The Influence of Perceived Value Against Behavioral Intentions

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Abstract— **Behavioral intentions become a major problem in tourism industry. A Museum will be more difficult to maintain the tourist behavioral intentions. Museum Konferensi Asia Afrika and Museum Geologi is the museum that faces this condition. Museum Konferensi Asia Afrika and Museum Geologi always trying to enhance their tourist behavioral intentions by creating positive perceived value. In this research, the independent variable is Perceived Value that consists of emotional, social, quality/performance and price/value for money. And the dependent variable is Behavioral Intentions. This type of research is verificative survey and the method used was survey with proportionate stratified random sampling technique and systematic sampling technique, the obtained minimal sample size of 90 respondents, including 25 Museum Konferensi Asia Afrika's visitor and 65 Museum Geologi's visitor. The data analysis technique and hypothesis testing used multiple regressions. As the result, perceived value consists of emotional, social, quality/performance and price/value for money influence to behavioral intentions. The most influential factor on behavioral intentions are quality/performance, which Museum Konferensi Asia Afrika and Museum Geologi success makes the visitor willing to recommend the museum as a destination to others.**

Keywords— *Perceived Value, Behavioral Intentions, Museum Konferensi Asia Afrika and Museum Geologi*

I.   INTRODUCTION

Destinations are required to maintain and enhance the tourist visits. How to attract the tourists to revisit and recommend the destination to others is crucial for the success of destination tourism development. The concept of intention to revisit identified as behavioral intentions or the visitor's judgment about the likeliness to revisit the same destination or the willingness to recommend the destination to others[1].

The concept of behavioral intentions becomes the study of a researcher in the field of tourism. Based on the results of Exits Passenger Information studies, conducted by Kementrian Pariwisata dan Ekonomi Kreatif in 2012, the rate of visits of foreign tourists who revisit to Indonesia reached 60%. However, it is still less than Singapore. The level of India's tourists in 2011 who revisit to Singapore reached 73%, which is FITs (Free Independent Travelers).

It explains that the low level of behavioral intentions is a problem that is being faced by Indonesia's tourism. If behavioral intentions is low, then those destinations have to do repeat promotion and increase the costs of destination. In fact,

Indonesia has many attractions that can be offered to tourists. One of them is a museum. The rate of visits to a number of museums in Indonesia by 2013 so far is still very low, especially compared to the volume of the cultural and historical excursions in museums abroad (*Antaranews.com*).

It explains that Indonesian people have a low interest to visit a museum. Unlike the European and American people who regard that museum is the popular place to visit. This is also happening in several museums in Bandung City. As the number of visits to the Museum Konferensi Asia Afrika and the Museum Geologi. A visit from the category of students to the Museum Asia Afrika increase and decrease and so did with foreign visitors. Public visitors from 2012 until 2014 decreased except 2015 increases of 123.6% from the previous year. The category of student to visit the Museum Geologi continues to grow from year to year, and foreign visitor is quite stable. While the public visitors in 2013 decreased by 86.38% compared to the year 2012. It shows that there is still a problem that must be fixed by the Museum Konferensi Asia Afrika and the Museum Geologi, especially in behavioral intentions of a visitor after the visit.

The problem of low behavioral intentions, should be fixed quickly, because if visitors are less willing to recommend the museum to others, it meant the museum takes another way to attract visitors and certainly need more cost. It is harming the continuity and sustainability of the museums in the Bandung City. Because of the revisit to the museum is one of the indicators that the museum is needed by society.

Earlier research claimed that levels of service quality, customer value, customer satisfaction, customer participation and service recovery are all considered as the antecedent variables for behavioral intentions[2]. However, perceived value is an important predictor for behavioral intentions[3]. Perceived value is understood as a construct configured by two parts, one of the benefits received (economic, social and relationship) and another of sacrifices made (price, time, effort, risk and convenience) by the customer[4].

Variety of ways conducted by museum management to cope with these problems, such as seeks to provide a positive value for visitors both in terms of service, quality of service and the price are adjusted to the multidimensional scale that can measure the perceived value. Perceived Value is measured using a scale from Sweeney and Soutar[5] which consists of the emotional, social, quality/performance and price/value for money.

The importance of perceived value in creating behavioral intentions, become a priority in the museum management, especially in Bandung City. Each museum has a different value as at the Museum Konferensi Asia Afrika or the Museum Geologi. The value expected to be main point and advantages, which are owned by the museum. However, whether the value can be received by visitors. Therefore, need to be held or conducted research on "The Influence of Perceived Value against Behavioral Intentions Survey To Museum Konferensi Asia Afrika's Visitor and Museum Geologi's Visitor."

II. LITERATURE REVIEW

A. *Perceived Value in the study of Marketing*

Tourism is an industry that is engaged in the service industry and marketing is a part of the service industry. Marketing is a process by which companies create value for customers and the community, resulting in a strong relationship with customers[6]. One of the holistic marketing concepts in respect of that marketing integrates the value of exploration, value creation, and value delivery activities with purpose and that is to build long-term relationships and create satisfaction. This customer satisfaction could be created if the company can create value (value creation) that is superior to the customer who ultimately will create a positive image for the company[7].

