# The Effect of Destination Image and Visitor Experience towards Behavioural Intentions at Rice Field Agritourism

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**Abstract:** Agrotourism is a tourism concept that emphasizes sustainable agricultural operations. The creation and execution of particular agritourism strategies, the development of local business value chains, and government-led tourism marketing are all attributes that have the potential to drive sustainable agritourism. Agritourism contributes significantly to tourism growth and human well-being. It also improves people's cultural and social life while encouraging business. To this end, this study investigated agritourism destinations. Additionally, the destination's image also influences the desire to promote it to others. The key elements influencing visitor intentions to visit are physical characteristics. Furthermore, destination image has a considerable influence on visiting intentions and mediates the association between these parameters and visiting intentions. Therefore, sometimes, a place with a negative reputation has to be examined so that there is a desire to return. This research aims to describe the characteristics of agrotourism visitors in Indonesia, especially those who use rice farming. Another aim is to find out the factors that play a role and look for weaknesses in agrotourism through the variables measured and also wants to know the influence of Destination Image and Visitor Experience on behavioral intentions. This study uses quantitative methods with a descriptive statistical approach, and the model is used to determine Outer Loadings Construct Reliability and Reliability and Path Coefficients. The results show that the destination image does not influence behavioral intention, but the visitor experience influences behavioral intention, and visitor experience influences destination image.

**Keywords:** Agritourism, Destination Image, Visitor Experience, Behavioral Intentions.

## 1.    Introduction

Agritourism is a tourism concept that emphasizes sustainable agricultural operations. The creation and execution of particular agritourism strategies, the development of local business value chains, and government-led tourism marketing are all attributes that have the potential to drive sustainable agritourism (Tseng et al., 2019). Agritourism growth has several challenges, and government support is required to assist agricultural families in establishing and operating tourism companies(Yang, 2012). Agritourism contributes significantly to tourism growth and human well-being. It also improves people's cultural and social life while encouraging business(Naidoo & Sharpley, 2016). Tourist experience and perceived destination image at heritage sites significantly impact visitor behavior in India (Piramanayagam et al., 2020). Based on that, this study tries to conduct research on agritourism destinations. Besides that, the destination's image also influences the desire to promote it to others (Afshardoost & Eshaghi, 2020). The key elements influencing visitor intentions to visit are physical characteristics. Furthermore, destination image considerably influences visiting intentions and mediates the association between these parameters and visiting intentions. This will not affect the organizational structure of tourism destinations(Ahmad et al., 2021). Therefore, Sometimes, a place with a negative reputation has to be examined so that there is a desire to return(Chen & Funk, 2010). A destination image is a collection of ideas, beliefs, mental images, and assertions regarding a tourist destination(Nazir et al., 2021).

Research related to the destination image, visitor experience, and behavioral intentions has not been carried out on agrotourism in Indonesia therefore the novelty of this research is how the destination image, visitor experience, and behavioral intentions in agrotourism that utilizes rice fields to become a tourist destination. The Destination Image measurement scale, Visitor Experience scale, and Behavioral Intention scale were adopted from (Piramanayagam et al., 2020) by eliminating one sub-variable from Visitor Experience, namely Culture Identity-Seeking, because it has no relationship to the research location. This research aims to describe the characteristics of agrotourism visitors in Indonesia, especially those who visit rice farming. Apart from that, another aim is to find out the factors that contribute to and look for weaknesses in agrotourism through the variables measured. This research also wants to know the influence of Destination Image and Visitor Experience on Behavioral Intentions.

We put forward the hypothesis that: The influence of destination image on behavioral intention in rice field agrotourism (H1), Visitor experience influences behavioral intentions in rice field agrotourism (H2), Visitor experience influences destination image in rice field agrotourism (H3).

