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Perceived Value as a Predictor of Behavioral Intention Mediated by Customer Engagement and Customer Satisfaction Sanding Waterboom Bandung Regency

Dewi Komala[1], Yadi Ernawadi[2]

Department of Management Economics, Faculty of Economics and Business, Universitas Jenderal Achmad Yani, Indonesia[1,2]

Corresponding Author: Dewi Komala (dewikomala_21p372@mn.unjani.ac.id)

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ABSTRACT

This study aims to examine the influence of perceived value comprising functional value, epistemic value, social value, economic value on behavioural intention with customer engagement and customer satisfaction serving as mediating variables in the context of Sanding Waterboom a tourist destination in Bandung Regency. Expectation Confirmation Theory (ECT) is employed as the underpinning theory within the scope of artificial tourism. The study involved 140 respondents who had previously visited Sanding Waterboom. Data were collected using a cross-sectional approach and the research instruments underwent rigorous validity and reliability testing. The data were analysed using Structural Equation Modeling with SmartPLS software version 3.0. All proposed hypotheses were empirically supported. The findings indicate that perceived value exerts a positive influence on behavioral intention through customer engagement and customer satisfaction. This study makes a significant contribution to marketing literature by introducing epistemic value as a key antecedent of customer engagement. The novelty of this study lies in the addition of a hypothesis establishing a relationship between epistemic value and customer engagement. Future research is encouraged to explore other variables such as conditional value as potential drivers of behavioral intention particularly by aligning these variables with the unique attributes of the objects under investigation.

Keywords: Behavioral intention, Customer engagement, Customer satisfaction, Perceived value.

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INTRODUCTION

A demanding routine can increase feelings of monotony where engaging in refreshing activities such as tourism can serve as a solution to alleviate boredom (Noviyanti & Darmadi, 2023). When planning a trip, individuals typically seek information beforehand to make informed decisions (Hayadi et al., 2023). Various types of tourist destinations are available, categorized based on their

characteristics including natural attractions, historical sites, and man-made tourism destinations (Andrea & Sulaiman, 2024). One example of a man-made attraction is recreational parks, including botanical gardens, fantasy parks, zoos, and swimming facilities such as waterboom (Andrea & Sulaiman, 2024). The concept of waterboom is designed to provide various pools and attractions offering an enjoyable experience for visitors, whether individually or in groups (Dewi, 2024). One of the man-made water recreation parks examined in this study is Sanding Waterboom located on Jalan Sanding, Sindang Sari, Paseh District, Bandung Regency, West Java. According to information obtained from the official website and interviews with the management Sanding Waterboom promotes a swimming pool concept that integrates a lush natural ambiance with scenic hillside views. The main facilities of Sanding Waterboom include a variety of pools and attractions, such as an adult pool, a children's pool, a play pool, water slides, a family slide, adrenaline slides, a soaking adrenaline pool, and a tipping bucket. Additionally, Sanding Waterboom is equipped with a playground, gazebos, and a cafeteria. The entrance fee to Sanding Waterboom is IDR 15.000 per person from Monday to Saturday. Meanwhile, on Sundays and national holidays the fee increases to IDR 30.000 per person. According to data provided by the management, Sanding Waterboom experienced a 22% decline in visitors from 2020 to 2024. The number of visitors to Sanding Waterboom in 2022 reached 108.714, while in 2023 it dropped to 84.430 (Sanding Waterboom, 2024). Therefore, the decline in the number of visitors to Sanding Waterboom Bandung Regency may indicate a decrease in behavioral intention. The purpose of this study is to provide recommendations to the management of Sanding Waterboom regarding strategies that can be implemented to enhance behavioral intention.

To support the objective of this study expectation confirmation theory (ECT) is employed as the underpinning theory in formulating the conceptual model, where behavioral intention is positioned as the dependent variable. ECT explains how individuals evaluate performance based on their initial expectations, leading to either confirmation or disconfirmation which subsequently influences their decision-making process (Oliver, 1980). ECT has been utilized as an underpinning theory in research conducted by Lee & Kim (2020) in the field of hospitality tourism in the United States. Furthermore, Cahigas et al. (2023) applied ECT in the context of eco-tourism in Palawan, Philippines. While Wen et al. (2024) employed the theory in nature-based tourism studies in China. However, to date no research has been found that applies ECT as an underpinning theory in the context of artificial tourism particularly in waterboom attractions.