There are three phases of the creation of value i.e. choosing the value, providing the value and communicating the value[8]. Customers tend to be assessors in the process of delivering value. If the difference between the cost of a service is less than the perception of the benefits obtained, then the service has a positive net worth. Conversely if the difference between the cost of a service is greater than perception the benefits gained, then the services have a negative net worth and the consumer will not purchase the service product again. It's called how in the end the customer makes the final decision[8] and sees that perceived value is the part in the marketing process.

Sweeney and Soutar[5] mention the dimensions of perceived value, grouped into four dimensions:

1. Emotional is utility derived from the feelings or affective states that a product/service generates.
2. Social is the utility derived from the product/service's ability to enhance social self-concept.
3. Quality/Performance is the utility derived from the perceived quality and expected performance of the product/service.
4. Price/Value of Money is the utility derived from the product/service due to the reduction of its perceived short-term and longer-term costs.

B. *Behavioral Intentions*

Behavioral intentions is intention on future behavior referred to in the concept of consumer behavior. Consumer behaviour is an important thing to be known by a marketer. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants[8] and the impact that this process towards consumers and communities[9]. There are three stages of the consumer is undertaken in consuming a service. It's explained that each stage consists of a few steps[10]. Prepurchase phase consists of four rare. There is awareness of needs, information search, evaluating alternative options, purchase decision making. At this stage of the transaction, the customer service interaction will initiate, and consume the service. While at the post transaction interaction services include evaluating, services will determine the intent of the consumer in the future such as the desire to buy again and recommend it to others.

Organizations often seek to change consumer behavior by changing attitudes towards a product, service, or activity. There are two types of customer attitudes[11]. The first is an attitude towards an object. These objects may include, but are not limited to companies, products, brands, stores. The second type of customer attitude is toward behavior. Examples of this type include attitudes regarding past or future actions or incidences. Attitude towards future actions it is behavioral intentions. Behavioral intentions is divided in terms of three dimensions, namely destination revisit intention, WOM referrals, and alternative choices of destinations[12].

III. RESEARCH METHODS

The study examined about perceived value that consists of emotional, social, quality/performance and price/value for money as well as its effects on Museum Konferensi Asia Afrika's visitor and Museum Geologi's visitor behavioral intentions with marketing management approach. This research consists of two variables. The independent variable is perceived value which consists of emotional, social, quality/price/performance and value for money. While the dependent variable is behavioral intentions that consist of a destination revisit intention, WOM referrals and alternative choices of destinations.

The unit of analysis or which respondents in this study were visitors from among students and the public that has made visits to Museum Konferensi Asia Afrika and Museum Geologi. This type of research is verificative survey. Based on the type of research, then the research method that will be used was explanatory survey methods.

In the study sample size calculated using the formula of Tabachnick and Fidel. Based on the formula calculation, the sample size in this study as much as 90 respondents, Museum Konferensi Asia Afrika 25 people while Museum Geologi 65 people as for the sampling techniques used in this research are proportionate stratified random sampling technique and systematic sampling technique. And data collection techniques used are interview, observations, questionnaire and literature study.

Data analysis technique used in this research is the analysis of multiple regressions. The steps in calculating multiple regression analysis with determine the model of multiple regression equations. A multiple linear regression equations of four independent variable formulated as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4$$

Description:

Y = the predicted of subjects on dependent variable (behavioral intentions)

a = the price of Y when X = 0

b = regression coefficient, which indicates the number's increase or decrease in the variable based on the independent variable. When b (+) then increases, when b (-) then decreases.

x = independent variable subject that has a specific value X1(emotional), X2(social), X3(quality/performance), X4(price/value for money) is variable causes.

IV. FINDINGS AND DISCUSSION

Based on the ANOVA output of SPSS program that is a f-count = 12.377 with the level of sig. 0.000 the result shows that every dimension of perceived value (X) simultaneously has significant influence towards behavioral intentions. The hypothesis testing results state that there are influences between the perceived value that consists of the emotional, social, quality/performance and price/value for money against Museum Konferensi Asia Afrika and Museum Geologi's visitor behavioral intentions.

Based on the result of t-test that is the influence of partially between perceived value against behavioral intentions. To know the t-table on the degree of freedom (df) and = 10% test with the two sides being 5%. By comparing the value of t-count with t-table then it can be described:

1. There were no significant effects between the dimensions of emotional toward behavioral intentions with the value of significance 0,284 > 0,05 and t-count 1,079 < t-table 1,98827.
2. There were no significant effects between the dimensions of social toward behavioral intentions with the value of significance 0,051 > 0,05 and t-count 1,981 < t-table 1,98827.
3. There was significant influence between the dimensions of quality/performance toward behavioral intentions with the value of significance 0,015 < 0,05 and t-count 2,486 > t-table 1,98827 .
4. There were no significant effects between the dimensions of price/value for moneyl toward behavioral intentions with the value of significance 0,085 > 0,05 and t-count 1,744 < t-table 1,98827.

