

BAB V

PENUTUP

Bab ini tersusun atas kesimpulan, penelitian selanjutnya, implikasi manajerial, dan keterbatasan yang terdapat pada penelitian.

5.1. Kesimpulan

Berdasarkan hasil penelitian yang telah dilakukan dan dijabarkan pada bab IV, maka dapat diketahui bahwa:

1. H1a: *Cognitive Experience* memiliki pengaruh yang signifikan terhadap *Place Dependence* (Diterima).
2. H1b: *Cognitive Experience* memiliki pengaruh yang signifikan terhadap *Place Identity* (Diterima).
3. H2a: *Affective Experience* memiliki pengaruh yang signifikan terhadap *Place Dependence* (Diterima).
4. H2b: *Affective Experience* memiliki pengaruh yang signifikan terhadap *Place Identity* (Diterima).
5. H3a: *Place Dependence* memiliki pengaruh yang signifikan terhadap *Word of Mouth* (WOM) (Ditolak).
6. H3b: *Place Identity* memiliki pengaruh yang signifikan terhadap *Word of Mouth* (WOM) (Diterima).

7. H4: *Cognitive Experience* memiliki pengaruh yang signifikan terhadap *Word of Mouth* (WOM) (Ditolak).
8. H5: *Affective Experience* memiliki pengaruh yang signifikan terhadap *Word of Mouth* (WOM) (Diterima)
9. H6: *Word of Mouth* (WOM) memiliki pengaruh yang signifikan terhadap *Revisit Intention* (Diterima).

5.2. Penelitian Selanjutnya

Pada penelitian menggunakan *Purposive sampling* dan tidak terdapat filter questions. Saran untuk penelitian selanjutnya, sebaiknya mencantumkan filter questions pada item data karakteristik reponden pada kuisisioner agar mendapatkan responden yang lebih mampu merepresentasikan sample pada penelitian sejenis. Objek pada penelitian selanjutnya lebih menggambarkan destinasi secara luas, tidak hanya pada satu objek saja.

5.3 Implikasi Manajerial

Pada penelitian ini ditemukan bahwa *cognitive experience* dan *place dependence* tidak signifikan, sedangkan *affective experience*, *identity*, *word of mouth*, dan *revisit intention* signifikan. Sehingga implementasinya bagi perusahaan adalah mempertahankan dan konsisten terhadap konsep beach club yang sudah dikenal masyarakat luas, kemudian meningkatkan kualitas pelayanan maupun *event* yang menjadi salah satu daya tarik wisatawan, setelah hal tersebut dilakukan maka *affective*,

cognitive, dependence, dan identity yang sudah melekat di wisatawan akan berimbas pada *word of mouth* dan juga *revisit intention*. Bagi dinas pariwisata untuk lebih memperhatikan, dan menjaga pantai mulai dari keasriannya maupun akses menuju lokasi serta mengembangkan pantai yang belum dikelola yang mungkin dapat dijadikan Beach Club dengan konsep yang ramah akan lingkungan sekitarnya.

5.4. Keterbatasan Penelitian

Penelitian ini tidak terlepas dari keterbatasan maupun kekurangan, berikut keterbatasan dalam penelitian ini:

1. Penelitian ini berfokus pada variabel *experience, word of mouth*, mediasi dari *place attachment*, dan juga *revisit intention* pada objek Finns Beach Club. Penelitian berikutnya diharapkan dapat menambah variabel-variabel lain yang juga mempengaruhi wisatawan untuk melakukan *revisit intention* pada suatu objek.
2. Penelitian terpaku pada satu objek saja, sehingga masih kurang dalam mencakup keseluruhan objek. Penelitian berikutnya diharapkan dapat menentukan objek yang dapat mencakup lebih luas.
3. Diharapkan pada penelitian berikutnya dapat meneliti responden pada kriteria semua kalangan pekerjaan dengan jumlah yang mendekati sama rata, sehingga data responden yang didapat tidak hanya dari kalangan pelajar/mahasiswa saja.