ECT was first introduced by Oliver in 1980. This theory originates from the field of social psychology. Oliver (1980), posits that individuals evaluate performance based on their initial expectations, leading to either confirmation or disconfirmation which subsequently influences their decision-making process. Moreover, an individuals level of engagement serves as a bridge between expectations and actual experiences (Cahigas et al, 2023). Positive interactions enhance confirmation, ultimately influencing an individual's decision to return (Cahigas et al, 2023). ECT further explains that individuals assess performance relative to their expectations, resulting in either confirmation or disconfirmation (Oliver, 1980). Performance evaluation is the process by which individuals compare actual outcomes with their pre-established expectations (Mishra, 2023). As such, performance evaluation serves as a crucial initial step in shaping an individual's perception of a situation, determining whether confirmation or disconfirmation occurs. Confirmation arises when an individual's experience aligns with their expectations, whereas disconfirmation occurs when the experience falls short of expectations. Thus, confirmation or disconfirmation is the outcome of the performance evaluation process. The concept of performance evaluation is empirically operationalized as an independent variable consisting of functional value, social value, economic value and epistemic value, which serves as a novel aspect of the conceptual model. This study hypothesizes that these values influence customer engagement in the context of Sanding Waterboom. Functional value refers to the perceived benefits of a tourism destination as experienced by visitors based on its intended function (Maharani & Purnamarini, 2022). Epistemic value pertains to the benefits gained from adventurous sensations and exposure to novel experiences at a destination (Prebensen & Xie, 2017). Social value is

defined as the benefits travelers derive from social connections within a specific group or community (Maharani & Purnamarini, 2022), while economic value represents the financial sacrifices made by visitors in exchange for perceived benefits (Putri & Ernawadi, 2024). Emotional value is not included in this study, as it is deemed inconsistent with the characteristics of the research subject. Furthermore, the concept of confirmation or disconfirmation is empirically operationalized as customer engagement which functions as an intervening variable. Customer engagement is hypothesized as an outcome of confirmation or disconfirmation arising from performance evaluation against initial expectations. Customer engagement is strengthened when an individual experiences positive confirmation, fostering further interaction with the object of interest (Sashi, 2012). Customer engagement is defined as the level of visitor involvement with a destination reflected in both behavior and attitude (Ramdani & Ernawadi, 2023). Zhou & Yu (2022) found that tourist engagement is positively influenced by perceived value consisting of functional value and social value dimensions of Phoenix Ancient City in China. In addition, Japutra et al. (2023) found that customer engagement is positively influenced by perceived value consisting of social value dimensions of luxury thermal spa hotels in Portugal. Similar research results were found by Putri & Ernawadi (2024) found that functional value positively influences customer engagement in the context of Dreamland Waterpark Ajibarang. Limitation of previous research is its exclusive focus on four dimensions of perceived value namely social value, functional value, emotional value, and economic value. In contrast, the five-dimensional model proposed by Sheth et al. (1991) incorporates epistemic value and conditional value. Thus, this research provides development in the field of marketing science by adding epistemic value to the conceptual model developed by Putri & Ernawadi (2024). Additionally, the path coefficient for the influence of social value on customer engagement was found to be significantly lower than that of other dimensions. In the context of waterboom attractions, visitors typically seek novel and exciting experiences through facilities such as water rides (Yusuf & Susila, 2024). Meanwhile, this study introduces epistemic value as a novel variable hypothesized to influence customer engagement. Epistemic value is derived from the concept of performance evaluation as outlined by ECT. Based on these propositions, it is expected that the higher the indicators of functional value and epistemic value, the stronger the level of customer engagement. Therefore, a causal relationship exists between performance evaluation and confirmation leading to the following hypotheses:
H1: Functional value positively influences customer engagement.
H2: Epistemic value positively influences customer engagement.

