637

INFLUENCE *CO-CREATION VALUE, DESTINASTION IMAGE,* AND THE FLEXIBILITY OF TOURISM PACKAGES ON TOURISTS' DECISIONS TO VISIT BONJERUK TOURIST VILLAGE

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Article Info	ABSTRACT
	This research aims to analyze the influence *Value Co-Creation, Destination Image,* and Flexibility of Tour Packages on tourists' visiting decisions in the Bonjeruk Tourism Village, with Tourist Preferences as a moderating variable. The approach used in this research is quantitative, where data is collected through distributing Likert scale questionnaires online to tourists who have visited the Bonjeruk Tourism Village, using the technique *purposive sampling*. The collected data is then analyzed using statistical calculations to test the relationship between variables. The research results show that *Value Co-Creation* And *Destination Image* has a significant positive influence on tourists' visiting decisions. Although Tour Package Flexibility can be considered an added value, this variable does not show a significant influence on visiting decisions, which may be due to the dominance of other factors such as tourist attraction and destination image. In addition, Tourist Preferences have been proven to moderate the influence *Destination Image* on the decision to visit, but did not have a significant effect in moderating the relationship between *Value Co-Creation* and Flexibility of Tour Packages on visiting decisions. This finding proves and provides novelty to previous research *Destination Image* proven to have a significant positive influence on tourists' visiting decisions, both directly and after being moderated by Tourist Preferences. Meanwhile, though *Value Co-Creation* has a positive role, Tourist Preferences are not able to moderate its influence on visiting decisions. This research also provides a practical contribution where the results of this research can be used by tourism village managers as a reference for designing more effective marketing strategies *This is an open access article under the*

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1. INTRODUCTION

The tourism sector is an important pillar in global and national economic development. Apart from contributing foreign exchange, tourism also creates jobs, supports infrastructure development, and improves community welfare (Petit & Seetaram, 2019). The Indonesian government has designated tourism as one of the development priority sectors along with infrastructure, energy, maritime and food (Nurrachman Arief, 2024). With rapid growth, tourism has become a strategic instrument in supporting regional development and reducing economic inequality between regions (León-Gómez et al., 2021).

638

International Journal of Social Science (IJSS)
Vol.4 Issue.5 February 2025, pp: 637-650
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

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The Bonjeruk tourist village in Central Lombok is an example of a culture and nature-based destination that continues to develop. The main attraction includes local traditions that are still maintained, such as traditions *Take off* which is now part of the main tourist attraction and agenda of the annual Bonjeruk Culture Festival. Before the COVID-19 pandemic, Bonjeruk recorded more than 2,300 tourist visits, the majority of whom were foreign tourists. However, the pandemic resulted in a drastic decline in the number of visits, forcing the village to focus on culinary tourism to maintain its appeal. However, these efforts have borne fruit, with Bonjeruk being included in the top 50 of the 2021 Indonesian Tourism Village Award (ADWI), which shows its potential as a leading tourist destination (Bonjeruk Tourism Village Data Archive, 2024). Even though it has uniqueness and great potential, Bonjeruk faces various challenges in attracting tourist interest amidst competition with other destinations. These challenges include lack of promotion, exploration of potential that has not been maximized, and the need for innovation in management. One strategic approach to answer this challenge is *value co creation*, which allows tourists to play an active role in creating more meaningful tourism experiences (Stefanus, 2023). Previous research shows that *value co-creation* can improve tourist experience, satisfaction and loyalty, which in turn has a positive impact on visiting decisions (Kurniawan et al., 2020; Çelik & Dedeoğlu, 2019). Besides that, *destination image* or destination image plays an important role in shaping tourists' perceptions. A positive destination image can strengthen the attractiveness of a destination and increase tourists' intention to return to visit (Jin et al., 2020). In the context of Bonjeruk, image management based on cultural traditions and natural beauty is an important strategy in promoting this village as a superior destination. Previous research confirms that a strong destination image not only increases satisfaction but also has an impact on tourists' revisit decisions (Safitasari & Maftukhah, 2017; Indira et al., 2013). Flexibility in offering tour packages is also a key element in meeting the increasingly diverse needs of modern tourists. Travelers tend to seek experiences that can be tailored to their personal preferences (Ward, 2014). By offering flexible tour packages, Bonjeruk can meet the diverse needs of tourists, thereby creating a more personalized and interesting experience. Previous research shows that this flexibility is the main attraction for modern tourists who want unique experiences (Rahmawati & Althalets, 2022).