## 2.    Methodology

The method in this study uses quantitative methods with a descriptive statistical approach and Structural Equation Model (SEM), where descriptive statistics are used to interpret the average value data to find out indicators, sub-variables, and variables that have a role or those that look weak so that analysis can be carried out through the results obtained. To analyze a causal relationship between one or several latent variables and one or several other latent variables, a Structural Equation Model (SEM) is needed. This model is almost similar to path analysis, but the observed variables used are multiple. This test determines Outer Loadings, Construct Reliability and Reliability, and Path Coefficients. The Structural Equation Model (SEM) in this study can be seen in Figure 1.
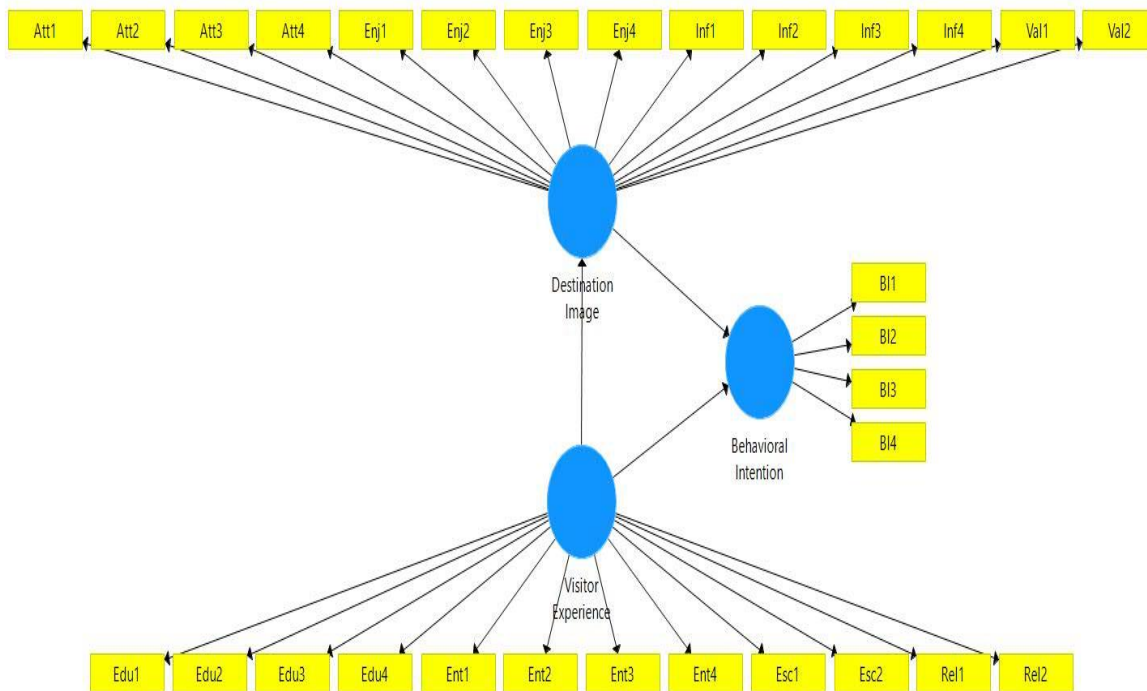


**Fig 1.** Model the effect of destination image and visitor experience towards behavioral intentions at rice field agritourism.

Svargabumi is the research object used in this research. Svargabumi is located in the Borobudur temple tourist area, Magelang, Central Java, with the concept of selfie photos in the rice fields. Every day, an average of 100 visitors come so that in a month, the total number of visitors reaches 3000 people. Therefore the population in this study was determined to be 300 people. The sample was initially targeted at 300 respondents. However, we faced challenges in achieving the target sample. We, therefore, employed a smaller sample with 30 participants. We believe that this smaller sample can still provide valuable insights and make a significant contribution to addressing our research question and hypothesis. The data obtained was used in the processing and then processed using SPSS 26 to analyze descriptive statistics and SmartPLS 3.2.9 used for path analysis in creating structural equation models (SEM) (Ringle, 2015). The scale used in measurement uses a Likert scale with a range of one to seven, and the respondent's demographic data uses frequency analysis.

**Table 1.** Interpretation of statistical descriptive data.

| Range Value | Destination Image | Visitor Experience | Behavioral Intention |
|---|---|---|---|
| 1.00 – 1.78 | | More than Very Bad | |
| 1.79 – 2.65 | | Very Bad | |
| 2.66 – 3.52 | | Bad | |
| 3.53 – 4.39 | | Good | |
| 4.40 – 5.26 | | Very Good | |
| 5.27 – 6.13 | | Excellent | |
| 6.14 – 7.00 | | More than Excellent | |

## 3.      Results and Discussion

Table 2 presents the demographic characteristics of the 30 respondents. Of the respondents, 57% were male, while the remaining were female. The majority of visitors to Svargabumi, about 60%, came from areas outside Magelang, with the remaining visitors originating from Magelang. Regarding education, the most prevalent level was high school, which accounted for 33% of the respondents. The age group of 27-36 years was the largest, representing 37% of the total. Regarding income, 43% of respondents reported an income of less than 2.5 million rupiahs, and 47% were employed in the private sector. Most respondents, 50%, visited Svargabumi more than twice, and the main reason for their visits was leisure travel with family, accounting for 40% of responses.