According to ECT, confirmation occurs when visitors experiences align with their pre-established expectations, whereas disconfirmation arises when their experiences deviate from those expectations. Thus, confirmation or disconfirmation is a direct outcome of performance evaluation. Within this framework, customer satisfaction is conceptualized based on the confirmation or disconfirmation process as outlined by ECT. Customer satisfaction results from the evaluation of performance against initial expectations. When perceived performance is positively confirmed meaning it meets or exceeds expectations visitors experience satisfaction (Oliver, 1980). Customer satisfaction is defined as the degree of a visitor's contentment ranging from disappointment to pleasure depending on the extent to which their expectations are met (Kotler et al., 2016). Williams & Soutar (2009) found that customer satisfaction is positively influenced by perceived value consisting of dimensions of social value, economic value and functional value. In addition, Alandri (2019) stated that customer satisfaction is positively influenced by social value and value for money among visitors to tourism destinations in Zhejiang Province, China. Based on this proposition, it can be inferred that higher levels of social value and economic value lead to greater customer satisfaction. Therefore, a causal relationship exists between performance evaluation and confirmation leading to the following hypotheses:
H3: Social value positively influences customer satisfaction.
H4: Economic value positively influences customer satisfaction.

Referring to the ECT, confirmation or disconfirmation drives an individual to make a decision (Oliver, 1980). A decision is a response that results from the confirmation or disconfirmation process within the context of ECT (Mishra, 2023). According to the ECT theory, decisions are deduced to an empirical level as a dependent variable in the form of behavioral intention toward the evaluated object such as Sanding Waterboom. Behavioral intention is defined as the visitors intent to take future actions including revisiting and recommending the destination to others (Yoon & Uysal, 2005). If an individual's confirmation aligns with expectations it can enhance customer engagement and customer satisfaction, thereby driving the individual's decision to form a behavioral intention. Teng (2021) showed that behavioral intention was positively influenced by customer engagement in cinema tourism in Taiwan. In addition, Oktavia & Sobari (2021) found that behavioral intention was positively influenced by customer engagement in staycation in Indonesia. On the other hand, the results of Angelakis et al. (2023) research showed that behavioral intention was positively influenced by customer satisfaction with restaurant objects in the Balkan. Based on these findings, as customer engagement and customer satisfaction increase so does behavioral intention. Therefore, a causal relationship exists between confirmation that aligns with an individual's expectations and positive actions leading to the following proposed hypotheses:
H5: Customer engagement has a positive effect on behavioral intention.
H6: Customer satisfaction has a positive effect on behavioral intention

ECT explains that a person's decision is the outcome of a performance evaluation process mediated by confirmation/disconfirmation of initial expectations (Oliver, 1980). Confirmation/disconfirmation acts as a mediator that links performance evaluation with subsequent decisions. It serves as a mediator that directs an individual to make further decisions based on performance evaluation (Oliver, 1980). Appropriate confirmation occurs when the perceived performance aligns with expectations which then enhances customer engagement and influences the decision to take further actions. Putri & Ernawadi (2024) research found that customer engagement mediates the influence of functional value and social value on behavioral intention at the Dreamland Waterpark Ajibarang object. Furthermore, customer engagement mediates the effect of epistemic value on behavioral intention. This hypothesis is supported by the ECT proposed by Oliver (1980). The social psychology expert explains that performance evaluation is the process through which an individual compares the actual outcome of an experience with previously formed expectations. In this study epistemic value is deduced from performance evaluation, and customer engagement is deduced from confirmation in the context of ECT. Based on this explanation, the higher the functional value and epistemic value experienced by tourists the greater their behavioral intention, mediated by customer engagement. Based on the above, the following hypotheses are proposed:
H7: Customer engagement mediates the effect of functional value on behavioral intention.
H8: Customer engagement mediates the effect of epistemic value on behavioral intention