Based on this background, this research focuses on influence analysis *value co-creation*, *destination image*, and the flexibility of tour packages on tourists' visiting decisions, taking into account tourist preferences as a moderating variable. This research aims to understand the relationship between these three factors in the context of the Bonjeruk tourist village and provide theoretical and practical contributions to the development of sustainable tourism. Theoretically, this research is expected to enrich the concept of tourism product customization and destination management. Practically, the results of this research can be a reference for stakeholders, such as local governments and business actors, in developing more effective marketing strategies.

This research departs from several main questions, namely: (1) how is the influence *value co-creation* on tourists' visiting decisions, both with and without moderation by tourist preferences; (2) how to influence *destination image* on tourists' visiting decisions, both with and without tourist preferences as a moderating variable; and (3) how does tourism package flexibility influence tourists' visiting decisions, both with and without tourist preferences as a moderating variable. It is hoped that the answer to this question can provide a comprehensive understanding of the factors that influence tourists' decisions in visiting the Bonjeruk tourist village, as well as provide a basis for formulating relevant and effective strategies.

2. LITERATURE REVIEW
Relationships Between Variables and Hypothesis Development
1) Influence *Value Co-Creation* regarding Visiting Decisions *Value Co-Creation* is defined as the collaborative creation of value between service providers and consumers, which in this context are tourists. According to Prahalad & Ramaswamy (2004), this process provides space for consumers to actively participate in designing products or services that suit their preferences.

In the tourism context, this concept is adopted through intensive interaction between tourists and service providers, thus encouraging the creation of a more personal and meaningful experience (Vargo & Lusch, 2016). Through approach *Service-Dominant Logic* (SDL), tourists are no longer viewed solely as recipients of services, but as partners who actively contribute to the value creation process.

Positive interactions, participation in activity design, and service customization have implications for increasing tourist satisfaction. When tourists feel involved and appreciated, their tendency to decide to visit or revisit is higher (Kurniawan et al., 2020). Thus, *Value Co-Creation* has the potential to increase interest and decisions to visit, especially in the context of destinations such as the Bonjeruk Tourism Village.

Based on the findings from the literature review and previous research, the hypothesis proposed is as follows:
H1: *Value Co-Creation* has a positive influence on tourists' decision to visit Bonjeruk Tourism Village.
2) Influence *Destination Image* regarding Visiting Decisions *Destination Image* is a perception or image of a

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destination that is formed based on beliefs, knowledge and impressions owned by tourists (Mahfudhotin & Nurfarida, 2020). Destination image includes physical characteristics, culture, attractions, and other attributes that influence tourists' views of a place.

Previous research shows that tourists tend to visit destinations with a positive image because they believe they will have a satisfying experience (Isa & Ramli, 2014). *Destination Image* composed of cognitive components (tourists' knowledge about destination attributes), affective components (tourists' feelings towards the destination), and destination personality (personification of the destination with human characteristics such as friendliness or authenticity) (Hosany et al., 2006).

Various factors, including information sources, personal experiences, social factors, as well as the stability of the political environment, influence the formation of this image (Beerli & Martín, 2004). A positive destination image can increase a destination's attractiveness, encourage loyalty, and strengthen tourists' interest and decisions to visit or return in the future.

Based on the findings from the literature review and previous research, the hypothesis proposed is as follows:

H2: *Destination Image* has a positive influence on tourists' decision to visit Bonjeruk Tourism Village.

3) The Influence of Tour Package Flexibility on Visiting Decisions Tour Package Flexibility refers to the ability to adapt travel components to the traveler's preferences and needs. In an era of increasingly personalized travel experiences, such flexibility is a key factor in differentiating destination offerings.

Adjustments to schedules, activities, prices, and policy changes are important elements that influence tourist satisfaction and interest (Huda, 2019). Adequate flexibility allows tourists to gain greater control over their experience, thereby encouraging increased satisfaction and the tendency to make visiting decisions (Wijayanti, 2020). In other words, the more flexible a tour package, the stronger the attraction of the destination in the eyes of tourists.

Based on the findings from the literature review and previous research, the hypothesis proposed is as follows:

H3: Tour Package Flexibility has a positive influence on tourists' Visiting Decisions in Bonjeruk Tourism Village.

4) Influence *Value Co-Creation* on Visiting Decisions Moderated by Tourist Preferences

Tourist preferences include individual factors such as needs, motivation, demographic background, and availability of resources (Wahyuni & Tamami, 2021). These preferences may moderate the relationship between *Value Co-Creation* and the decision to visit.

During the process *Co-Creation* aligned with Tourist Preferences, for example through service customization, interactive dialogue and active participation, tourists will feel more valued. This condition can strengthen the influence *Value Co-Creation* on visiting decisions, increasing satisfaction and potential loyalty in the future.