Based on four dimensions of perceived value, there is one dimension that has significant influence partially toward behavioral intentions namely quality/performance. While the emotional, social and price/value for money does not have significant influence towards behavioral intentions by using the level of significance of 0.05. Based on the result of t-test that is obtained multiple regression equations for the impact perceived value towards behavioral intentions can be expressed as follows:

$$Y = a + b_3X_3$$

$$Y = 5,976 + 0,515X3$$

Description:

Y = Behavioral Intentions

X_3 = Quality/Performance

The results of the analysis showed the value of constants is 5.976 means that if X3 being ignored, then the level of behavioral intentions is 5.976. The coefficient of X3 is 0.515 means that for every one-unit increase in the value of quality/performance will raise the value of behavioral intentions of 0.515.

Since perceived value hypothesis is accepted, the research proves the theory that perceived value have a positive impact on behavior and behavioral intentions in the future[1]. And clarify that perceived value is effective for Museum Konferensi Asia Afrika and Museum Geologi. Based on the result above, it is certain that R value based on the correlation test value between perceived value and behavioral intentions is 0,607 and it is categorized into strong. And perceived value consists of emotional, social, quality/performance, and price/value for money gives a contribution to R^2 as big as 36% to behavioral intentions.

Therefore, it is concluded that perceived value has a significant effect to Museum Konferensi Asia Afrika and Museum Geologi's visitor behavioral intentions, especially to improve the willingness to recommend the museum as a tourist destination to others. Perceived value and satisfaction on recommendation is greater than that of motivation[13]. Emotional, social, quality/performance and price/value for money factors help the visitor to receive the good value while visit the museum. Therefore, quality/performance are the dominant factors influencing perceived value and behavioral intentions.

The uniqueness of the museum collections influences the perceived value to recommend the museum as a tourist destination to others. So, the museum management should be caring the museum collections because museum collection is the main attraction of a museum. By making visitor willing to recommend the museum to others, it shows that museum is needed by society.

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has been done by spreading a 90 question form/questionnaire to the Museum Konferensi Asia Afrika's visitor and the Museum Geologi's visitor, it can be concluded that in general, the responses to perceived value in the Museum Konferensi Asia Afrika and the Museum Geologi which consists of the emotional, social, quality/performance and price/value for money each gets a very high valuation and high. The dimension of quality/performance gets the highest scoring well in the Museum Konferensi Asia Afrika or the Museum Geologi. It showed that the quality or performance of the museum can create good value for visitors.

The responses of the respondents against behavioral intentions in the Museum Konferensi Asia Afrika and the

Museum Geologi which consists of destination revisit intention, WOM Referrals and alternative choices of destinations. Each got a very high valuation and high. The dimension of the highest scoring is WOM Referrals either at the Museum Konferensi Asia Afrika or the Museum Geologi. The assessment shows that the high degrees of behavioral intentions of tourists in the museum are also high, evidenced by willingness to recommend the museum as a tourist destination to others. This can occur due to more positive things than negative things that tourists get from the museum.

Based on the results of hypothesis testing shows that the perceived value that consists of the emotional, social, quality/performance and price/value for money the simultaneous effect on behavioral intentions. However, there are a partially three dimensional has no effect significantly there is emotional, social and price/value for money.

Perceived value is proven to have influence on behavioral intentions. In other words, the perceived value can be an incredible marketing, author recommendation regarding the perceived value in the Museum Konferensi Asia Afrika and the Museum Geologi is to enhance the emotional. The museum needs to increase marketing activities in terms of value creation, which give rise to the feeling or affective or positive emotions from consuming products or services. This can be done by make a visitor to fell happy and excited when a tour through the museum, such as when they are looking at the museum's collections as well as make happy visitors when guided by museum guides.

To encourage tourists to boost self-concept-social visitors when visiting the museum, the museum will need to create an activity that can enhance togetherness, desire to socialize with peoples. One way is by creating a game on the guiding process, especially to student travelers. Creates the perception of visitors about quality and performance of products or services when visit to the museum is very important. Museum parties need to do a training routine for officers of the museum, especially for the museum guide, because they're the ones who have many interacts with visitors. Furthermore, the care of museum collections should be heeded, because museum collection is the main attraction of a museum. As well as keeping facilities owned became the important part. To create the perception of visitors regarding price/value for money when visiting the museum, the museum needs to provide satisfactory services to visitors so that visitors feel like cost such as money, time and effort they spent not in vain.

To improve Museum Konferensi Asia Arika's visitor and Museum Geologi's visitor behavioral intentions, the museum is expected to develop perceived value as part of a good marketing for the museum. Things that can be done by provide satisfying service so as creating a positive perceived value for visitors, such as by renewing the museum collections, if difficult maintaining the museum's collections is good enough, so they are reluctant to recommend the museum as a tourist destination to others. Because getting the tourists who have the desire to recommend the museum to others is not easy. The dimensions of the destination revisit intention get the lowest valuation compared to other dimensions. Since making the museum can be visited again is not easy. A Program that can be done is by training for the museum's guide in terms of public speaking because of the guides are officers who have a lot of interacts with visitors, guides the ways in conveying information about the museum's collections are very influential on the perception of tourists going to the museum and make visitors think to make a revisit to a museum or not.

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