

The Influence of Servicescape on Behavioral Intentions Through Customer Experience As Mediating Variable Among Visitors In Kampoeng Nopia Mino Edutourism

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Abstract

Tourism is a sector that is developing very rapidly, so efforts to understand visitor behavioral intentions are essential for the sustainability of tourist destinations. This research aims to analyze the influence of substantive staging and communicative staging on sustainable servicescapes by paying attention to customer experience in generating behavioral intentions in the tourism service sector and complementing the literature on servicescapes and behavioral intentions by using customer experience as a mediating variable. The population in this study were respondents who had visited Kampoeng Nopia Mino and were at least 17 years old. The sample for this research was 100 respondents drawn using a purposive sampling approach. Based on the results of research using the PLS Structural Equation Modeling analysis tool, the results of this research show that (1) Substantive Staging has a positive influence on the Customer Experience, (2) Communicative Staging has a positive influence on the Customer Experience, (3) Substantive Staging has no effect on Behavioral Intentions, (4) Communicative Performance has a positive influence on Behavioral Intentions, (5) Customer Experience has a positive influence on Behavioral Intentions, and (6) Customer Experience mediates the influence of Substantive Staging and Communicative Staging on Behavioral Intentions.

Keywords: *Behavioral Intention; Communicative Staging; Customer Experience; Substantive Staging*

Introduction

The tourism industry in Indonesia has experienced significant progress in recent years. Government efforts to develop tourism infrastructure, promote, and enhance tourism services have contributed to an increase in the number of tourist visits. Consequently, the tourism sector faces greater competition because in the management of services, individual interactions and involvement are extensive. Services or service is an intangible element such as activities, processes, and experiences. Therefore, tourists often find it difficult to assess the quality of tourism services. As a result, visitors typically evaluate tourism services through the available physical and environmental cues. Consumer behavior and psychological conditions in the service sector are influenced by environmental factors (*Avan et al.*, 2019).

Banyumas Regency is one of the regions in Central Java frequently visited by visitors. According to the Central Java Tourism Statistics Data for the year 2022, Banyumas Regency ranks 4th in the highest number of tourist visits in Central Java, with a total of 1,795,352 tourists. Besides natural attractions, educational tourism also draws the attention of visitors to Banyumas. One of which is located in Pekunden Village, situated in the Banyumas sub-district of Banyumas Regency, is a

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tourist village that focuses on creativity and is managed by the Kelompok Sadar Wisata (pokdarwis), an institution at the village level whose members are village communities as managers of local destinations. Pekunden EduTourist offers various attractions such as Kampoeng Nopia Mino, Oemah Gamelan, Dragon Fruit Garden, Oemah Batik, Oemah Manggleng, and Kampung Garment. Among these various attractions, the standout tourist potential in Pekunden Tourist Village is Kampoeng Nopia Mino.

Kampoeng Nopia Mino offers an educational tourism experience with a focus on the traditional practice of making mino using genthong (barrel). Visitors are given the opportunity to actively participate in the tea production process derived from butterfly pea flowers. The uniqueness offered by this tourist village makes Pekunden Village one of the ten tourist villages in the Central Java Province and the only creativity-based tourist village in Banyumas Regency. After Pekunden Village was awarded as one of the Indonesian Village Tourism Awards in 2023, Kampoeng Nopia Mino experienced a significant increase in the number of tourist visitors. The rise in tourist visits occurred after Pekunden Village received official recognition as a tourist village, making it more widely known and sought-after as a vacation destination.

The increasing number of visitors to Kampoeng Nopia Mino represents a potential that tourism managers should capitalize on to continue developing this tourist destination. Managers need to consider strategies that can provide tourists with memorable experiences, encouraging them to share these experiences positively through Word of Mouth (WOM). The desire to spread positive information is driven by the behavioral intentions of visitors. Therefore, research on behavioral intentions becomes crucial because, in a competitive tourism market, these intentions play a key role in marketing strategy and planning.

Review of Literature

Service Dominant Logic (SDL)

Service Dominant Logic (SDL) is a marketing theory that emphasizes prioritizing services in the exchange process involving customers or consumers as part of a company's internal workings. This theory, introduced by Vargo and Lusch (2004), presents a new dominant logic distinct from goods-dominant logic. The dominant logic focuses on the interactions among producers, consumers, and other entities within the supply system as participants with roles in co-creating value through collaborative processes. From these interactions, enjoyable experiences are generated for service users or visitors.