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LAMPIRAN I
JURNAL UTAMA

The Mediating Role of Place Attachment in Experience and Word of Mouth: **The Case of Music and Film Festivals**



Introduction

The events sector is an influential constituent of the economy. Indeed, Regroupement des événements majeurs internationaux (REMI 2016) estimates the economic impact of its members' activities to be in excess of \$350 million. Festivals figure among these activities, which are often non-natural, event-centric, cultural or leisure in character. Since event-related experience constitutes the leading value for consumers, festivals are promising places for the implementation of experiential strategies (Manthiou et al. 2014).

The personalization of experience, together with the use of technology, interactivity and immersion in experiential environments, ranks among current trends in arts and culture (CollinLachaud and Passebois 2008) as well as in the festival sector (Brassard 2014). As a result of competition, functional benefits such as product quality and special offers are no longer enough to satisfy consumer needs (Meyer and Schwager 2007; Shobeiri et al. 2014). Accordingly, organizations are increasingly turning to experience quality and implementation, the object being to provide benefits of a hedonic nature while building affective relations with customers (Mathiou et al. 2014; Shobeiri et al. 2014; Turi and Brunet 2009). Experiential marketing, which centres on "consumer experiences treating consumption as a holistic experience, recognizing both the rational and emotional drivers of consumption, and using eclectic methodologies" (Schmitt 1999a, 59-60), is therefore relevant in a similar context (Carù

and Cova 2006). In the arts sector, Colbert (2003) speaks of consumers seeking stimulating, fulfilled, irresistible experiences to escape their daily routine. Cetin and Dincer (2014) demonstrate, in a tourism sector study, that the experiential approach exerts an impact on loyalty and word of mouth, two key notions in marketing.

In parallel, place attachment, a concept that is often neglected in marketing, gained in interest towards the end of the first decade of the 21st century (e.g., Johnstone and Conroy 2008; Rosenbaum et al. 2007). Johnstone and Conroy (2008) make reference to an affective bond linking one or more individuals to a particular place (Hidalgo and Hernández 2001). The literature on the subject bears witness to the impact of this bond on customers' propensity to recommend a given place (McLeod and Busser 2012; Semrad and Rivera 2016), as well as on customer loyalty, two concepts that represent important challenges for businesses active in arts and culture management (Bussell and Forbes 2006).

The literature on antecedents of place attachment has focused mainly on the sociodemographic characteristics of individuals (e.g., Williams et al. 1992), frequency of visits (e.g., Williams and Vaske 2003) and place-related satisfaction (Lee et al. 2012). However, while emotions remain central to the concept (Low and Altman 1992), few studies have broached the topic from an experiential perspective (e.g., Johnstone and Conroy 2008; Loureiro 2014).

The object of this study is therefore to examine the mediating role of place attachment on experience and word of mouth in the music and film festival sector. Our findings are unique in

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the place attachment literature since no previous study has investigated the mediating effect of place attachment on experience and word of mouth in an experiential environment.

Additionally, of the precious few arts and culture studies that consider the notion of place attachment, only two focus on festivals and neither of these regards experience as an antecedent of place attachment. Lee et al. (2012) explore satisfaction as an antecedent of place attachment. Davis (2016) focuses on the

physical festival environment in a qualitative study but does not consider place identity to be a dimension of attachment.

In the sections that follow, we present our literature review and our research hypotheses. We detail the notions of place attachment, customer experience, and word of mouth and the links among these constructs. We then present our methodology and our findings. In our discussion section we outline the theoretical and managerial implications of our

findings. Lastly, we describe the study's limitations and avenues for further research.

Literature Review and Conceptual Framework

Place Attachment

Place attachment is a multidimensional concept involving the interaction of emotions, knowledge and behaviour with respect to a given place (Rollero and De Piccoli 2010). These provide for the development, sometimes unconsciously, of behavioural, affective and cognitive attachments by individuals to their socio-physical environment (Brown and Perkins 1992). The concept of place attachment comprises two dimensions broadly employed and validated by studies in the leisure sector, namely place dependence and place identity (Kyle et al. 2004; Williams and Vaske 2003).

