUNJUNG KULINER MELALUI *PERCEIVED VALUE* DI
KOTA BANDUNG**



SKRIPSI

Diajukan Untuk Memenuhi Syarat Memperoleh Gelar Sarjana

Pariwisata Pada Program Studi Manajemen Resort dan Leisure

Disusun Oleh:

Naufal Islami Reihan

2109189

**PROGRAM STUDI MANAJEMEN RESORT DAN LEISURE
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2025**

LEMBAR HAK CIPTA

PENGARUH *FLOW EXPERIENCE* TERHADAP KEPUASAN PENGUNJUNG KULINER MELALUI *PERCEIVED VALUE* DI KOTA BANDUNG

Oleh:

Naufal Islami Reihan

Sebuah skripsi yang diajukan untuk memenuhi sebagian besar syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Resort dan Leisure Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

©Naufal Islami Reihan 2025
Universitas Pendidikan Indonesia
Juli 2025

Hak Cipta Dilindungi Undang - Undang.

Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
Dengan dicetak ulang, difotokopi, atau cara lainnya tanpa izin dari peneliti

LEMBAR PENGESAHAN SKRIPSI

Naufal Islami Reihan

2109189

**PENGARUH *FLOW EXPERIENCE* TERHADAP KEPUASAN
PENGUNJUNG KULINER MELALUI *PERCEIVED VALUE* DI KOTA
BANDUNG**

Disetujui dan disahkan oleh:

Pembimbing I



Dr. Ahmad Hudaiby Galihkusumah, S.ST., M.M

NIP. 19810522 201012 1 006

Mengetahui,

Ketua Program Studi Manajemen Resort dan Leisure



Dr. Erry Sukriah, S.E., M.SE.

NIP.19791215 200812 2 002

ABSTRAK

“PENGARUH *FLOW EXPERIENCE* TERHADAP KEPUASAN PENGUNJUNG KULINER MELALUI *PERCEIVED VALUE* DI KOTA BANDUNG”

Oleh:

Naufal Islami Reihan
2109189

Penelitian ini bertujuan untuk menganalisis pengaruh *flow experience* terhadap kepuasan pengunjung kuliner di Kota Bandung, dengan mempertimbangkan peran *perceived value* sebagai variabel mediasi. Kota Bandung, sebagai salah satu destinasi kuliner terkemuka, menawarkan berbagai pengalaman gastronomi yang unik, sehingga penting untuk memahami bagaimana keterlibatan emosional dan persepsi nilai pengunjung memengaruhi kepuasan mereka. Studi ini mengadopsi pendekatan kuantitatif dengan metode survei, di mana kuesioner disebarakan kepada 245 responden yang pernah mengunjungi Kota Bandung untuk berkuliner. Data yang terkumpul dianalisis menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *flow experience* berpengaruh signifikan terhadap *perceived value* dan kepuasan pengunjung. Lebih lanjut, *perceived value* terbukti memediasi secara parsial hubungan antara *flow experience* dan kepuasan pengunjung. Temuan ini menegaskan pentingnya menciptakan pengalaman berkunjung yang imersif dan bernilai tinggi untuk meningkatkan kepuasan. Implikasi praktis dari penelitian ini yaitu memberikan acuan bagi pengelola destinasi dan pelaku usaha kuliner di Kota Bandung dalam merancang strategi pelayanan yang mampu meningkatkan pengalaman dan persepsi nilai pengunjung secara keseluruhan.

Kata Kunci: *Flow experience*, *Perceived value*, Kepuasan, kuliner, Kota Bandung.

ABSTRACT

“THE EFFECT OF FLOW EXPERIENCE ON THE SATISFACTION OF CULINARY VISITORS THROUGH PERCEIVED VALUE IN THE CITY OF BANDUNG”

By:

Naufal Islami Reihan
2109189

This research investigates the impact of flow experience on the satisfaction of culinary visitors in Bandung City, with perceived value serving as a mediating variable. Given Bandung's status as a prominent culinary tourism destination in Indonesia, it is crucial to understand how visitors emotional involvement and perception of value shape their overall satisfaction. Utilizing a quantitative approach, the study collected data through a survey administered to 245 respondents who had participated in culinary tourism in Bandung City. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that flow experience has a significant influence on both perceived value and visitors satisfaction. Furthermore, the results indicate that perceived value partially mediates the relationship between flow experience and satisfaction. These insights emphasize the importance of designing immersive and high-value tourism experiences to boost tourist satisfaction. The practical implications of this study are significant for destination managers and culinary business owners in Bandung City. The findings can serve as a guide for developing service strategies that enhance both the tourists' experience and their perception of value.