**Table 2.** Demographic data of respondent

| Demographic respondent | Frequency | Percentage |
|---|---|---|
| **Gender** | | |
| Male | 17 | 57% |
| Female | 13 | 43% |
| **Origin** | | |
| Magelang | 12 | 40% |
| Outside Magelang | 18 | 60% |
| **Education** | | |
| Master Degree | 6 | 20% |
| Bachelor Degree | 9 | 30% |
| Diploma | 2 | 7% |
| High School | 10 | 33% |
| Junior High School | 3 | 10% |
| **Age** | | |
| 17 – 26 years | 6 | 20% |
| 27 – 36 years | 11 | 37% |
| 37 – 46 years | 8 | 27% |
| 47 – 56 years | 2 | 7% |
| >56 years | 3 | 10% |
| **Income per month** | | |
| <2,5 million | 13 | 43% |
| 2,5 - 7,5 million | 4 | 13% |
| 7,6 - 12,5 million | 5 | 17% |
| 12,6 - 17,5 million | 5 | 17% |
| >22,5 million | 3 | 10% |
| **Occupation** | | |
| Private Sector Employee | 14 | 47% |
| Lecturer | 4 | 13% |
| Housewife | 2 | 7% |
| Self-employed | 6 | 20% |
| Professional | 1 | 3% |
| Teacher | 1 | 3% |
| Daily laborer | 1 | 3% |
| Student | 1 | 3% |
| **Number of Visits** | | |
| First Time | 13 | 43% |
| Twice | 2 | 7% |
| More than Twice | 15 | 50% |
| **Reasons to Visit** | | |
| Travel with family | 12 | 40% |
| Travel with a group | 5 | 17% |
| Travel with friends | 10 | 33% |
| Accompanying Visitors | 3 | 10% |

Source: Researcher (2022).

Table 3 provides a snapshot of the statistical descriptive analysis, revealing that the highest average value was observed in the sub-variable associated with enjoyment, with an average score of 6.44; this is because the indicator "is a new travel destination" gets a high value of 6.47, besides that the other highest value was obtained by the say positive sub variable with an average value of 6.40 this was due to the indicator "I would say positive things about this destination," and finally the highest value was the recommend sub variable with an average value of 6.37 this was due to the statement "I will recommend others to visit this destination." In addition, the lowest value of the sub-variable is related to the attraction sub-variable, with an average value of 6.10. This is due to the indicator "offers interesting events" with a value of 5.77, followed by the lowest average value of the next sub-variable,

namely the sub-variable planning to visit soon with an average value of 6.17; this is due to the indicator "I am planning to visit soon" and the lowest average value, the last obtained by the education sub-variable with a value of 6.21, this is due to the indicator "I learned about local/traditional crafts" with an average value – average 5.97. Overall, the destination image and behavioral intention variables get the same average value of 6.30, and the visitor experience variable gets the lowest average value of 6.28.

**Table 3.** Descriptive statistic analysis.

| Indicators | Sub Variable | Variable | Mean | | |
|---|---|---|---|---|---|
| Has Quality infrastructure | | | 6.47 | | |
| Has Good Network of tourist information | Infrastructure | | 6.07 | 6.34 | |
| Has Good standard of Hygiene & Cleanliness | | | 6.47 | | |
| Is safe | | | 6.37 | | |
| Has interesting agritourism attractions | | | 6.50 | | |
| Has a good climate | Attraction | Destination Image | 6.23 | 6.10 | 6.30 |
| Offers interesting events | | | 5.77 | | |
| Has good shopping facilities | | | 5.90 | | |
| It is a pleasing travel destination | | | 6.43 | | |
| Is an enjoyable travel destination | Enjoyment | | 6.43 | 6.44 | |
| Is an exciting travel destination | | | 6.43 | | |
| Is a novel travel destination | | | 6.47 | | |
| Is an inexpensive place to visit | Value | | 6.37 | 6.30 | |
| It offers excellent value for my money. | | | 6.23 | | |
| I was entertained | | | 6.33 | | |
| It was a relaxing experience | Entertainment | | 6.40 | 6.35 | |
| I chat with the residents to know their culture | | | 6.30 | | |
| I had a fun experience | | | 6.37 | | |
| learned more about the agritourism of the destination | | | 6.33 | | |
| I learned more about the geography of this destination | Education | Visitor Experience | 6.23 | 6.21 | 6.28 |
| The experience allowed me to learn about agritourism | | | 6.30 | | |
| I learned about local/traditional crafts | | | 5.97 | | |
| I had met new people. | Relationship Development | | 6.37 | 6.27 | |
| I build a friendship | | | 6.17 | | |
| I enjoyed a change from routine. | | | 6.17 | | |
| The experience allowed me to get away from the pressures of everyday life | Escapism | | 6.40 | 6.28 | |
| I would like to revisit the destination | Revisit | | 6.27 | | |
| I will recommend others to visit this destination | Recommend | Behavioral Intention | 6.37 | | 6.30 |
| I am planning to visit soon | Planning to Visit Soon | | 6.17 | | |
| I would say positive things about this destination | Say Positive | | 6.40 | | |

Source: Researchers (2022).