ABSTRACT

Place

This study examines the mediating role of place attachment on experience and word of mouth in the case of music and film festivals. A total of 284 Quebec adults responded to a self-administered Web-based questionnaire. The findings reveal a positive impact of experience (*affective* and *cognitive*) on place attachment (*dependence* and *identity*), while demonstrating a positive link between affective experience and word of mouth. Place identity is found to play a full mediating role with respect to cognitive experience and word of mouth. The model explains 72.3% of variance in word of mouth.

KEYWORDS

Experience, place attachment, word of mouth, festivals, music, film

Dependence

Place dependence refers to the capacity of a place to fulfil the needs of individuals in their pursuit of activities, experiences or specific objectives (Kyle et al. 2004; Williams and Vaske 2003). The strength of the bond of dependence relates to a functional assessment of the benefits and consequences of a given place compared with other, similar, places (Brocato et al. 2015). That said, the less substitutable a place is for an individual, the greater the degree of dependence and the stronger the bond of attachment (Williams et al. 1992).

Place Identity

Place identity manifests in the form of an emotional, symbolic or identity-related attachment to a given place (Williams and

Vaske 2003). For individuals, attachment to a place in terms of congruent image and values helps them define themselves, enhances the stability and coherence of their perception of self, fulfils a role as an extension of self and substantiates their identity (Brocato et al. 2015; Low and Altman 1992).

Experience

Creation of a holistic experience constitutes the core objective of experiential marketing (Schmitt 1999b). Consumer experiences and company perception are formed through interaction across all of a company's touchpoints before, during and after the act of purchase or consumption (Lemke et al. 2011). Despite the importance of the concept, there is still no consensus on a definition of customer experience. According to Gentile et al. (2007), "the customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels

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Rose et al. 2012). These are therefore considered within the framework of this study.

Hedonic consumption has gained in popularity owing to inherent emotional baggage (Turi and Brunet 2009). However, despite the central role played by elements of pleasure in consumption, consumers seek out educational or cognitive experiences (Pine and Gilmore 1998; Turi and Brunet 2009). These two dimensions could therefore exert considerable influence on place attachment and consumer-generated word of mouth.

The *affective* or *emotional dimension* relates to consumers' feelings and emotions (Gentile et al. 2007; Schmitt 1999a, 1999b). Affective experience varies in intensity and may prove to be either positive, such as when one experiences moments of pleasure (Holbrook and Hirschman 1982; Schmitt 1999a), or negative, as when one experiences feelings of sadness or loss (Aurier and Guintcheva 2015; Brown and Perkins 1992). The object is to produce an affective bond between consumers and a business entity (company, brand, product, etc.) through the generation of moods, feelings and emotions (consumer to business) following interaction at any given touchpoint (Gentile et al. 2007; Hume 2008; Schmitt 1999a, 1999b).

Since place attachment is often conceptualized as a strongly affective phenomenon (Low and Altman 1992), one might surmise that emotional experience plays a considerable role in the development of place attachment. Indeed, Tsai (2012) finds that the emotional benefits in terms of

H1a: *Affective experience positively impacts place dependence.*

H1b: *Affective experience positively impacts place identity.*

The *cognitive dimension* is also important, as this relates to the stimulation and enrichment of an individual's intellectual capacity by inviting him or her to engage in cognitive processes to resolve problems, revisit preconceived ideas, reflect, focus and think creatively (Gentile et al. 2007; Schmitt 1999a, 1999b). Cognitive experience thus enables one to engage in learning, hone skills, evaluate or re-evaluate a product, brand, or company, as well as to trigger changes in beliefs, expectations, and attitudes about a subject, situation or object (Gentile et al. 2007; Pine and Gilmore 1998; Schmitt 1999a, 1999b).