In Service Dominant Logic, services are defined as the application of competencies through actions, processes, and performances that benefit both other entities and the entity itself. This can improve a company's ability to satisfy consumer needs while also achieving organizational and social goals. In this context, it can be said that a company gains competitive strength through services. In driving the behavioral intentions of service visitors, the involvement of service managers in creating a service interaction process that can satisfy customer needs becomes crucial. The service environment, including physical and social aspects, can support this interaction.

Behavioral Intention

Behavioral intention is defined as the consumer's desire to engage in behavior, encompassing the inclination to spread word of mouth and make repeat purchases (Edem Amenuvor *et al.*, 2019). Consumers may develop a desire to seek information, share their experiences with a product with others, purchase a specific good or service, or choose not to use certain products and services.

According to Chang (2016), behavioral intention indicates that customers are committed to a service, recommend the service to others, are willing to pay a higher price, and have a loyal attitude. In short, behavioral intention is the tendency to service or visit a destination and share the experiences (Ghosh, Jhamb, & Dhiman, 2023).

From various perspectives on the above behavioral intentions, it can be concluded that behavioral intention is the ultimate goal of a service that is highly crucial. If a service generates positive behavioral intentions, then the business has the opportunity to endure and excel in competition. One beneficial form of behavioral intention is a positive attitude toward a specific product or service. This positive attitude can manifest as positive recommendations through word of mouth (WOM). This strategy is an efficient and low-cost promotion that has a remarkable impact on business sustainability. When visitors to a service share positive information about the service with others, it will drive additional visits to that place.

Servicescape

According to Giahchin and Ekhlassi (2013), servicescape refers to the physical environment that significantly influences visitors' perceptions of the service provided. Servicescape consists of visual and non-visual elements that play a crucial role in shaping initial impressions, subsequently influencing visitors' perceptions, emotions, and behaviors (Lin, 2016). When visitors first enter a service, visual cues become the most prominent aspect of the environment, impacting how they assess the physical elements and the non-visual experiences they encounter (Durna, Dedeoglu, & Balikçioğlu, 2015).

Servicescape is categorized into five groups, namely (1) physical environment, (2) room design, (3) cleanliness, (4) interior decoration, and (5) comfort (Durna, Dedeoglu, & Balikçioğlu, 2015). According to Dong & Siu (2013), the servicescape comprises substantive staging and communicative staging, both of which play a role in shaping a positive service experience.

Substantive Staging

Substantive staging, according to Dong and Siu (2013), refers to the physical environment available in a service, including ambiance, design, signs, symbols, and decorations. In other words, substantive staging encompasses external features (buildings, parking lots, waiting areas) and internal features (design, furniture, and decorations). Both internal and external features are utilized to create the visitor's experience (Holder & Berndt, 2011). Aspects of the physical environment depict visitors' interpretations and evaluations of the physical atmosphere in a tourist location or visitors' assessments of the tangible and intangible characteristics of the environment created by the service setting.

Communicative Staging

Communicative staging in services is related to the interactive relationship between employees and visitors (Durna, Dedeoglu, & Balikçioğlu, 2015). Communicative staging refers to how the service environment is presented and interpreted. Active participation from both service providers and visitors is crucial in shaping communicative staging (Arnould, Price, & Tierney, 1998). Communicative staging encompasses cultural and human components. The cultural component in communicative staging involves a blend of the services provided by the business and cultural characteristics, while the human component includes aspects such as willingness, politeness, and communication between the tourism staff and visitors (Durna, Dedeoglu, & Balikçioğlu, 2015).

Customer Experience

In the tourism industry, experience is defined as the mental state perceived by visitors (Rather & Hollebeek, 2021), making an experience-based marketing approach highly effective in influencing tourist behavior. (Brakus, Schmitt, & Zarantonello, 2009) define visitor experience as the subjective response of visitors to stimuli related to a brand, which is part of the design, identity, packaging, communication, and brand environment. Meanwhile, according to Homburg, Schwemmler, & Kuehnl (2015), the visitor experience is considered an individual's response in terms of sensory, affective, cognitive, relational, and behavioral aspects toward a brand through various touchpoints during the pre-purchase, purchase, and post-purchase stages. Experience is an important factor because today's consumers or visitors do not just passively consume tourism products but actively create content based on their experiences (Çolak & Karakan, 2023).

H1: Substantive Staging has a positive influence on Visitor Experience.