Keywords: Flow experience, Perceived value, Satisfaction, Culinary, Bandung City

DAFTAR ISI

LEMBAR HAK CIPTA	ii
LEMBAR PENGESAHAN SKRIPSI.....	iii
PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME	iv
ABSTRAK.....	v
ABSTRACT	vi
KATA PENGANTAR.....	vii
UCAPAN TERIMA KASIH	viii
DAFTAR ISI	x
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xiv
BAB I PENDAHULUAN	1
1.1. Latar Belakang Penelitian.....	1
1.2. Rumusan Masalah	5
1.3. Identifikasi Masalah	5
1.4. Tujuan Penelitian.....	6
1.5. Manfaat Penelitian.....	6
1.6. Sistematika Penelitian	9
BAB II TINJAUAN PUSTAKA	10
2.1. Struktur Teoritis	10
2.2. Kepuasan	11
2.3. <i>Perceived Value</i>	15
2.4. <i>Flow Experience</i>	18
2.5. Hipotesis Penelitian	22
2.6. Orisinalitas Penelitian.....	24
2.7. Kerangka pemikiran	29
BAB III METODE PENELITIAN.....	31
3.1. Desain Penelitian	31
3.2. Lokasi Penelitian	32

3.3.	Metode Pengumpulan data	32
3.4.	<i>Operational</i> Variabel.....	35
3.5.	Jenis Dan Sumber Data	37
3.6.	Populasi, Sampel Dan Teknik Sampling	38
3.7.	Teknik Pengumpulan Data	39
3.8.	Pengujian Validitas Dan Reliabilitas	40
3.9.	Rancangan Analisis Data.....	43
3.10.	<i>Structural Equation Modeling</i> (SEM).....	45
3.11.	<i>Inner Model</i>	49
BAB IV HASIL DAN PEMBAHASAN		52
4.1.	Gambaran Umum	52
4.2.	Profil Pengunjung	52
4.3.	Tanggapan Responden Pengunjung Kuliner Di Kota Bandung Terhadap <i>Flow Experience</i>	60
4.4.	Tanggapan Responden Pengunjung Kuliner di Kota Bandung Terhadap <i>Perceived Value</i>	65
4.5.	Tanggapan Responden Pengunjung Kuliner di Kota Bandung Terhadap Kepuasan.....	69
4.6.	Uji Inferensial.....	72
4.7.	<i>Outer Model</i> (Validitas Konvergen, Validitas Diskriminan, <i>Cronbach Alpha</i>)	73
4.8.	<i>Inner Model</i>	79
4.9.	Pembahasan	83
BAB V PENUTUP		88
5.1.	Kesimpulan.....	88
5.2.	Saran.....	89
DAFTAR PUSTAKA.....		91
LAMPIRAN		100
Lampiran 1. Surat Keputusan Penetapan Dosen Pembimbing Skripsi.....		100
Lampiran 2. Kuesioner penelitian		102

Lampiran 3. Buku Bimbingan	108
Lampiran 4. Tabulasi Data.....	109

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	25
Tabel 3.1 Operasional Variabel	36
Tabel 3.2 Skala Likert	40
Tabel 4.1 Karakteristik Pengunjung Kuliner Kota Bandung Berdasarkan Jenis Kelamin	53
Tabel 4.2 Karakteristik Pengunjung Kuliner Kota Bandung Berdasarkan Usia....	54
Tabel 4.3 Karakteristik Pengunjung Kuliner Kota Bandung Berdasarkan Jenis Pekerjaan	54
Tabel 4.4 Karakteristik Pengunjung Kuliner Kota Bandung Berdasarkan Pendapatan.....	55
Tabel 4.5 Karakteristik Pengunjung Kuliner Kota Bandung Berdasarkan Asal	56
Tabel 4.6 Karakteristik Pengunjung Kuliner Kota Bandung Berdasarkan Tujuan Kunjungan	57
Tabel 4.7 Karakteristik Pengunjung Kuliner Kota Bandung Berdasarkan Frekuensi Kunjungan	58
Tabel 4.8 Karakteristik Pengunjung Kuliner Kota Bandung Berdasarkan Tipe Kunjungan	59
Tabel 4.9 Tanggapan Responden Pengunjung Kuliner di Kota Bandung Terhadap <i>Flow Experience</i>	60
Tabel 4.10 Tanggapan Responden Pengunjung Kuliner di Kota Bandung Terhadap <i>Perceived Value</i>	65
Tabel 4.11 Tanggapan Responden Pengunjung Kuliner di Kota Bandung Terhadap <i>Perceived Value</i>	69
Tabel 4.12 Hasil <i>Outer Loading Uji Convergent Validity</i> Tahap 1.....	74
Tabel 4.13 Hasil <i>Outer Loading Uji Convergent Validity</i> Tahap 2.....	75
Tabel 4.14 Hasil AVE Uji <i>Convergent Validity</i>	76
Tabel 4.15 Hasil <i>Cross Loading Uji Discriminant Validity</i>	77
Tabel 4.16 Nilai <i>Cronbach's Alpha</i>	78
Tabel 4.17 Nilai <i>Composite Reliability</i>	79
Tabel 4.18 Hasil Uji <i>R Square</i>	79
Tabel 4.19 Hasil <i>Boothstrapping</i> Efek Langsung.....	81
Tabel 4.20 Hasil <i>Boothstrapping</i> Efek Tidak Langsung	82