With the exception of Anderson and Fulton (2008), authors focusing on the impact of place attachment generally broach the subject solely from the standpoint of education (Loureiro 2014; Manthiou et al. 2014). The cognitive dimension is not restricted to learning alone. It includes stimulation of creative thinking and curiosity (Rajaobelina 2018; Schmitt 1999b). In their study of place attachment in remote regions, Anderson and Fulton (2008) ascertain that the creative aspect of the cognitive dimension impacts place dependence. Given the likelihood of consumer creativity and curiosity being solicited through an arts and culture experience, the field could benefit tremendously from enhanced knowledge of the impact of the cognitive dimension on place attachment such as festival location. Hence the following hypotheses:

H2a: *Cognitive experience positively impacts place*

RÉSUMÉ

place-related mood

Cette étude examine le rôle médiateur de l'attachement au lieu et du bouche-à-oreille dans le cas des festivals de musique et de cinéma. Un questionnaire auto-administré sur le Web a été rempli par 284 adultes québécois. Les résultats démontrent l'influence positive de l'expérience (*affective* et *cognitive*) sur l'attachement au lieu (*dépendance* et *identification*). Il existe aussi un lien positif entre l'expérience affective et le bouche-à-oreille. L'identification au lieu joue un rôle médiateur complet entre l'expérience cognitive et le bouche-à-oreille. Le modèle présenté explique 72,3 % de la variance du bouche-à-oreille.

MOTS CLÉS

Expérience, attachement au lieu, bouche-à-oreille, festivals, musique, cinéma

enhancement and worry reduction impact place attachment. Loureiro (2014) points out that positive emotions such as excitement and stimulation experienced by tourists in rural areas exert a mediating effect on the experience economy and place attachment. It is therefore possible to make two hypotheses:

dependence.

H2b: *Cognitive experience positively impacts place identity.*

Word of Mouth

With the advent of technology and marketing efforts employed to prompt positive consumer word of mouth (Chen et al. 2014;

Luonila et al. 2016), the literature on this topic defines word of mouth as a form of communication “as opposed to [communications] through mass-media channels that pass product knowledge from producers/providers to consumers” (Litvin et al. 2008, 459). Goyette et al. (2010) define word of mouth as “a verbal informal communication occurring in person, by telephone, e-mail, mailing list or any other communication method regarding a service or a good. A recommendation source may be personal or impersonal” (p. 9).

According to a study conducted by the US Office of Consumer Affairs, dissatisfied consumers communicate their experiences to nine other individuals, versus five others in the case of satisfied consumers (Mangold et al. 1999). Exposure to positive word of mouth can have the effect of increasing the probability of one’s purchasing the product or service in question, while exposure to negative word of mouth has the opposite effect (Arndt 1967). The generation of positive word of mouth is therefore a valued ally in the service field, where consumers use it to fulfil a need for information and reduce the perceived risk and uncertainty surrounding a consumption decision (Mangold et al. 1999; Murray 1991). Word of mouth is all the more important in the festival sector, where it constitutes an important resource for sustaining a festival’s brand image, positioning, and relations with attendees, performers and other stakeholders (Luonila et al. 2016).

Place attachment (*dependence* and *identity*) also has a rich potential for generating positive word of mouth. According to Debenedetti et al. (2014), those who manifest place attachment can serve as ambassadors for and introduce friends and family members to the place in question. Prayag and Ryan (2011) find that place attachment impacts intentions to make recommendations.

demonstrate, within the framework of a study into places of residence, that place attachment significantly impacts positive word of mouth intentions. Hence: H3a: *Place dependence positively impacts word of mouth.*

H3b: *Place identity positively impacts word of mouth.* The importance of word of mouth is broadly accepted in marketing. However, research on the concept in an experiential context remains rare (e.g., Cole and Illum 2006; Triantafillidou and Siomkos 2014). In a study of the consumption experience, Triantafillidou and Siomkos (2014) find that learning and hedonism positively impact word of mouth behaviour. Cole and Illum (2006) find, in the context of an art, history and food festival, that experience directly and positively influences word of mouth and intention to make a return visit. Hence the following hypotheses: H4: *Cognitive experience positively impacts word of mouth.*