Confirmation that aligns with expectations serves as a mediator in customer satisfaction prompting individuals to make subsequent decisions based on the performance evaluation they receive. Confirmation occurs when perceived performance aligns with expectations which then enhances customer satisfaction and drives the decision to take further actions. According to Williams & Soutar (2009), customer satisfaction mediates the influence of perceived value, which consists of dimensions of social value, economic value, and functional value on behavioral intention. Similar research results were found by Putri & Ernawadi (2024) that customer satisfaction plays a role in mediating the influence of economic value and emotional value on the behavioral intention of tourists at Dreamland Waterpark Ajibarang. Thus, the higher the social value and economic value, the higher the behavioral intention mediated by customer satisfaction. Based on the above the following hypotheses are proposed:
H9: Customer satisfaction mediates the effect of social value on behavioral intention.
H10: Customer satisfaction mediates the effect of economic value on behavioral intention

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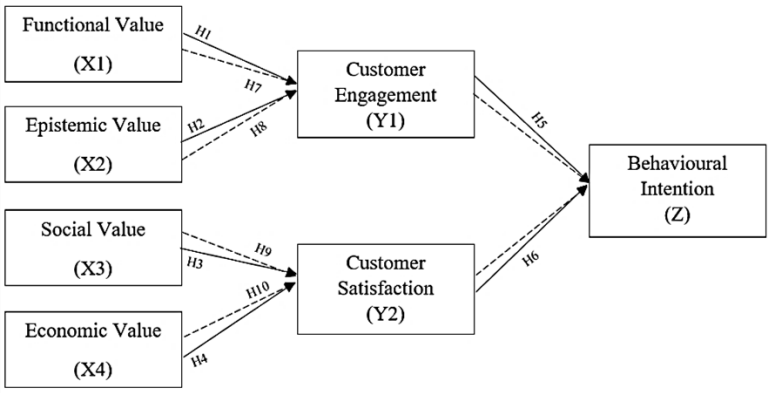

Figure 1. Conceptual Model
Sources: Data were processed by researcher

METHODS

This study uses a survey method by distributing questionnaires to respondents, and the results are subsequently analyzed. According to Effendi & Tukiran (2012), the survey method is a research approach that collects data from a sample through questionnaires to explain causal relationships and test hypotheses. In this study, the research instrument was tested to ensure its validity and reliability, through outer model measurement which includes convergent validity, discriminant validity, and composite reliability. The tests were conducted using Smart-PLS version 3.0 software.

Table 1. Loading Factor and Composite Reliability Values

Variabel Manifest	Loading Factor	Composite Reliability
Functional Value		0.829
Swimming at Sanding Waterboom makes my body feel fitter	0.739	
My mental well-being improves when enjoying the natural scenery at Sanding Waterboom	0.852	
I am entertained by the water slides provided at Sanding Waterboom	0.763	
Epistemic Value		0.895
I experience an adrenaline rush when sliding on the fast water ride	0.895	
I gain new experiences each time I explore the attractions in a different way	0.906	
Social Value		0.916
My relationship with close ones becomes stronger when visiting Sanding Waterboom	0.829	
I enjoy quality time with close ones at Sanding Waterboom	0.854	
I can build new connections with other visitors at Sanding Waterboom	0.861	
I can socialize with new people at Sanding Waterboom	0.879	
Economic Value		0.912
The entrance fee to Sanding Waterboom is affordable	0.832	

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Variabel Manifest	Loading Factor	Composite Reliability
The entrance fee to Sanding Waterboom is proportional to the benefits received	0.904	
Visiting Sanding Waterboom is more economical compared to other similar tourist destinations	0.903	
Customer Engagement		0.876
I am interested in Sanding Waterboom	0.843	
I feel reluctant to leave Sanding Waterboom	0.795	
I feel more enthusiastic when at Sanding Waterboom	0.874	
Customer Satisfaction		0.905
I feel happy during my visit to Sanding Waterboom	0.865	
Sanding Waterboom meets my expectations	0.904	
Visiting Sanding Waterboom was the right choice	0.846	
Behavioral Intention		0.906
I will revisit Sanding Waterboom	0.890	
I will recommend Sanding Waterboom to others	0.890	
I will share a positive experience about Sanding Waterboom with others	0.838	

Source: SEM-PLS Output Version 3.0 (Primary Data, 2025)

Based on Table 1 all indicators have a loading factor value ≥ 0.70 which indicates a high level of construct validity. Therefore, all indicators are considered valid and can be used as measurement tools for each variable. Furthermore, the composite reliability values ≥ 0.70 demonstrate that the research instrument has a high level of reliability and consistency in measuring each variable.