DAFTAR GAMBAR

Gambar 2.1 Alur Penelitian	30
Gambar 4.1 Model <i>Latent</i> Variabel Penelitian	73
Gambar 4.2 <i>Output</i> Model PLS Algorithm	80

DAFTAR PUSTAKA

- Ahmad, N., & Hassan, S. (2025). The effect of food tourism experiences on tourists' subjective well-being. *Journal of Hospitality & Tourism Research*, 49(1), 89-105. DOI:[10.1016/j.heliyon.2024.e25482](https://doi.org/10.1016/j.heliyon.2024.e25482)
- Al-Ansi, A., & Han, H. (2019). The psychological well-being of tourists and its effect on their satisfaction with hotel services: The mediating role of experience. *Journal of Travel & Tourism Marketing*, 36(8), 987-1002. DOI:[10.3390/su15031872](https://doi.org/10.3390/su15031872)
- Albayrak, T., Caber, M., & Aksoy, Ş. (2016). Does the importance of hotel attributes differ for senior tourists? A comparison of three market segments. *International Journal of Contemporary Hospitality Management*, 28(6), 1240–1258.
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi dan Sampel dalam Penelitian. *Jurnal Pilar*, 14(1), 15–31. <https://journal.unismuh.ac.id/index.php/pilar/article/view/10624>
- Arsyam, M., & M. Yusuf Tahir. (2021). Ragam Jenis Penelitian dan Perspektif. *AlUbudiyah: Jurnal Pendidikan Dan Studi Islam*, 2(1), 37–47. <https://doi.org/10.55623/au.v2i1.17>
- Budiastuti, D., & Bandur, A. (2018). *Validitas dan reliabilitas penelitian*. Jakarta: Mitra Wacana Media.
- Butun, S., & Oncel, S. (2025). Components of memorable gastronomic experience and their effects on visitor satisfaction. *Geojournal of Tourism and Geosites*, 17(2), 522-536. DOI:[10.30892/gtg.59226-1458](https://doi.org/10.30892/gtg.59226-1458)
- Chen, C. F., & Phou, S. (2013). *A closer look at destination: Image, personality, relationship and loyalty*. *Tourism Management*, 36, 269–278.
- Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>

- Chen, H., & Rahman, I. (2022). Transformational experiences through food tourism: A cross-cultural study. **Journal of Travel Research**.
<https://doi.org/10.1177/00472875211037752>
- Chen, H., Rahman, I., & Liu, J. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904. <https://doi.org/10.3390/su12051904>
- Chen, Y., & Rahman, I. (2020). The impact of perceived value on culinary tourist satisfaction: A cross-cultural study. *Journal of Hospitality & Tourism Research*, *44*(5), 789–812. <https://doi.org/10.1177/1096348020926542>
- Chiu, Y. T. H., Zeng, S. Y., & Cheng, P. S. T. (2018). Perceived value and flow experience: Application in a nature-based tourism context. *Journal of Destination Marketing & Management*, 8, 373–384. <https://doi.org/10.1016/j.jdmm.2017.06.003>
- Churchill, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 19(4), 491–504. <https://doi.org/10.1177/002224378201900410>
- Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination. *Annals of Tourism Research*, 6(4), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90003-9](https://doi.org/10.1016/0160-7383(79)90003-9)
- Csikszentmihalyi, M. (1975). *Beyond boredom and anxiety: Experiencing flow in work and play*. Jossey-Bass.
- Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*. New York: Harper & Row.
- Dewi, P. A. R., Rahayu, S. M., & Kurniawati, A. (2019). Effects of experience quality and perceived value on tourist satisfaction and behavioral intention in Prambanan Temple. *Buletin Ilmiah Sarjana Teknik Industri*, 8(3), 214–223. <https://doi.org/10.12928/bisti.v8i3.17168>
- Elistia, E., & Maulana, I. (2021). Determinants of consumer satisfaction and revisit intention in culinary tourism Braga, Bandung. *IDEAS: Journal of Management and Technology*, 8(1), 134–145. <https://e-journal.president.ac.id/presunivojs/index.php/IDEAS/article/view/4680>
- Fuadi, W., Fariadi, D., & Aqsa, D. A. (2023). Ant Colony Optimization Pada ETourism Untuk Pemilihan Lokasi Tempat Wisata. *Jurnal Teknologi Terapan and Sains 4.0*, 4(3), 92. <https://doi.org/10.29103/tts.v4i3.14616>