Based on the findings from the literature review and previous research, the hypothesis proposed is as follows:

H4: Influence *Value Co-Creation* on Visiting Decisions is strengthened by Tourist Preferences as a moderating variable.

5) Influence *Destination Image* on Visiting Decisions Moderated by Tourist Preferences

Tourist preferences may also moderate the relationship between *Destination Image* and the decision to visit. Tourists with certain preferences, for example those who prioritize safety, quality of facilities, or friendliness of local residents, will be more responsive to destination images that match these preferences (Isa & Ramli, 2014). If the destination image is in line with individual preferences, its influence on visiting decisions will be stronger. Thus, the success of destination managers in presenting an image that is right on target will increase the possibility of realizing the decision to visit.

Based on the findings from the literature review and previous research, the hypothesis proposed is as follows:

H5: Influence *Destination Image* on Visiting Decisions is strengthened by Tourist Preferences as a moderating variable.

6) The Influence of Tour Package Flexibility on Visiting Decisions which is Moderated by Tourist Preferences

The flexibility of Tour Packages can result in experiences that better suit travelers' specific preferences. In this case, Tourist Preferences act as a moderating variable that influences the extent to which Tour Package Flexibility influences visiting decisions. If a tour package is able to adapt to unique preferences, for example regarding types of activities, price options, or level of customization, tourists will feel more satisfied and involved, thereby increasing their tendency to make a decision to visit Kotler (2005) in (Rizki & Pangestuti, 2017).

Based on the findings from the literature review and previous research, the hypothesis proposed is as follows:

H6: Tour Package Flexibility moderated by Tourist Preferences can strengthen tourists' Visiting Decisions.

Conceptual Framework

Based on the background, problem formulation and relationships between variables above, a research conceptual framework can be put together as follows:
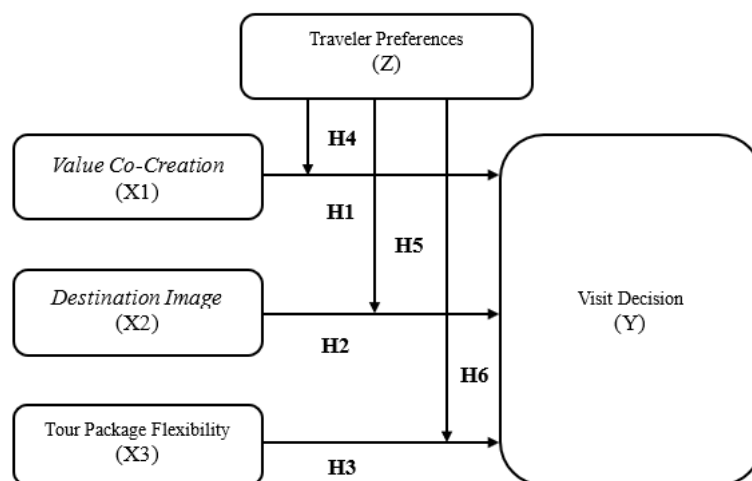
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640

International Journal of Social Science (IJSS)
Vol.4 Issue.5 February 2025, pp: 637-650
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

Figure 1. Conceptual Framework

3. METHODS

This research uses a quantitative approach with a causality method to test the relationship between *value co-creation* (X1), *destination image* (X2), and the flexibility of the tour package (X3) on visiting decisions (Y), with tourist preferences (Z) as the moderating variable (Provenzano & Baggio, 2020).

This approach allows empirical analysis of cause-and-effect relationship patterns (Saha, 2022).

Data was collected through a closed questionnaire based on a 1–5 semantic differential scale (Sugiyono, 2018). The validity and reliability of the instrument were tested using PLS via *convergent validity* And *internal consistency reliability* (Hair, *et al.*, 2019). Data were analyzed using SEM-PLS to evaluate measurement and structural models, and test hypotheses (Ghozali, 2018).

The results of this research are expected to provide practical guidance for increasing the competitiveness of Bonjeruk tourism through strategy-based strategies *value co creation*, strengthening destination image, and flexibility of tourism services (Suryandaru, 2020).