Table 2. Cross Loading Values

	***Functional Value* (FV)**	***Epistemic Value* (EPV)**	***Social Value* (SV)**	***Economic Value* (ECV)**	***Customer Engagement* (CE)**	***Customer Satisfaction* (CS)**	***Behavioral Intention* (BI)**
FV.1	0.739	0.315	0.152	0.173	0.562	0.091	0.398
FV.2	0.852	0.589	0.239	0.221	0.600	0.278	0.587
FV.3	0.763	0.663	0.326	0.181	0.479	0.337	0.529
EPV.1	0.599	0.895	0.268	0.204	0.567	0.322	0.614
EPV.2	0.583	0.906	0.205	0.121	0.595	0.262	0.565
SV.1	0.190	0.194	0.829	0.626	0.360	0.654	0.400
SV.2	0.329	0.237	0.854	0.581	0.407	0.694	0.439
SV.3	0.251	0.217	0.861	0.605	0.339	0.727	0.373
SV.4	0.248	0.246	0.879	0.657	0.366	0.760	0.413
ECV.1	0.233	0.179	0.666	0.832	0.265	0.630	0.319
ECV.2	0.202	0.177	0.609	0.904	0.269	0.664	0.259
ECV.3	0.213	0.118	0.632	0.903	0.230	0.667	0.272
CE.1	0.589	0.575	0.458	0.324	0.843	0.478	0.727
CE.2	0.551	0.397	0.242	0.139	0.795	0.214	0.461
CE.3	0.620	0.622	0.350	0.238	0.874	0.292	0.623

CS.1	0.259	0.242	0.731	0.618	0.337	0.865	0.424
CS.2	0.249	0.298	0.772	0.697	0.341	0.904	0.416
CS.3	0.260	0.305	0.665	0.627	0.380	0.846	0.506
BI.1	0.477	0.503	0.405	0.275	0.658	0.446	0.890
BI.2	0.548	0.591	0.436	0.272	0.655	0.467	0.890
BI.3	0.663	0.622	0.400	0.295	0.609	0.433	0.838

Source: SEM-PLS Version 3.0 Output (Primary Data, 2025)

Table 2 display the discriminant validity assessment findings, revealing that the cross-loading figures demonstrate that the relationship between cert ain observable variables and the assessed latent variables is greater than their association with other latent variables. Therefore, the research instrument can be considered to have good discriminant validity.

According to Yamin & Kurniawan (2011), the recommended result is that the relationship among constructs must not fall below the square root of the average variance extracted (AVE) value. The relationship between the constructs and the square root of AVE is analyzed in this assessment. Should the square root of the AVE for every construct surpass the correlation of that construct with others, the model's discriminant validity is considered improved. For a construct to have a good AVE value, the score must be greater than 0.50. Table 3 displays the AVE values and the square roots of the AVE for each component in this study.

Table 3. AVE Values and Square Root of AVE

Variable	AVE	Square Root AVE
Functional value	0,618	0,786
Epistemic value	0,811	0,901
Social value	0,732	0,856
Economic value	0,775	0,880
Customer engagement	0,702	0,838
Customer satisfaction	0,760	0,872
Behavioral intention	0,762	0,873

Source: SEM-PLS Version 3.0 Output (Primary Data, 2025)

Table 3 indicates that every construct possesses an AVE value exceeding 0.50, with the functional value variable recording the minimum at 0.618 and the epistemic value variable recording the maximum at 0.811. This research model is regarded as maintaining robust discriminant validity since the square root of the AVE for each construct surpasses the correlation among the constructs as shown in the findings.