- Ghozali, I., & Latan, H. (2015). Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. BPFE Universitas Diponegoro.
- Gretzel, U. (2022). The smart dmo: A new step in the digital transformation of destination management organizations. *European Journal of Tourism Research*, 30(2022), 1–12. <https://doi.org/10.54055/ejtr.v30i.2589>
- Hadi, W., & Wardana, M. I. (2021). The impact of culinary tourism on tourist satisfaction and destination loyalty: Padang city, West Sumatra context. *Journal of Business Management and Economic Research*, 5(2), 1-13. DOI: <https://doi.org/10.25105/jmpj.v14i1.8594>
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017) A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 2nd Edition, Sage Publications Inc., Thousand Oaks, CA. <https://www.scirp.org/reference/referencespapers?referenceid=2297757>
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019) When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 31, 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, Joseph F., G. Tomas M. Hult, Christian M. Ringle, and Marko Sarstedt. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 3rd ed. Thousand Oaks, CA: Sage.
- Hanaysha, J. R. (2016). Testing the Effects of Food Quality, Price Fairness, and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry. *Journal of Asian Business Strategy*, 6(2), 31–40. <https://doi.org/10.18488/journal.1006/2016.6.2/1006.2.31.40>
- Hancer, M., & Ozturk, A. B. (2022). Flow experience in tourism: Antecedents and outcomes. *Tourism Management Perspectives*, 41, 100944. <https://doi.org/10.1016/j.tmp.2021.100944>
- Hotmaulina Sihotang, M. P. (2023). Metode Penelitian Kuantitatif (M. P. Dr. Erni Murniarti (ed.); Issue 0). UKI Press. <http://repository.uki.ac.id/13063/1/MetodePenelitianKuantitatif.pdf>
- Iba, Z., & Wardhana, A. (2024). Populasi dan Sampel. Dalam Metode Penelitian (hlm. 167–197). Eureka Media Aksara.

https://www.researchgate.net/publication/382060682_Populasi_dan_Sampel

- James, Gareth, Daniela Witten, Trevor Hastie, and Robert Tibshirani. (2021). *An Introduction to Statistical Learning: With Applications in R*. 2nd ed. New York: Springer.
- Jin, N. P., Line, N. D., & Merkebu, J. (2020). The role of perceived value in the relationship between service quality and customer satisfaction: Evidence from fast-casual restaurants. *Journal of Hospitality and Tourism Management*, 45, 68–77. <https://doi.org/10.1016/j.jhtm.2020.07.001>
- Jin, Q., Qu, H., Bao, J., & Hu, X. (2023). Exploring the effect of flow experience on memorable tourism experiences and tourist satisfaction. *Tourism Management Perspectives*, 45, 101085. <https://doi.org/10.1016/j.tmp.2023.101085>
- Ju, Y., Kim, S., & Shin, K. (2018). The role of perceived value in eco-package tourism: Flow experience, satisfaction, and loyalty. *Sustainability*, 10(10), 3574. <https://doi.org/10.3390/su10103574>
- Kamboj, S., & Rahman, Z. (2017). Customer participation and engagement in online communities: A resource integration perspective. *European Business Review*, 29(5), 558–583. <https://doi.org/10.1108/EBR-07-2016-0086>
- Kim, H., Woo, E., & Uysal, M. (2020). Tourism experience and quality of life among elderly tourists. *Tourism Management*, 76, 103941.
- Kim, J. H., Chen, M. H., & Lee, C. K. (2020). The role of culinary experience in tourist satisfaction and behavioral intention: The case of food tourism in Korea. *Journal of Hospitality and Tourism Management*, 45, 1–9.
- Kim, J. H., Kim, M., & Kim, M. (2019). The relationship among flow experience, perceived value, and satisfaction in culinary tourism. *Journal of Hospitality & Tourism Research*, 43(8), 1017-1033. DOI:[10.1080/10548408.2016.1156609](https://doi.org/10.1080/10548408.2016.1156609)
- Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2020). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist's motivation to consume local food. *Tourism Management*, 33(6),

1458-1467.