4. RESULTS AND DISCUSSION
Outer Model Plan
1. Value *Loading Factor* (*Converegent Validity*)
Visiting Decision Variable (Y)
Below is a table of calculation results *loading factor* Visiting Decision variables:

Table 1. *Loading Factor* Visiting Decision

No	Variable Items	*Outer Loading*
1	Y.1	0.797
2	Y.2	0.774
3	Y.3	0.762
4	Y.4	0.815
5	Y.5	0.773
6	Y.6	0.829
7	Y.7	0.805

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8	Y.8	0.835
9	Y.9	0.820
10	Y.10	0.817
11	Y.11	0.799
12	Y.12	0.827
13	Y.13	0.857
14	Y.14	0.856
15	Y.15	0.836

Source: Primary Data processed by SmartPLS 4 (2024)

The visiting decision variable reflects the extent to which factors related to attractiveness, facilities, destination image, and tourism experience elements influence tourists' intentions to visit Bonjeruk Tourism Village. Based on the table above the values *loading factor* for indicators Y.1 to Y.15 ranges from 0.762 to 0.857, indicating that all indicators meet the convergent validity criteria with a value greater than 0.7. The highest values are found in indicators Y.13 (0.857) and Y.14 (0.856), which reflect the importance of the destination image as an ideal place and a good reputation in influencing tourist decisions. Meanwhile, other indicators such as Y.1 to Y.12, which include elements of tourist attraction, facilities and online reviews, continue to have a significant contribution to the value *loading factor* above 0.7.

These results confirm that tourists' decisions to visit Bonjeruk Tourism Village are significantly influenced by a combination of various factors, including the village's unique attractions, adequate supporting facilities, and the influence of reviews. *online* the positive. Overall, this variable shows excellent validity, reflecting that each element in the decision to visit reinforces each other to create a consistent attraction. From table 1 it can be concluded that tourists' decisions to visit are positively influenced by various relevant elements, with a strong destination image being a key factor in strengthening intention to visit.

2 Variables *Value Co-Creation* (X1)

Below is a table of calculation results *loading factor* variable *Value Co Creation*:

Table 2. *Loading Factor Value Co-Creation*

No	Variable Items	*Outer Loading*
1	X1.1	0.874
2	X1.2	0.859
3	X1.3	0.868
4	X1.4	0.866
5	X1.5	0.875
6	X1.6	0.878
7	X1.7	0.899
8	X1.8	0.880

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642

International Journal of Social Science (IJSS)
Vol.4 Issue.5 February 2025, pp: 637-650
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

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9	X1.9	0.852

Source: Primary Data processed by SmartPLS 4 (2024)

Variable *Value Co-Creation* evaluate the extent of tourist involvement in creating tourism experiences with service providers. Based on the table above, the value *loading factor* for indicators X1.1 to X1.9 ranges from 0.852 to 0.899, with the highest value at In addition, indicators X1.6 (0.878) and X1.5 (0.875) also show that collaboration between tourists and service providers is very important in creating meaningful and quality tourism experiences.

These results indicate that elements such as good communication, tourist involvement in designing experiences, and satisfaction resulting from these interactions play an important role in *value Co-Creation*. All indicators in this variable show a significant relationship with the main construct, confirming the importance of a collaborative approach to creating a more personalized and satisfying tourism experience. From the table above it can be concluded *Value Co Creation* is a key factor in building tourist loyalty and satisfaction, with the active involvement of tourists and service providers being a key driver of successful tourism experiences.

1.3 Variables *Destination Image* (X2)
Below is a table of calculation results *loading factor* variable *Destination Image*:

Table 3. *Loading Factor Destination Image*

No	Variable Items	*Outer Loading*
1	X2.1	0.824
2	X2.2	0.866
3	X2.3	0.859
4	X2.4	0.883
5	X2.5	0.856
6	X2.6	0.866
7	X2.7	0.827
8	X2.8	0.844
9	X2.9	0.832

Source: Primary Data processed by SmartPLS 4 (2024)

Destination Image measure tourists' perceptions of the image of the Bonjeruk Tourism Village, which includes aspects of reputation, security, comfort and the combination of tourism products. Based on table 3, value *loading factor* for indicators X2.1 to Another high value on the X2.6 indicator (0.866) shows the importance of the reputation of the Bonjeruk Tourism Village as a safe and comfortable place.

These results show that tourists have a positive perception of Bonjeruk as a tourist destination, with the combination of a good image and relevant tourism products being key elements. All indicators show strong convergent validity, confirming that positive image plays an important role in attracting tourists and building trust. It can be concluded from table 3. A strong destination image and good reputation make a major contribution to the attractiveness of the Bonjeruk Tourism Village, making it the main choice for tourists looking for a safe, comfortable and meaningful destination.