H5: *Affective experience positively impacts word of mouth.*

Considering the personal, subjective nature of experience (Kim et al. 2012), the importance of these dimensions tends to vary based on gender (Yavas et al. 2015). In tourism, Rajaobelina (2018) finds that the impact of cognitive experience on relationship quality is greater among men while the impact of affective experience on relationship quality is greater among women. These findings might lead one to think that the impact of experience on attachment and word of mouth varies with gender.

In addition, some studies point to the greater importance of place attachment for women (e.g., Hidalgo and Hernández 2001) while others find similar results for men (e.g., Hailu et al. 2005), which might lead one to suppose that the impact of word of mouth also varies with gender. Hence: H6a: *Gender moderates the relation between experience and attachment.*

H6b: *Gender moderates the relation between attachment and word of mouth.*

RESUMEN

Chen et al. (2014) further

Este estudio examina el apego al lugar como mediador de la experiencia y la difusión boca a boca en el caso de los festivales de música y cine. Un total de 284 adultos de Quebec respondieron al cuestionario autoadministrado ubicado en el Web. Los resultados confirman el impacto positivo de la experiencia (afectiva y cognitiva) sobre el apego al lugar (dependencia e identidad) mientras que destaca un vínculo positivo entre la experiencia afectiva y la difusión boca a boca. Se observa que la identidad de lugar desempeña plenamente una función mediadora entre la experiencia cognitiva y la difusión boca a boca. El modelo presentado explica 72.3% de la variabilidad en la difusión boca a boca.

PALABRAS CLAVE

Experiencia, apego de lugar, difusión boca a boca, festivales, música, cine

H6c: *Gender moderates the relation between experience and word of mouth.*

The conceptual framework illustrating the links (hypotheses) is presented in Figure 1.



Methodology

Target Population

The study population was residents of the Canadian province of Quebec aged 18 and over. Respondents had to have attended one Canadian music or film festival in the past 12 months, to ensure that they would be able to recall their festival experiences in detail.

Sample

Six music festivals (Woodstock en Beauce, Festival de la Chanson de Tadoussac and four others) and seven film festivals (Festival International de Films Fantasia, Festival du cinéma international en Abitibi-Témiscamingue and five others) agreed to take part in the study via their social networks. In total, 284 valid questionnaires were returned, 131 in the music sector and 153 in the film sector.²