Table 4 showed the loading factor value for each item. It can be seen that all items get a value of more than 0.7, which means that all items are valid, so the more valid items indicate the quality of the instrument developed in this study meets the validity requirements.

**Table 4.** Outer Loadings

| Indicators | Destination Image | Visitor Experience | Behavioral Intention |
|---|---|---|---|
| Inf1 | 0.807 | | |
| Inf2 | 0.808 | | |
| Inf3 | 0.904 | | |
| Inf4 | 0.838 | | |
| Att1 | 0.785 | | |
| Att2 | 0.895 | | |
| Att3 | 0.862 | | |
| Att4 | 0.813 | | |
| Enj1 | 0.928 | | |
| Enj2 | 0.920 | | |
| Enj3 | 0.931 | | |
| Enj4 | 0.836 | | |
| Val1 | 0.860 | | |
| Val2 | 0.872 | | |

| Indicators | Destination Image | Visitor Experience | Behavioral Intention |
|---|---|---|---|
| Ent1 | | 0.949 | |
| Ent2 | | 0.930 | |
| Ent3 | | 0.948 | |
| Ent4 | | 0.941 | |
| Edu1 | | 0.867 | |
| Edu2 | | 0.918 | |
| Edu3 | | 0.953 | |
| Edu4 | | 0.781 | |
| Rel1 | | 0.939 | |
| Rel2 | | 0.881 | |
| Esc1 | | 0.843 | |
| Esc2 | | 0.908 | |
| BI1 | | | 0.927 |
| BI2 | | | 0.911 |
| BI3 | | | 0.936 |
| BI4 | | | 0.938 |

Source: Researcher (2022).
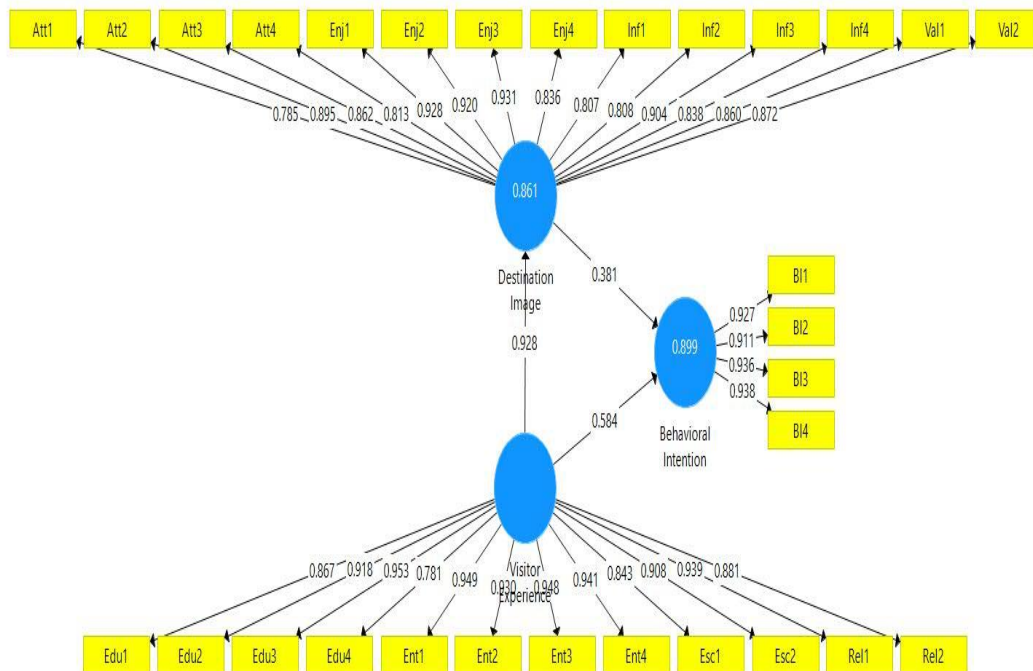


**Fig. 2.** The result of model the effect of destination image and visitor experience towards behavioral intentions at rice field agritourism.