1.4 Tour Package Flexibility Variable (X3)
Below is a table of calculation results *loading factor* Tour Package Flexibility variables:

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643

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Table 4. *Loading Factor* Tour Package Flexibility

No	Variable Items	*Outer Loading*
1	X3.1	0.853
2	X3.2	0.863
3	X3.3	0.873
4	X3.4	0.905
5	X3.5	0.838
6	X3.6	0.869
7	X3.7	0.832
8	X3.8	0.879
9	X3.9	0.844

Source: Primary Data processed by SmartPLS 4 (2024)

The Tour Package Flexibility variable evaluates the service provider's ability to adapt tourism products according to tourists' needs. Based on Table 4 values *loading factor* for indicators X3.1 to X3.9 it ranges from 0.832 to 0.905, with the highest value at Other indicators such as X3.8 (0.879) also show that flexibility in payment methods is an important element in attracting tourists.

These results indicate that tourists highly value flexibility in activities, facilities, and payment, which allows them to customize their tourism experience according to personal preferences. All indicators are valid and relevant to the main construct, confirming that flexibility is one of the main factors in creating an interesting and comfortable experience for tourists. From table 4, it can be concluded that the flexibility of the tour package provides additional attraction for the Bonjeruk Tourism Village, allowing tourists to design different experiences suit their needs and increase their comfort level.

1.5 Tourist Preference Variables (Z)

Below is a table of calculation results *loading factor* Tourist Preference variables:

Table 5. *Loading Factor* Traveler Preferences

No	Variable Items	*Outer Loading*
1	Z.1	0.871
2	Z.2	0.846
3	Z.3	0.853
4	Z.4	0.874
5	Z.5	0.843
6	Z.6	0.884
7	Z.7	0.886

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644

International Journal of Social Science (IJSS)
Vol.4 Issue.5 February 2025, pp: 637-650
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

| 8 | Z.8 | 0.855 |
| 9 | Z.9 | 0.845 |

Source: Primary Data processed by SmartPLS 4 (2024)

Tourist Preferences reflect factors that influence tourists' choices of tourism products, historical routes, and recommendations from others. Based on Table 5, value *loading factor* for indicators Z.1 to Z.9 are in the range 0.843 to 0.886, with the highest value at Z.7 (0.886), which reflects the importance of recommendations from other people as the main driver of Tourist Preferences. In addition, the Z.6 indicator (0.884) shows that the quality of local culinary experiences is an important element in shaping Tourist Preferences.

These results indicate that tourists' preferences for Bonjeruk are driven by a combination of attractive culinary products, historical travel routes, and positive recommendations from other people. All indicators show excellent convergent validity, reflecting that Traveler Preference can be increased through the promotion of unique products and positive reviews. It can be concluded from Table 5 that tourists' preferences for the Bonjeruk Tourism Village are based on attractive culinary products and recommendations from other people, making it the main factor in building the attractiveness of this destination.

645

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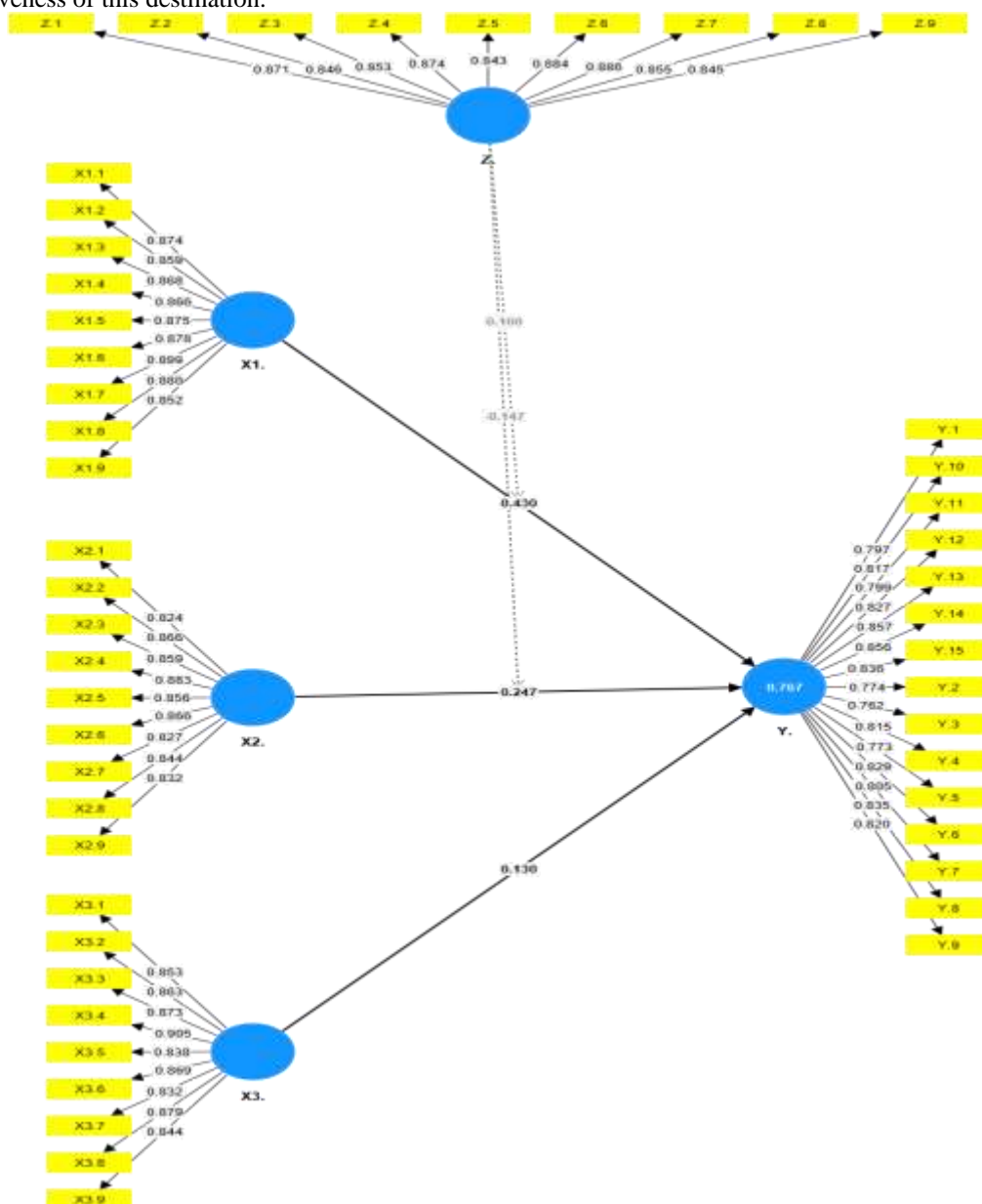
2. Discriminant Validity