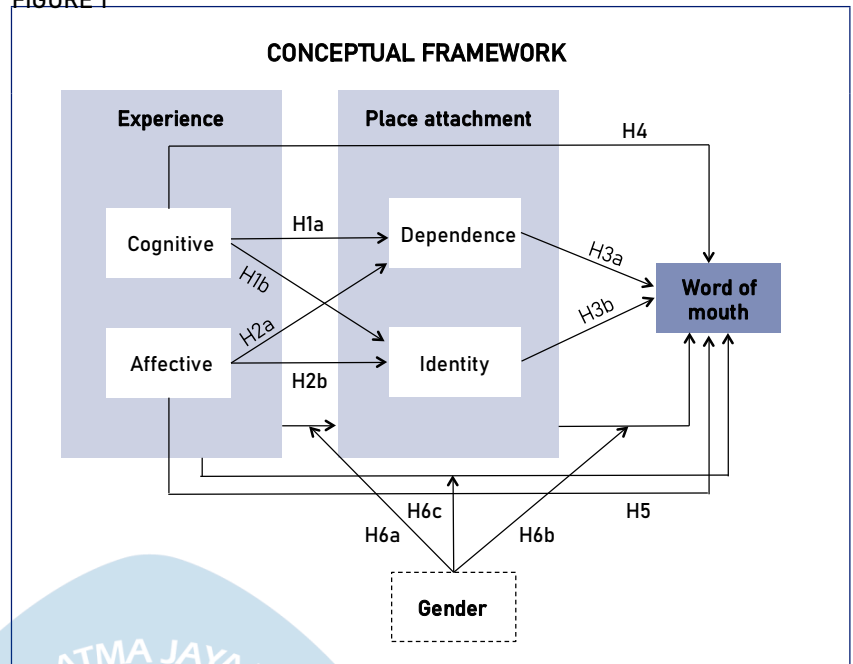
Data Collection

A self-administered questionnaire was validated by three experts in experiential marketing and/ or place attachment. A pretest carried out with 100 individuals via the Facebook page of one of the researchers served to ensure clarity of the questions and of the survey itself.

Measurement

Items intended to measure cognitive experience were adapted from a study by Rajaobelina (2018). Cognitive experience was measured using a scale developed by Lombart and Labbé-Pinlon (2007). Items employed to measure place dependence and word of mouth derived from work by Loueiro (2014). Lastly, statements pertaining to place identity from a scale by Brown and Raymond (2007) were expanded to include one additional statement adapted from Bonaiuto et al. (2006). All measures were evaluated using a sevenpoint Likert scale (1 = strongly disagree; 7 = strongly agree).

FIGURE 1



Structural equation modelling using EQS 6.2 software was chosen to test the hypotheses. A multigroup analysis was carried out to examine the moderating role of gender.

Findings

Sample

Table 1 shows that the sample includes slightly more women (54.2%) than men. The 30-to-39 age bracket represents the median category, with 71.9% of respondents aged 40 or under. Annual median personal income falls in the \$35,000 to \$54,999 bracket, with 68.7% of respondents reporting an income of under \$55,000.

Respondents generally attended festivals in the company of one or more friends (40.1%) and frequented the festival being evaluated an average of slightly more than seven times.

Reliability and Validity

Table 2 indicates that the reliability indices (alphas and composite reliability indices) are very good, at greater than 0.70. Convergent validity is also confirmed, since all factor loadings are greater than 0.70 and average variance extracted (AVE) or rho values of convergent validity (r_{vc}) are greater than 0.50 (Fornell and Larcker 1981).

Discriminant validity is also ensured, since no squared correlation between each pair of constructs is greater than the AVE value per construct (see Table 3).

Measurement Model

The value of χ^2 is 455.99 ($p = 0.00$) with 199 degrees of freedom. The χ^2/ddl ratio is 2.29 (< 3), which indicates that the model is good (Byrne 1994). Model fit indices are also satisfactory (NNFI = 0.97; CFI = 0.98; SRMR = 0.05; RMSEA = 0.07). The NNFI value is greater than .90 (Kline 2005) and the CFI value is at the 0.95 threshold recommended by Kline (2005). SRMR is less than 0.06 (Kline 2005), with RMSEA situated between 0.04 and 0.09 (Browne and Cudeck 1993).

Since the survey technique involves self-declared data, there is a risk of common method variance. Two procedures are implemented to check for this. The findings of a single-factor Harman test (Podsakoff and Organ 1986) suggest the presence of four factors, rather than just one, indicating that the effects of the common method do not affect the findings observed. In addition, as recommended by Podsakoff et al. (2003), the multifactor measurement model is tested using an additional method factor. Overall, the model presents acceptable indices (CFI at 0.95, RMSEA at 0.07). All factor loadings remain significant and of similar amplitude, which therefore cannot be explained by a systematic error associated with the method (Grégoire et al. 2010).

Structural Model Results

Table 4 details the results for the hypotheses. H1a and H1b, pertaining to the impact of *affective* experience on the two dimensions of place attachment, are supported. H2a and H2b are also supported. *Cognitive* experience positively influences the two dimensions of place attachment. Place dependence is not found to impact word of mouth (H3a). In contrast, place identity positively influences word of mouth (H3b). Lastly, affective experience positively impacts word of mouth (H5 supported), while cognitive experience does not (H4 rejected).