The next step is to analyze the effect size based on the f-square values, which are used to measure the strength of the influence of independent variables on the dependent variable. These values are classified according to the following f-square criteria: f-square < 0.02 indicates no effect, f-square > 0.02 – 0.15 indicates a small effect, f-square > 0.15 – 0.35 indicates a medium effect, and f-square > 0.35 indicates a large effect (Hardisman, 2021). All f-square values listed in Table 4 fall within the relevant range, consistent with the path coefficient values presented in Table 7.

Table 4. F-Square

	FV	EPV	SV	ECV	CE	CS	BI
FV					0,301		
EPV					0,136		
SV						0,672	
ECV						0,163	
CE							0,821
CS							0,139

BI

Source: SEM-PLS Version 3.0 Output (Primary Data, 2025)

Goodness of Fit (GoF) is a single measure used to validate the overall performance of both the measurement (outer) model and the structural (inner) model. The GoF value ranges from 0 to 1, with a value of 0.1 indicating a small GoF, 0.25 indicating a moderate GoF, and 0.36 indicating a large GoF, as proposed by Cohen (1988). The GoF value results for this study are as follows:

Table 5. *Goodness of Fit* (GoF)

Variable	AVE	R-square
Functional value	0,618	
Epistemic value	0,811	
Social value	0,732	
Economic value	0,775	
Customer engagement	0,702	0,545
Customer satisfaction	0,760	0,729
Behavioral intention	0,762	0,590
Average	**0,737**	**0,621**

Source: SEM-PLS Version 3.0 Output (Primary Data, 2025)

GoF Value = $\sqrt{\text{Average X Average R} - \text{square}}$
GoF Value = $\sqrt{0{,}737 \text{ X } 0{,}621}$
GoF Value = 0,677

According to Table 5 the computed GoF value is 0.677. This shows that the overall effectiveness of both the outer and inner models in this research is categorized as large GoF. The evaluation of the structural model (inner model) conducted through the f-square and GoF tests shows that the model developed in this study is robust. Therefore, hypothesis testing can be performed using the bootstrapping method in the Smart PLS application

This study involves a sample drawn from a population of tourists who have visited Sanding Waterboom Bandung Regency within the past six months. The selected participants visited with family, friends, or partners and were at least 17 years old, residing either in Bandung Regency or outside the area. This criterion is based on empirical data showing that the majority of visitors to Sanding Waterboom are adolescents and adults and individuals in this age group are considered to have sufficient cognitive ability to respond to all the statements in the questionnaire. The sample size for this study is set at 140 respondents. The sampling technique used in this study is convenience sampling which is a type of nonprobability sampling method. According to Sekaran & Bougie (2017), nonprobability sampling is a sampling design where individuals do not have an equal chance of being selected as a sample. Meanwhile, convenience sampling is a technique in which the researcher has the opportunity to collect data directly from respondents who meet the criteria as data sources without considering other factors (Effendi & Tukiran, 2012). Therefore, the questionnaire is completed by tourists who have previously visited or are currently visiting Sanding Waterboom in Bandung Regency.

Table 6. Respondent Profile

Description	Amount	
	People	Percentage
Gender		
Male	51	36%
Female	89	64%
Age		

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Description	Amount	
	People	Percentage
17-21 years	76	55%
22-26 years	45	32%
27-31 years	6	4%
>31 years	13	9%
Occupation		
Student	14	10%
University Student	5	4%
Entrepreneur	71	51%
Civil Servant	3	2%
Business Owner	16	11%
Private Sector Employee	21	15%
Others	10	7%
Residence		
Bandung Regency	90	64%
Outside Bandung Regency	50	36%
Visitor Characteristics		
Who did you visit Sanding Waterboom with?		
Family	85	61%
Friends	38	27%
Partner	7	5%
Others	10	7%

Source: Google forms output (Primary Data, 2025)

The information in this research is identified as primary data collected directly from visitors of Sanding Waterboom in the past six months through a questionnaire survey method. Considering the timeline for gathering information, this research is categorized as a cross-sectional or single-instance study since data was acquired once during a designated timeframe. The data-gathering method will involve the distribution of the questionnaire online via Google Forms. According to the SEM-PLS results, the SRMR value is 0.096, below 0.10, and the NFI value is 0.739, between 0.00 and 1.00, suggesting that the model fits well and can thus be used for further analysis.