   Discriminant Validity refers to the extent to which a construct is truly different and separate from other constructs. Therefore, high discriminant validity indicates that the construct is unique and able to capture phenomena that are not explained by other constructs. To prove the discriminant validity of a model, value *Average Variance Extracted* (AVE) must be greater than 0.50 or at least reach that number (Hair et al., 2019).

Table 6. Testing *Discriminant Validity*

No	Variable	*Average Variance Extracted* (AVE)
1	Visit Decision (Y)	0.662
2	*Value Co-Creation* (X1)	0.761
3	*Destination Image* (X2)	0.724
4	Tour Package Flexibility (X3)	0.743
5	Traveler Preferences (Z)	0.743

Source: Primary Data Processed by Researchers, 2024

   This test aims to measure the extent to which differences between variables can be distinguished. The values used in this test are *Average Variance Extracted* (AVE). Overall, the estimation results for all variables show values greater than 0.50**,** which means variable This variable can be declared valid.

Reliability Validity

   Reliability Validity or The reliability test in PLS is used to measure the internal consistency of the measuring instrument. Reliability describes the extent to which a measuring instrument provides accurate, consistent and precise results in making measurements. In PLS, reliability testing can be carried out using two methods, namely *Cronbach's Alpha* And *Composite Reliability* (Abdillah, 2015).

   a. **Composite reliability** used to measure the true value of the reliability of a construct. This method is superior in estimating the internal consistency of a construct. *Rule of thumb* for composite reliability is value > 0.6 (Abdillah and Jogiyanto, 2014).

   b. **Cronbach's alpha** used to measure the lower limit of the reliability of a construct and ensure the value of composite reliability. *Rule of thumb* for *Cronbach's alpha* is value > 0.7 (Abdillah, 2015).

   Reliability testing was carried out to find out whether the variables used in this research were reliable or not. This test uses values *Cronbach's Alpha* And *composite reliability*. The following are the results of the reliability testing.

Table 7. Testing *Reliability Validity*

No.	Variable	*Cronbach's Alpha*	*Composite Reliability*	*Rule of Thumb*	Model Evaluation
1.	Decision Visit (Y)	0.963	0.964	> 0.70	Reliable
2.	*Value Co-Creation* (X1)	0.961	0.961		Reliable
3.	*Destination Image* (X2)	0.952	0.953		Reliable
4.	Tour Package Flexibility (X3)	0.957	0.957		Reliable

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646

International Journal of Social Science (IJSS)
Vol.4 Issue.5 February 2025, pp: 637-650
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

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5.	Preference Traveler (Z)	0.957	0.957		Reliable

Source: Primary Data Processed by Researchers, 2024

Based on table 7, it can be concluded that the constructs for all variables meet the reliability criteria. This is proven by the value *Cronbach's Alpha* And *composite reliability* obtained from estimation results using SmartPLS. The resulting value is greater than 0.70, in accordance with the recommended criteria.