To evaluate indirect or mediating effects, Preacher and Hayes (2004) recommend the use of structural equation models, as these help control measurement errors in models entailing latent variables such as in the present study. This method increases the probability of indirect effects, if present, being brought to the fore. Note that the approach developed by Sobel (1982) was integrated into the EQS 6.2

program, which decomposes the effects and provides indirect effects with standardized and non-standardized values. With the use of this method, the findings show that cognitive experience (0.10, $p < 0.05$) indirectly impacts word of mouth via identity. In addition, with the indirect link via identity removed, complementary analyses indicate a direct significant impact of cognitive experience ($\beta = 0.19$, $p < 0.05$) on word of mouth. Therefore, identity exerts a complete mediating effect on the relation between cognitive experience and word of mouth. The model is devoid of any other indirect effects.

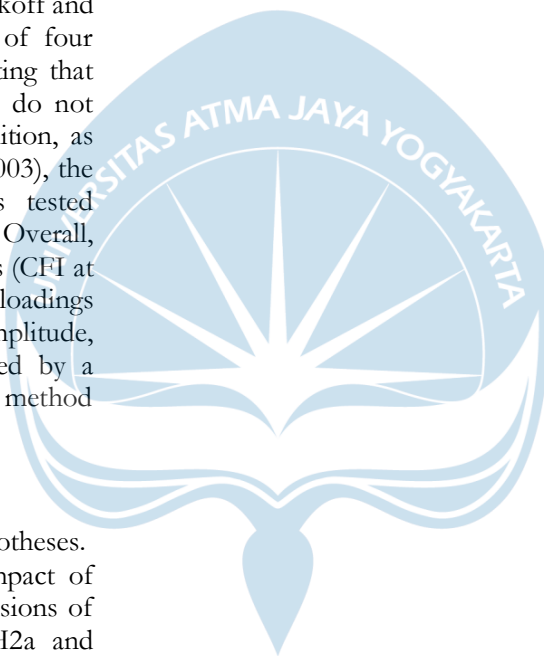


TABLE 1

SAMPLE PROFILE		N = 284	
		n	%
Gender	Male	127	44.7
	Female	154	54.2
	No response	3	1.1
Age	18–29	105	37.0
	30–39	99	34.9
	40–49	44	15.5
	50–59	16	5.6
	≥ 60	20	7.0
	No response	-	-
Annual income	< \$15,000	43	15.1
	\$15,000–\$34,999	76	26.8
	\$35,000–\$54,999	76	26.8
	\$55,000–\$74,999	49	17.3
	\$75,000–\$94,999	24	8.5
	≥ \$95,000	12	4.2
	No response	4	1.4
At his/her last festival attendance, the respondent arrived . . . (many possible answers)	Alone	93	18.8
	With his/her lover	102	20.6
	With one or more friends	198	40.1
	With one or more colleagues	39	7.9
	With one or more family members	54	10.9
	Other	8	1.6
Number of attendances since first edition of festival	Mean	7.77	
	SD	7.09	

Table 5 shows that gender exerts a moderating influence on the impact of affective experience on dependence (H6a partially supported). The impact is significantly greater for women ($\beta = 0.34$, $p < 0.01$ vs. ns for

men). Gender also moderates the relation between affective experience and word of mouth (H6c partially supported). Once again,

the impact is greater for women ($\gamma = 0.72, p < 0.01$) than for men ($\gamma = 0.56, p < 0.01$).