H2: Communicative Staging has a positive influence on Visitor Experience.

H3: Substantive Staging has a positive influence on Behavioral Intentions.

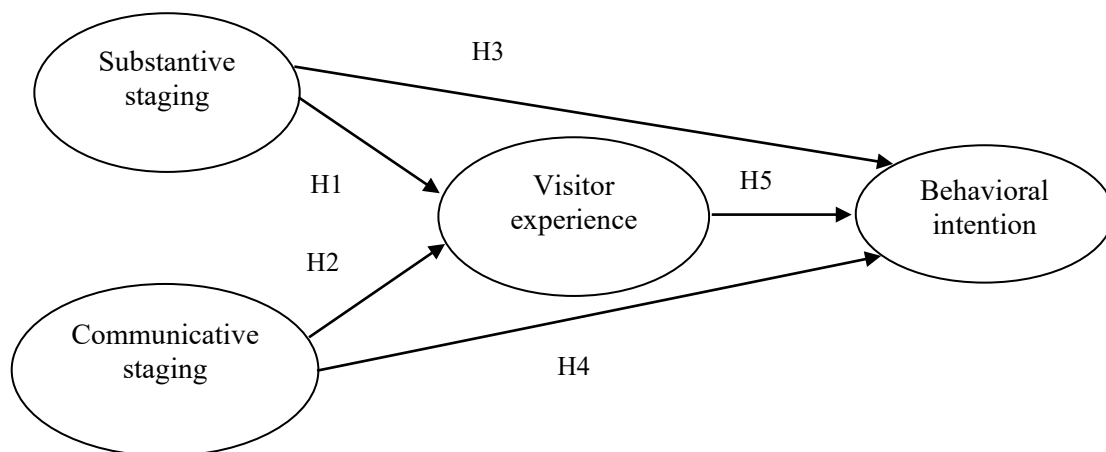
H4: Communicative Staging has a positive influence on Behavioral Intentions.

H5: Visitor Experience has a positive influence on Behavioral Intentions.

H6: Visitor Experience Mediates the Influence of Substantive Staging and Communicative Staging on Behavioral Intentions.

The empirical model built is as follows:

Figure 1: Research Model



Methodology

This study is a quantitative research type using a questionnaire as the data collection method. The research was conducted at the tourist destination Kampong Nopia Mino, Pekunden Village, Banyumas Sub-district, Banyumas Regency, targeting visitors to Kampong Nopia Mino. The study was carried out from October 2023 to November 2023. The population used was a total of 13,856

visitors to Kampong Nopia Mino. This data was obtained from the tourist visit records of Kampong Nopia Mino from October 2018 to September 2023.

The respondents in this study are visitors who have previously toured Kampong Nopia Mino. The sampling technique used in this research is purposive sampling, which is a sampling technique based on specific criteria, namely tourists who have visited Kampong Nopia Mino and are aged above 17 years. Meanwhile, for data collection, the convenience sampling method is used, where respondents are selected according to predetermined criteria. The sample size for the study is calculated using the Solving formula for a population of 13,856 with a confidence level of 90%, resulting in 99.28, or 100 respondents. This research employs a questionnaire method for data collection. Data are collected through the distribution of questionnaires in the form of a Google Form to the respondents. In the data collection process, the researcher applies the Likert scale measurement method.

In this study, the data analysis technique to be used is the Structural Equation Model (SEM) based on Partial Least Squares (PLS). The software to be employed is SmartPLS 4.0. The PLS analysis process consists of three main stages, namely: measurement model analysis (outer model), structural model analysis (inner model), and hypothesis testing.

Results & Discussion

Table 1: Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Man	19	19
Woman	81	81

Source: Primary Data

Based on the table of gender characteristics, it can be observed that male respondents amount to 19 respondents (19%), and female respondents amount to 81 respondents (81%). From this data, it can be concluded that visitors to Kampong Nopia Mino are predominantly female.

Table 2: Characteristics of Respondents Based on Age

Age Range	Frequency	Percentage
17-25 years old	68	68
26-35 years old	10	10
36-50 years old	14	14
> 50 years old	8	8

Source: Primary Data

From the data, it can be concluded that visitors to Kampong Nopia Mino are predominantly in the age group of 17-25 years. It can also be observed from the data in the Kampong Nopia Mino tourist visit records that the majority of visitors are students and university students who are under 25 years old.