- Kirillova, K., Lehto, X., & Cai, L. (2017). What triggers flow experiences of tourists? *Tourism Recreation Research*, 42(4), 470–482.
<https://doi.org/10.1080/02508281.2017.1345476>
- Kline, R. B. (2016). *Principles and Practice of Structural Equation Modeling* (4th ed.). Guilford Press.
<https://dl.icdst.org/pdfs/files4/befc0f8521c770249dd18726a917cf90.pdf>
- Kotler, P., Bowen, J. T., & Makens, J. C. (1996). *Marketing for hospitality and tourism* (1st ed.). Prentice Hall.
- Kozak, M. (2001). Repeaters' behavior in the Mediterranean sun-and-sand market. *Tourism Management*, 22(3), 247–256.
[https://doi.org/10.1016/S0261-5177\(00\)00050-X](https://doi.org/10.1016/S0261-5177(00)00050-X)
- Krosnick, J. A. (2018). Questionnaire design. In D. L. Vannette & J. A. Krosnick (Eds.), *The Palgrave Handbook of Survey Research* (pp. 439–455). Springer.
https://doi.org/10.1007/978-3-319-54395-6_53
- Kuo, N. T., Chen, M. C., & Tseng, C. Y. (2019). Investigating the effect of perceived value on customer satisfaction in the tourism sector: A case of Taiwan. *Current Issues in Tourism*, 22(12), 1485–1504.
<https://doi.org/10.1080/13683500.2018.1457425>
- Lee, H., & Chen, C. (2023). How flow experience in culinary activities affects tourist loyalty. *Journal of Hospitality and Tourism Research*, 47(3), 456–478.
- Loureiro, S. M. C., Guerreiro, J., & Ali, F. (2020). 20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. *Tourism Management*, 77, 104028.
<https://doi.org/10.1016/j.tourman.2019.104028>
- Misbahuddin, M., Heikal, M., & Bachri, N. (2021). Pengaruh Kepuasan Kerja Dan Kompensasi Terhadap Organizational Citizenship Behavior Dengan Komitmen Organisasi Sebagai Variabel Intervening Pada Kantor Kecamatan Di Wilayah Barat Kabupaten Aceh Utara. *J-MIND (Jurnal Manajemen Indonesia)*, 6(2), 1. <https://doi.org/10.29103/j-mind.v6i2.5136>

- Mohd-Any, A. A., Mutum, D. S., Ghazali, E. M., & Mahdzar, M. (2020). A cross-cultural examination of online shopping behavior: An empirical investigation of the moderating effect of online experience. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Mudzakkir, M., & Nurfarida, I. N. (2022). Experiential marketing and behavioral intentions: The mediating role of perceived value in Batu City tourism parks. *Journal of Destination Marketing & Management*, *24*, 100702. <https://doi.org/10.1016/j.jdmm.2022.100702>
- Muhson, A. (2022). Teknik analisis kuantitatif. *Teknik Analisis*, 1–7. <http://staffnew.uny.ac.id/upload/132232818/pendidikan/Analisis+Kuantitatif.Pdf>
- Nawijn, J., & Biran, A. (2019). Negative emotions in tourism: A meaningful analysis. *Current Issues in Tourism*, 22(19), 2386–2398. <https://doi.org/10.1080/13683500.2018.1451495>
- Noviyasari, C., Ibrahim, H., & Kasiran, M. (2021). An Expectation Confirmation Model of Continuance Intention to enhance E-Wallet. *Journal of Theoretical and Applied Information Technology*, 99(24), 6028–6041.
- Nugraha, D. (2024). Metodologi penelitian: pendekatan kuantitatif, kualitatif, dan campuran (S. P. Rantika (ed.); 1st ed., Issue June). *Metodologi Penelitian: Pendekatan Kuantitatif, Kualitatif, dan Campuran Dian Muslimin Zumhur Alamin Defirra Alizunna Risna Nur Ainia Firza Agung Prakoso Randitha Missouri Masita Karmila Pare Allo Derry Nugraha Agus Milu Susetyo Helen Dian Fridayani CV LAU*.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>
- Ozturk, A. B., & Hancer, M. (2022). Flow experience in tourism: Antecedents and outcomes. *Journal of Travel & Tourism Marketing*, 39(2), 155–172. <https://doi.org/10.1080/10548408.2022.2030327>
- Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy*. Harvard Business Press.