B. Structural Model Evaluation (*InnerModel*)

The next stage in model evaluation is evaluation of the structural model or *Inner Model*. *Inner model* (also known as inner *relation, structural model*, And *substantive theory*) describes the relationship between latent variables based on substantive theory. The structural model was evaluated using *R-square* for the dependent variable, *Stone-Gisser Q-square test* to test predictive relevance, as well as t tests and significance of structural path coefficients. In assessing a model with PLS, the first step is to look at the values *R-square* for each dependent latent variable. Interpretation of values *R-square* this is similar to the interpretation in regression. Value change *R-square* used to assess how much influence the independent latent variable has on the dependent latent variable and whether this influence is significant (Ghozali & Latan, 2015).

1. R-Square Value

Mark *R-Square* used to measure the level of variation in changes in the independent variable towards the dependent variable. Ghozali & Latan (2015) categorizes R-Square values into three categories:

a. Value *R-Square* 0.75 indicates that the model is strong.
b. Value *R-Square* 0.50 indicates that the model is moderate.
c. Mark *R-Square* 0.25 indicates that the model is weak.

The following is a table of *R-Square*:

Table 8. Results *R-Square*

Variable	R-Square	R-Square Adjusted
Visiting Decision	0.767	0.762

Source: Primary Data Processed by Researchers, 2024

Based on table 8, in principle this research uses 1 variable which is influenced by other variables. Value results *R-Square* the Visit Decision variable (Y) is 0.767 or 76.7%, which means variable *Value Co-Creation, Destination Image* and Tour Package Flexibility can substantially explain the Tourist Preference variable with a level of 76.7% (model in the Strong category) while the rest is influenced by other factors that are not included in this research variable.

2. Q-Square Value

Q-square is a tool used to assess the quality of a regression model. If value *Q-square* more than 0, this indicates that the regression model is able to explain data variations well. On the other hand, if value *Q-square* less than 0, this indicates that the regression model is less effective in explaining data variations.

Table 9. Results *Q-Square*

Variable	Q-Square
AND	0.729

Source: Primary Data Processed by Researchers, 2024

Based on table 9 above, it shows the value *Q-square* this research is 0.729 greater than 0. This shows that the variables observed in this research have relevance and are able to predict the Visiting Decision variable.

C. Hypothesis Test Results

The purpose of hypothesis testing is to statistically test the truth of a hypothesis or assumption statement and draw conclusions whether the hypothesis or assumption statement is accepted or rejected. In testing this hypothesis, this research uses several criteria that must be met, namely value *original sample*, mark *t-statistic*, and probability values *(p-value)* which is calculated through *Bootstrapping* in PLS. Here are the values of *original sample, t-statistic*, And *p-value* for each hypothesis in this study:

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647

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Table 10. Hypothesis Test Results

Hypothesis	Influence Between Variable	*Original Sample (0)*	*t-Statistics*	*P-Value*	Information
H1	X1 → Y	0.450	4.237	**0.000**	Influential
H2	X2 → Y	0.230	2.142	**0.032**	Influential
H3	X3 → Y	0.120	0.996	**0.319**	No Influential
H4	Z → X1 → Y	0.121	1.034	**0.301**	No Moderate
H5	Z → X2 → Y	-0.276	2.046	**0.041**	Moderate
H6	Z → X3 → Y	0.176	1.179	**0.238**	No Moderate

Source: Primary Data Processed by Researchers, 2024

Based on table 10 above it can be explained as follows:

a. Hypothesis testing 1 (*Value Co-Creation* has a positive influence on tourists' decision to visit Bonjeruk Tourism Village). The results of testing hypothesis 1 show value *original sample* 0.450, value *t-Statistics* 4.237 > t table 1.96 and value *P-value* equal to 0.000 < significant standard of 0.05 so it can be concluded that *Value Co-Creation* positive and significant effect on tourists' visiting decisions, in accordance with hypothesis 1 (**Ha**).

b. Hypothesis testing 2 (*Destination Image* has a positive influence on tourists' decision to visit Bonjeruk Tourism Village). The results of testing hypothesis 2 show value *original sample* 0.230, value *t-Statistics* 2.142 > t table 1.96 and value *P-value* amounting to 0.032 < significant standard of 0.05 so it can be concluded that *Destination Image* positive and significant effect on tourists' visiting decisions, in accordance with hypothesis 2 (**Ha**).