Table 3: Characteristics of Respondents Based on Job

Occupation	Frequency	Percentage
Student	64	64
Teacher/Lecturer	21	21
Civil Servant	6	6
Staff	3	3
Other	6	6

Source: Primary Data

From the data, it can be concluded that visitors to Kampong Nopia Mino are predominantly students or university students. This is because Kampong Nopia Mino is an educational tourism destination that teaches about the typical cuisine of Banyumas, attracting a majority of students and university students.

Table 4: Characteristics of Respondents Based on Frequency of Visits

Frequency of Visits	Frequency	Percentage
1 time	77	77
> 1 time	23	23

Source: Primary Data

Based on the frequency of visits characteristic table, it can be observed that respondents with a visit frequency of one time amount to 77 respondents (77%), and respondents with a visit frequency of more than one time amount to 23 respondents (23%). From this data, it can be concluded that the majority of visitors only visit Kampong Nopia Mino once.

Table 5: Outer Loadings

	CX	SS	CS	BI
BI1				0.862
BI2				0.902
BI3				0.900
CS1			0.794	
CS2			0.807	
CS3			0.862	
CS4			0.892	
CS5			0.881	
CS6			0.844	
CS7			0.781	
CS8			0.834	
CX1	0.741			
CX2	0.787			
CX3	0.829			
CX4	0.771			
CX5	0.739			
CX6	0.821			
CX7	0.898			
SS2		0.774		
SS3		0.811		
SS4		0.748		
SS5		0.793		
SS6		0.776		
SS7		0.758		

Source: Primary Data

After conducting the calculations, the results obtained can be seen in Table 5. Table 5 shows that all indicator items in this study meet the loading factor criteria as they are valued above 0.7. Therefore, it can be concluded that all construct variables in this study are valid.

Table 6: Construct Validity

	Cronbach's Alpha	Average Variance Extracted (AVE)
CX	0.905	0.639
SS	0.869	0.604
CS	0.939	0.702
BI	0.866	0.789

Source: Primary Data

The Average Variance Extracted (AVE) values are used to assess convergent and discriminant validity. In this study, the AVE values for all variables range from 0.604 to 0.789, which are all above the recommended minimum threshold of 0.5.

Table 7: Construct Reliability

	Cronbach's Alpha	Composite Reliability	Composite Reliability	Average Variance Extracted (AVE)
CX	0.905	0.910	0.925	0.639
SS	0.869	0.871	0.901	0.604
CS	0.939	0.944	0.949	0.702
BI	0.866	0.868	0.918	0.789

Source: Primary Data

From Table 7, it is shown that the Cronbach's alpha values for variables range from 0.868 to 0.944, all of which are above 0.7. Additionally, the composite reliability values for all variables in this study range from 0.868 to 0.949, all of which are above 0.7. This indicates that the variables in this study can be considered reliable or pass the reliability test.

Table 8: R Square

	R-Square	R-Square Adjusted
Customer Experience	0.652	0.644
Behavioral Intention	0.727	0.718

Source: Primary Data

From the calculation results, the R square value for the Visitor Experience variable is 0.652, meaning that the Substantive Staging and Communicative Staging variables have an influence on Visitor Experience by 65.2%, while the remaining (100%–65.2%) 34.8% is influenced by other variables not examined in this study. The Behavioral Intentions variable has an R square value of 0.727, indicating that the Substantive Staging, Communicative Staging, and Visitor Experience variables have an influence on Behavioral Intentions by 72.7%, and the remaining (100%–72.7%) 27.3% is influenced by other variables not examined in this study. In Table 8, it can be seen that the adjusted R square value for the visitor experience variable is 0.644, meaning that 64.4% of the population variation can be explained by X1 and X2. Meanwhile, the adjusted R square value for

the behavioral intention variable is 0.718, meaning that the visitor experience variable can explain 71.8% of the population variation.

Table 9: F Square

	CX	SS	CS	BI
CX				0.666
SS	0.393			0.000
CS	0.147			0.050
BI				

Source: Primary Data

From Table 9, it can be seen that the F-square value for the visitor experience variable on behavioral intentions is 0.666, indicating a significant influence. The F square value for the substantial staging variable on visitor experience is also 0.393, meaning a substantial influence. Meanwhile, the F-square value for the substantive staging variable on behavioral intentions is 0, indicating no influence. Additionally, the F square value for the communicative staging variable on visitor experience is 0.147, indicating a small influence. Similarly, the F square value for the communicative staging variable on behavioral intentions is 0.05, signifying a small influence as well.