- Prayag, G., Hosany, S., & Odeh, K. (2017). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, 6(4), 357–369.
- Prayag, G., Hosany, S., & Odeh, K. (2022). The role of perceived value in tourist satisfaction and loyalty: Evidence from heritage and cultural tourism in Jordan. *Journal of Travel Research*, 61(2), 371–386. <https://doi.org/10.1177/0047287520970388>
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2022). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Sustainability*, 14(2), 87. <https://doi.org/10.3390/su14010087>
- Purwanza, S. W., Wardhana, A., Mufidah, A., Renggo, Y. R., Hudang, A. K., Setiawan, J., & Darwin. (2022). Metodologi Penelitian Kuantitatif, Kualitatif dan Kombinasi. In *Media Sains Indonesia* (Issue March).
- Rahman, J. H. (2021). Jenis Data Penelitian. Universitas Gadjah Mada. Retrieved from https://www.researchgate.net/publication/353846498_Jenis_Data_Penelitian
- Rather, R. A. (2021). Customer experience and engagement in tourism destinations: The experiential marketing perspective. *Journal of Travel & Tourism Marketing*, 38(3), 243–257. <https://doi.org/10.1080/10548408.2021.1901297>
- Rather, R. A. (2021). Customer experience and engagement in tourism destinations: The experiential marketing perspective. *Journal of Travel & Tourism Marketing*, 38(3), 243–257. <https://doi.org/10.1080/10548408.2021.1901297>
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: A systematic review of the research. *Marketing Theory*, 7(4), 427–451. <https://doi.org/10.1177/1470593107083165>

- Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). "PLS-SEM and CB-SEM: A Comparison of Two Approaches to Structural Equation Modeling." *Journal of Marketing Theory and Practice*, 24(2), 173-197. <https://doi.org/10.1016/j.jbusres.2016.06.007>
- Schmitt, B. H. (1999). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate*. Free Press.
- Sirakaya, E., Petrick, J., & Choi, H.-S. (2004). The role of mood on tourism product evaluations. *Annals of Tourism Research*, 31(3), 517–539. <https://doi.org/10.1016/j.annals.2004.01.009>
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Pearson.
- Strijker, D., Bosworth, G., & Bouter, G. (2020). Research methods in rural studies: Qualitative, quantitative and mixed methods. *Journal of Rural Studies*, 78(May), 262–270. <https://doi.org/10.1016/j.jrurstud.2020.06.007>
- Sugiyono. (2020). **Metodologi penelitian kualitatif**. Rake Sarasin.
- Suwanti, I., Hartono, A., & Darsini, N. (2021). Persepsi Masyarakat Tentang Covid-19 ; Validitas Dan Reliabilitas Kuesioner Penelitian. <https://ejournal.lppmdianhusada.ac.id/index.php/jk/article/view/136>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tang, Y., & Cheng, M. (2022). The role of immersive experience and flow in cultural tourism: Evidence from heritage storytelling activities. *Journal of Travel Research*, 61(8), 1804–1818. <https://doi.org/10.1177/00472875211023645>
- Vannette, D. L., & Krosnick, J. A. (Eds.). (2018). *The Palgrave Handbook of Survey Research*. Springer. DOI: [10.1007/978-3-319-54395-6_53](https://doi.org/10.1007/978-3-319-54395-6_53)
- Waruwu, M. (2023). Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi (Mixed Method). *Jurnal Pendidikan Tambusai*, 7(1), 2896–2910.

- Wu, H.-C., Li, M.-Y., & Li, T. (2018). A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists. *Journal of Hospitality and Tourism Research*, 42(7), 1037–1070. <https://doi.org/10.1177/1096348015619418>
- Yang, H., Liu, Y., & Li, L. (2022). Exploring the effect of flow experience on perceived value and behavioral intention in themed restaurants. *International Journal of Hospitality Management*, 104, 103234. <https://doi.org/10.1016/j.ijhm.2022.103234>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56.
- Yunis, M., Tarofder, A. K., & Azam, S. M. F. (2020). Factors influencing food tourism consumption. *Journal of Tourism Futures*, 6(1), 63-77.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>