RESULTS AND DISCUSSION

The findings of this study indicate that the proposed model is a good fit and can therefore be used as a basis for testing the statistical hypotheses. By comparing the t-statistic with the critical t-value of 1.65 and comparing the p-value with $\alpha = 0.05$ in a one-tailed test which is the bootstrapping procedure used to determine the status of the hypothesis. Table 7 presents the following findings from the testing of the ten statistical hypotheses:

Table 7. Results of Statistical Hypothesis Testing

	Hypothesis Description	Path Coefficient	T-Statistics	P-Values	Remarks
H1	Functional Value → Customer Engagement	0.486	6.820	0.000	Supported
H2	Epistemic Value → Customer Engagement	0.327	4.273	0.000	Supported

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	Hypothesis Description	Path Coefficient	T-Statistics	P-Values	Remarks
H3	Social Value → Customer Satisfaction	0.612	5.888	0.000	Supported
H4	Economic Value → Customer Satisfaction	0.302	2.750	0.006	Supported
H5	Customer Engagement → Behavioral Intention	0.630	10.187	0.000	Supported
H6	Customer Satisfaction → Behavioral Intention	0.259	3.090	0.002	Supported
H7	Functional Value → Customer Engagement → Behavioral Intention	0.306	5.568	0.000	Supported
H8	Epistemic Value → Customer Engagement → Behavioral Intention	0.206	3.769	0.000	Supported
H9	Social Value → Customer Satisfaction → Behavioral Intention	0.159	2.482	0.013	Supported
H10	Economic Value → Customer Satisfaction → Behavioral Intention	0.078	2.240	0.026	Supported

Source: SEM-PLS Output version 3.0 (Primary Data, 2025)

Based on Table 7 the results of the statistical hypothesis testing reveal that functional value has a stronger contribution to behavioral intention through customer engagement with a path coefficient of 0.306. This finding supports the expectation confirmation theory as the underpinning theory proposed by Oliver (1980). ECT posits that individuals evaluate performance against their expectations, leading to confirmation or disconfirmation which then motivates decision-making. The concept of performance evaluation is empirically represented by functional value, epistemic value, social value, and economic value. Meanwhile, the concept of confirmation/disconfirmation is empirically represented by customer engagement and customer satisfaction. The decision made by individuals manifests as behavioral intention which is also empirically inferred. In the context of ECT, the decision to take further action arises from the alignment of perceived performance with initial expectations which then leads to customer engagement through confirmation. Statistical hypothesis testing revealed that functional value positively influences behavioral intention through customer engagement contributing most substantially with a path coefficient of 0.306. This suggests that the desire to revisit, recommend to others and share positive experiences driven by improved physical fitness, the benefits of mental relaxation, and the entertainment value contributes to the development of feelings of attraction to Sanding Waterboom, reluctance to leave the site and enthusiasm during the visit. Next, epistemic value positively influences behavioral intention through customer engagement contributing second-most significantly with a path coefficient of 0.206. This finding indicates that the intention to revisit, recommend to others and share positive experiences resulting from the adrenaline rush of sliding on high-speed water rides and exposure to new experiences each time visitors engage with the attractions in novel ways impacts the emergence of feelings of attraction to Sanding Waterboom, reluctance to depart from the location and enthusiasm while on-site. The results of this hypothesis testing align with the findings by Teng (2021) that behavioral intention is positively influenced by customer engagement in cinema tourism in Taiwan. In addition, Zhou & Yu (2022) found that tourist engagement is positively influenced by perceived value, consisting of dimensions of functional, emotional value, and social value of the Ancient City of Phoenix in China. Furthermore, Putri & Ernawadi (2024) behavioral intention is positively influenced by functional value and social value through customer satisfaction of tourists at Dreamland Waterpark Ajibarang. Conversely, contrasting findings were

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reported by Lebbytha & Salshabilla (2024) who found that consumer engagement was not positively influenced by functional value.