Table 10: Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CX -> BI	0.722	0.730	0.078	9.276	0.000
SS -> CX	0.537	0.543	0.089	6.046	0.000
SS -> BI	-0.012	-0.014	0.086	0.139	0.445
CS -> CX	0.329	0.327	0.087	3.774	0.000
CS -> BI	0.182	0.178	0.086	2.108	0.018

Source: Primary Data

Table 10 indicates that substantive staging does not have a significant influence on behavioral intentions because it has a *p*-value greater than 0.05. Meanwhile, substantive staging and communicative staging have a significant influence on visitor experience, and communicative staging and visitor experience have a significant influence on behavioral intentions.

Table 11: Specific Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
CS -> CX -> BI	0.237	0.239	0.069	3.437	0.000
SS -> CX -> BI	0.388	0.397	0.081	4.786	0.000

Source: Primary Data

Therefore, as seen in Table 11, substantive staging and communicative staging have a significant influence on behavioral intentions when mediated by the visitor experience variable. Thus, the results of this study indicate the role of the visitor experience variable as a mediating variable. The

substantive staging variable does not have a direct influence on the behavioral intention variable. However, the substantive staging variable has an indirect influence on behavioral intentions through the visitor experience variable.

The Influence of Substantive Staging on Customer Experience

Visitor experience has become a primary focus because positive experiences yield favorable outcomes. It's no surprise that experience is at the heart of the tourism business (Amaral *et al.*, 2024). Substantive staging, or the physical environment at tourist destinations, plays a crucial role in creating a positive experience for visitors. An appealing physical environment, such as a pleasant atmosphere, pleasant aromas, cleanliness, paintings, and attractive decorations, contributes to creating positive expectations for visitors. This finding is in line with previous research conducted by NasarAmini Jeloudarlou *et al.* (2022); Dedeoğlu, 2019; and Dong & Siu (2013b), stating that substantive staging has a positive influence on visitor experience. In a restaurant context, servicescape plays an important role in shaping the solo dining experience (Peng, Luo, & Mattila, 2024).

The Influence of Communicative Staging on Customer Experience

The results of this study indicate that interactions between tourism staff and visitors can influence the visitor experience at the tourist destination. Positive interactions, leaving a good and profound impression by tourism staff on visitors, can provide a positive experience as well. This aligns with the theory of Service Dominant Logic (SDL), which states that the dominant logic of services focuses on the interaction between producers, consumers, and other entities in the offering system as parties that play a role in co-creating value through collaboration processes. These interactions can take the form of good services from the staff, as well as the staff's willingness to assist and provide information to visitors. Such interactions result in a pleasant experience for service visitors. The findings of this study also align with research conducted by NasarAmini Jeloudarlou *et al.* (2022); Dedeoğlu (2019), and Dong and Siu (2013), stating that communicative staging has a positive influence on the visitor experience.

The Influence of Substantive Staging on Behavioral Intention

Tourists visiting Kampoeng Nopia Mino feel a pleasant atmosphere after seeing and experiencing the physical environment at the tourist destination. This makes visitors feel happy and comfortable when they are at the tourist spot. However, it turns out that this is not enough to make visitors have a positive behavioral intention. Positive behavioral intentions of visitors can be seen from their willingness to revisit, share their experiences, and recommend the place to others.

The Substantive Staging at Kampoeng Nopia Mino is considered insufficient to increase visitors' positive behavioral intentions. As an educational culinary destination, the pleasant aroma at the tourist spot is expected. Since live cooking demonstrations take place at the site, the delightful scent from the cooking of mino is naturally present in the surroundings. Additionally, another indicator of substantive staging is cleanliness, and as a place that produces food, cleanliness is crucial. Therefore, the areas around the tourist destination should naturally maintain cleanliness. For visitors to Kampoeng Nopia Mino, there are other factors influencing their decision to revisit, such as pricing, location, etc.

The findings of this study do not align with the theory of Service Dominant Logic (SDL), which asserts that the dominant logic of services focuses on interactions among producers, consumers, and other parties in creating customer value. This value is expected to influence future consumer

behavior. The physical environment, including aroma, ambiance, cleanliness, facilities, and decor at Kampong Nopia Mino, seems not to have left a significant impression or created value for customers. Therefore, it can be concluded that visitors to Kampong Nopia Mino revisit, share their experiences, and recommend the place not solely due to the conditions of the physical environment or substantive staging. Other factors, such as pricing, location, etc., appear to play a more substantial role.