c. Testing hypothesis 3 (Flexibility of Tour Packages has a positive effect on tourists' Visiting Decisions in Bonjeruk Tourism Village). The results of testing hypothesis 3 show value *original sample* 0.120, value *t-Statistics* 0.996 > t table 1.96 and value *P-value* amounting to 0.319 < significant standard of 0.05 so it can be concluded that Tour Package Flexibility does not directly have a positive effect and has no significant effect on Tourists' Visiting Decisions, so these results are not in accordance with hypothesis 3 (**H0**).

d. Hypothesis testing 4 (Influence *Value Co-Creation* on Visiting Decisions is strengthened by Tourist Preferences as a moderating variable). The results of testing hypothesis 4 show value *original sample* 0.121, value *t Statistics* 1.034 > t-table 1.96 and value *P-value* amounting to 0.301 < significant standard of 0.05 so it can be concluded that the effect *Value Co-Creation* on Visiting Decisions is not strengthened by Tourist Preferences as a moderating variable. So these results are not in accordance with hypothesis 4 (**H0**).

e. Hypothesis testing 5 (Influence *Destination Image* on Visiting Decisions is strengthened by Tourist Preferences as a moderating variable). The results of testing hypothesis 5 show value *original sample* -0.276, value *t Statistics* 2.046 > t-table 1.96 and value *P-value* amounting to 0.041 < significant standard of 0.05 so it can be concluded that the effect *Destination Image* on Visiting Decisions is strengthened by Tourist Preferences as a variable moderation has a positive and significant effect. So these results are in accordance with hypothesis 5 (**Ha**).

f. Testing hypothesis 6 (Tourist Package Flexibility moderated by Tourist Preferences can strengthen tourists' Visiting Decisions). The results of testing hypothesis 6 show value *original sample* 0.176, value *t Statistics* 1.179 > t-table 1.96 and value *P-value* amounting to 0.238 < significant standard of

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648

International Journal of Social Science (IJSS)
Vol.4 Issue.5 February 2025, pp: 637-650
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

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0.05 so it can be concluded that Tour Package Flexibility which is moderated by Tourist Preferences does not strengthen Visiting Decisions. So these results are not in accordance with hypothesis 6 (**H0**).

5. CONCLUSION

Based on the results of the analysis that has been carried out, this research provides the following main findings:

1. *Value Co-Creation* has a positive and significant influence on tourists' decisions to visit Bonjeruk Tourism Village. This shows that the active involvement of tourists in creating tourism experiences with service providers is an important factor in increasing visiting decisions.
2. *Destination Image* also has a positive and significant influence on the decision to visit. Tourists with positive perceptions of a destination's image are more likely to decide to visit, especially if the image reflects the uniqueness, safety and attractiveness of the destination.
3. Tour Package Flexibility does not show a significant influence on tourists' visiting decisions. Although flexibility can be an added value, other factors such as main attraction and destination image play a more dominant role.
4. Tourist preferences as a moderating variable strengthen the relationship between destination image and visiting decisions. However, Tourist Preferences do not strengthen the relationship between *Value Co-Creation* and the flexibility of the tour package on the decision to visit.
5. The destination image and collaborative experience are key elements that support tourists' decisions to choose Bonjeruk Tourism Village as a tourist destination, while the flexibility of the tour package functions more as a complement, not the main factor.

6. RESEARCH LIMITATIONS AND SUGGESTIONS

This study has several limitations that need to be noted. First, the scope of the research which was only carried out in the Bonjeruk Tourism Village means that the results have limitations in terms of generalization. The findings of this research may not be fully applicable to tourist destinations with different characteristics or geographical contexts. Second, the Tour Package Flexibility variable used does not include various other relevant dimensions, such as flexibility in the use of booking technology or personalization services, which are important needs of modern tourists. Third, respondent demographics which are dominated by young age groups can cause bias in understanding the preferences of tourists from older age groups or with different demographic backgrounds.

To enrich future research, several suggestions can be put forward. Future research should expand the geographic scope by involving other tourist destinations, both in areas with similar characteristics and in other areas different, in order to increase the external validity of the findings. In addition, additional moderating variables such as tourism motivation, technology use, or sociocultural factors can be examined to explore more complex relationships between destination elements and tourist decisions. A qualitative approach can also be used to dig deeper into tourists' experiences and perceptions, providing deeper insights than a purely quantitative approach.

Longitudinal research is also recommended to monitor changes in Traveler Preferences and how such factors *Value Co-Creation*, destination image, and tour package flexibility have an impact on tourists' decisions in the longer term. Finally, adding more complex dimensions to Tour Package Flexibility, such as technology options in tour package management or data-based personalization strategies, can provide new insights into how to increase the attractiveness of tourist destinations in the digital era. It is hoped that this research can provide a strong basis for destination managers to create more personalized, relevant and sustainable tourism experiences.

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650

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