Furthermore, social value positively influences behavioral intention through customer satisfaction, contributing most significantly with a path coefficient of 0.159. Within the ECT framework, decisions for future actions are driven by perceived performance matching initial expectations, leading to satisfaction through confirmation (Oliver, 1980). This indicates that the intention to revisit, recommend to others and share positive experiences driven by opportunities to strengthen relationships, spend quality time with loved ones and form new social connections with fellow visitors results in feelings of happiness during the visit to Sanding Waterboom, fulfillment of visitors' expectations and a sense of making the right decision. Subsequently, economic value positively influences behavioral intention through customer satisfaction, contributing second-most significantly in this pathway with a path coefficient of 0.078. This finding suggests that the desire to revisit, recommend to others and share positive experiences motivated by the affordability of entrance fees the balance between benefits received and ticket prices and the perception that visiting Sanding Waterboom offers greater economic value compared to other similar attractions also generates feelings of happiness during the visit, fulfillment of visitors' expectations and the sense of having made the right decision. The results of this hypothesis testing support the findings of Williams & Soutar (2009) behavioral intention is positively influenced by perceived value consisting of dimensions of social, economic, and functional value through customer satisfaction in the context of adventure tourism. In addition, Sevilmiş et al. (2022) found that behavioral intention is positively influenced by perceived value consisting of dimensions of social value, economic value, functional value, and emotional value through customer satisfaction at Fitness Centers in Turkey. Similar research results were found by Putri & Ernawadi (2024) that behavioral intention is positively influenced by economic value and emotional value through customer satisfaction of tourists at Dreamland Waterpark Ajibarang. Conversely, contrasting findings were reported by Haji et al (2021) who found that behavioral intention was not positively influenced by customer satisfaction at Dodola Island. Similarly, Waheed & Hassan (2016) found that tourist satisfaction was not positively influenced by perceived value in Guesthouses in the Maldives.

CONCLUSION

The results of this study conclude that functional value, epistemic value, social value, and economic value have an impact on behavioral intention through customer engagement and customer satisfaction. This research provides development in the field of marketing science by adding epistemic value to the conceptual model. The main difference between this study and previous research is the use of expectation confirmation theory as the underpinning theory. A novel aspect of this study is the inclusion of a hypothesis stating that customer engagement is influenced by epistemic value.

Based on these findings, Sanding Waterboom management should focus on several aspects. First, the management should design programs aimed at enhancing functional value such as ensuring the cleanliness of swimming pools, providing a comfortable food court, maintaining the cleanliness of toilets and attractions, and securing lockers. Second, to enhance epistemic value, the management can develop programs such as creating unique, thematically distinct attractions, adding visual or auditory elements such as light effects or music along the ride paths, and periodically refreshing the attractions with new decorations or designs. Third, to improve social value, the management could organize interactive events such as water games or group activities. Last, to enhance economic value, the management could introduce programs such as providing birthday discounts for visitors celebrating on that day, or offering special rates for local residents or those living in the vicinity. These initiatives can encourage repeat visits and motivate visitors to recommend Sanding Waterboom to others.

However, this research still contains in that the sample determination used a convenience sampling technique so that it cannot be generalized to the population. Limitations next, in Table 7 among the independent variable with the lowest path coefficient of 0.302 is economic value. Consequently, future researchers may consider replacing economic value or adding other independent variables that could influence customer satisfaction besides economic value and social value which were hypothesized to have a greater impact. Then, this study only used four of the five dimensions of perceived value namely social value, functional value, and epistemic value, while emotional value and conditional value were not used as they were not deemed relevant to the object of study. Future researchers are advised to include the conditional value variable and explore relevant underpinning theories that could enhance behavioral intention based on the object being evaluated.

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