The Influence of *Communicative Staging* on Behavioral Intention

The service provided by the staff at the tourist destination, such as guidance, staff friendliness, special attention to visitors, the enthusiasm of the staff in serving, staff behavior providing comfort to visitors, appropriate appearance of staff, attractive appearance of staff, and clear explanations from the staff about the tourist destination, influences the behavioral intention of visitors to Kampong Nopia Mino. This is in line with the theory of Service Dominant Logic (SDL), which states that the dominant logic of services focuses on interactions among producers, consumers, and other parties in the service system as entities that play a role in creating value through collaboration processes. This interaction can manifest as good service from the staff and the willingness of staff to assist and provide information to visitors. Such interactions make visitors feel comfortable and satisfied, and satisfaction is one of the determinants of visitors' attitudes toward revisiting. These interactions also create a lasting impression and memory for visitors. The willingness of visitors to revisit, share their experiences, and recommend the place to others is an indicator of their positive behavioral intentions. Therefore, it can be concluded that visitors to Kampong Nopia Mino revisit, share their experiences, and recommend the place to others are influenced by the factor of service from the staff or communicative staging. These findings are consistent with previous research conducted by Ur-Rehman *et al.* (2021).

The Influence of Customer Experience on Behavioral Intention

Visitors' evaluation of the environment will trigger visitors' emotions. These emotions will form satisfaction, which acts as a determinant of visitors' desire to make repeat visits in the future as well as share experiences with other people (Leri & Theodoridis, 2019). The visitor's joy will foster behavioral intentions (Wang *et al.*, 2023). A strong experience or immersive experience will strengthen visitors' intentions to visit in the future (Sousa *et al.*, 2024). This immersive experience is formed by the high involvement of visitors in several main activities highlighted at the destination. The positive behavioral intention of visitors can be observed from their willingness to revisit, share their experiences, and recommend the place to others. The results of this study indicate that the behavioral intention of visitors to Kampong Nopia Mino is influenced by the experiences they have when visiting. The experiences perceived by visitors to Kampong Nopia Mino lead them to have a desire to take photos as a memento and share their experiences with others. Additionally, visitors also express a desire to learn more about the education provided and purchase souvenirs when they return. These experiences leave a profound impression on tourists and create a desire for them to revisit in the future or exhibit positive behavioral intentions. This aligns with the findings of research conducted by Williams *et al.* (2020); Edem Amenuvor *et al.* (2019); and Rather & Hollebeek (2021), which explain that visitor experiences have a positive influence on behavioral intentions.

The Influence of *Substantive Staging* and *Communicative Staging* on Behavioral Intention Through Customer Experience

Communicative staging is related to hospitality. Service attributes such as hospitality (which is related to communication) influence the formation of visitor experiences, which have an impact on behavioral intentions such as word of mouth and the desire to visit in the future (Karim, Rabiul, &

Arfat, 2023). The substantive staging and communicative staging at the tourist site create vivid memories for visitors regarding the activities they engage in during their visit to Kampong Nopia Mino. These memories leave a lasting impression, making them inclined to revisit the place. Elements provided through substantive staging and communicative staging, such as aroma, ambiance, attire, and the friendliness of the staff, contribute to a deep and memorable experience for visitors. These impressions and memories are likely to be considered when contemplating the behavioral intentions of visitors in the future. The important role of experience as a mediator that determines behavioral intention is also confirmed by Akel & Cakir (2023).

Conclusion

The study findings highlight that both Substantive and Communicative Staging positively impact Visitor Experience, with Communicative Staging also influencing Behavioral Intentions directly. Visitor Experience, in turn, mediates the relationship between Substantive Staging, Communicative Staging, and Behavioral Intentions. This study shows the importance of experience as a mediator, especially in the causal relationship between substantive staging and behavioral intention, where experience plays a role as a full mediator. Substantive staging consists of internal and external features, both of which will shape the consumer experience.

Management should prioritize enhancing both staging elements, particularly focusing on effective service, hospitality, guidance, and staff appearance, to optimize visitor experiences and subsequently influence their behavioral intentions. While the majority of Kampong Nopia Mino visitors are students due to its educational concept, diversifying tourism packages to appeal to the general public and leveraging experiential-based offerings like typical foods could expand market reach effectively.

Conflict of Interest

The authors declare that they have no conflict of interests.

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