Related to construct reliability and validity based on the data in Table 5, the following results are obtained: (1) The Behavioral Intention variable has a good reliability estimate because all reliability measures exceed 0.7. The validity is also good because the AVE value of 0.862 is more than 0.5; (2) The Destination Image variable has a good reliability estimate because all reliability measures exceed 0.7. The validity is also good because the AVE value of 0.744 is more than 0.5; (3) The Visitor Experience variable has a good reliability estimate because all reliability measures exceed 0.7. The validity is also good because the AVE value of 0.821 is more than 0.5.

**Table 5.** Construct reliability and validity

| Variable | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| Behavioral Intention | 0,946 | 0,947 | 0,961 | 0,862 |
| Destination Image | 0,973 | 0,976 | 0,976 | 0,744 |
| Visitor Experience | 0,980 | 0,982 | 0,982 | 0,821 |

Based on the data Table 6 it can be seen the results of the path coefficients as follows: (1) Destination Image has a negative effect on Behavioral Intention with a t statistic of 1.297 (p=0.195); (2) Visitor Experience has a positive effect on Behavioral Intention with a t statistic of 2.051 (p=0.041); (3) Visitor Experience has a positive effect on Behavioral Intention through Destination Image with t statistic 45.564 (p=0.000)

**Table 6.** Path coefficients.

|  | Original Sample (O) | T Statistics (O/STDEV) | P Values |
|---|---|---|---|
| Destination Image ->Behavioral Intention | 0,381 | 1,297 | 0,195 |
| Visitor Experience ->Behavioral Intention | 0,584 | 2,051 | 0,041 |
| Visitor Experience -> Destination Image | 0,928 | 45,564 | 0,000 |

From the results of the statistical description that has been presented, the results show that the variables that get the highest scores are Destination Image and Behavioral Intention, with the dimensions that support the highest scores being enjoyment with the statement "Svargabumi is a novel travel destination" in the destination image variable while the dimensions that support the highest scores in the behavioral intention variable, namely the recommendation dimension with the statement "I will recommend others to visit this destination (Svargabumi)." This is inversely compared to the results of path coefficients where destination image does not influence on behavioral intention, but visitor experience influences behavioral intention, and visitor experience influences behavioral intention through destination image. These results are not by the initial hypothesis, namely hypothesis H1, where there is an alleged influence between destination image on behavioral intention. Compared with previous research, the results obtained are different where each variable and other variables have an influence (Piramanayagam et al., 2020). So it can be seen that in this case, the Visitor Experience plays a role in encouraging tourists' behavioral intentions to come to Svargabumi as a new destination, and tourists will recommend other tourists to visit Svargabumi.

The finding revealed that the destination image does not influence behavioral intentions; this is due to the lack of interesting events available on Svargabumi, so this can have an impact on the destination image. The lack of interesting events means that visitors only need to visit once so that visitors' behavioral intentions are not affected by the image of the destination.

The data showed that visitor experience influences behavioral intentions; visitors feel relaxed when they are in Svargabumi because of the rice fields and selfie spots that are abundant in the rice fields, thus making them entertained and having a pleasant experience. Apart from that, visitors also get experiences that they have never had before, including experiencing new things related to agrotourism, and this is an opportunity for them to enjoy other experiences outside their daily routine.

Referring to table, the visitor experience influences the image of the destination. This is because the experience that visitors get can shape the image of the Svargabumi destination, as is the case with behavioral intentions, namely a pleasant visitor experience so that the image formed at Svargabumi is a destination image that is fun and can entertain visitors. to get out of the daily routine for a moment.


## 4.    Conclusion

Based on the results and discussions, it was found that the variable that influenced visitors' behavioral intentions was the visitor experience; after visitors had the experience of visiting Svargabumi, they felt they had a new destination experience that they had never had before, apart from that, visitors would recommend Svargabumi to other visitors to come. Regarding destination image, it has not yet had an impact on visitors' behavioral intentions, so it is necessary to carry out several activities that can improve the image of the Svargabumi destination, including offering interesting events to visitors. Apart from that, Svargabumi can increase experience in terms of education by making handicrafts made from straw as an educational activity for making traditional crafts.

This research implies that based on the results obtained, it turns out that destination image does not affect behavioral intentions in rice field agrotourism. Therefore, it is vital to examine the tourist experience in agrotourism, holding more interesting events so that the visitor's experience will shape the image of the destination. even stronger.

From the results of this research, it is hoped that research can be carried out related to the marketing of a new and different destination so that the image of the destination can improve. Apart from that, research related to educational tourism can also be carried out so that existing destinations can have new features to increase the number of visits to Svargabumi. Hopefully, the results of this research can help destination managers increase

visits and impact the surrounding community's economy and the destination's continuity. It is recommended that further research be conducted on business models for managing tourist destinations in the agritourism sector.

## Acknowledgement

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