TABLE 2

RELIABILITY AND VALIDITY OF MEASURES (N = 284)			
Constructs	Factor loadings	Average variance extracted (r_{vc})	Alphas/ Comp. Rel.
EXPERIENCE			
Cognitive		0.62	0.86/0.87
I learn a lot at this festival	0.82		
This festival stimulates my curiosity	0.76		
I gain knowledge from my experience at this festival	0.86		
This festival stimulates my creativity	0.70		
Affective		0.77	0.95/0.94
I am happy at this festival	0.89		
I am enthusiastic at this festival	0.94		
I am entertained at this festival	0.91		
I am pleasantly surprised at this festival	0.79		
I am delighted at this festival	0.85		
PLACE ATTACHMENT			
Place dependence		0.76	0.92/0.93
I feel more satisfied attending this festival compared to any other festival	0.83		
I can think of no other festival where I could enjoy similar activities or that could substitute for this festival	0.85		
I get more pleasure from what I do at this festival compared to any other festival	0.94		
It is more important to me to attend film screenings/music performances at this festival compared to any other festival	0.86		
Place identity		0.68	0.92/0.93
The festival means a lot to me	0.90		
I am very attached to this festival	0.92		
I strongly identify with this festival	0.86		
This festival says a lot about the type of person I am	0.70		
I feel that this festival is a part of me	0.71		
It would be hard for me to stop going to this festival	0.83		
WORD OF MOUTH			

Word of mouth		0.73	0.89/0.89
I say positive things about this festival to other people	0.92		
If someone were to ask me for advice, I would recommend this festival	0.87		
I encourage people close to me to attend this festival	0.77		

T A B L E 3

DISCRIMINANT VALIDITY					
Constructs	(1)	(2)	(3)	(4)	(5)
Cognitive experience (1)	0.62				
Affective experience (2)	0.24	0.77			
Place dependence (3)	0.23	0.29	0.76		
Place identity (4)	0.36	0.27	0.58	0.68	
Word of mouth (5)	0.31	0.67	0.23	0.37	0.73

Note: Average variance extracted (AVE) on-diagonal and squared correlations among constructs off-diagonal

T A B L E 4

RESULTS FOR HYPOTHESES		
Links	γ	Hypotheses
Affective experience → dependence	$\gamma = 0.28^{***}$	H1a supported
Affective experience → identity	$\gamma = 0.31^{***}$	H1b supported
Cognitive experience → dependence	$\gamma = 0.38^{***}$	H2a supported
Cognitive experience → identity	$\gamma = 0.47^{***}$	H2b supported
Dependence → word of mouth	$\gamma = ns$	H3a rejected
Identity → word of mouth	$\gamma = 0.21^{***}$	H3b supported
Cognitive experience → word of mouth	$\gamma = ns$	H4 rejected
Affective experience → word of mouth	$\gamma = 0.66^{***}$	H5 supported
R²		
<i>Place dependence</i>	32.1%	
<i>Place identity</i>	45.4%	
<i>Word of mouth</i>	72.3%	

*** = significant at 99%; ns = not significant

T A B L E 5

RESULTS RELATED TO GENDER						
Model and constraints	χ^2	df	*CFI	Compared models	$\Delta \chi^2$	p value

Model 1 No constraint	644.04	398	0.98	----	----	----
Model 2 Factor loadings, variances and covariances	667.12	412	0.97	2 vs. 1	23.08 (14)	> 0.05
Model 3 Factor loadings, variances, covariances and causal paths	678.78	420	0.98	3 vs. 1	34.74 (22)	< 0.05
GENDER (moderating variable)						
Links	Male (<i>n</i> = 131)		Female (<i>n</i> = 153)		Hypotheses	
Cognitive experience → dependence	$\gamma = 0.42^{***}$		$\gamma = 0.36^{***}$		H6a partially supported	
Affective experience → dependence	$\gamma = ns$		$\gamma = 0.34^{***}(+)$			
Cognitive experience → identity	$\gamma = 0.55^{***}$		$\gamma = 0.43^{***}$			
Affective experience → identity	$\gamma = 0.22^{**}$		$\gamma = 0.36^{***}$			
Dependence → word of mouth	$\gamma = ns$		$\gamma = ns$		H6b rejected	
Identity → word of mouth	$\gamma = 0.24^{**}$		$\gamma = 0.20^{***}$			
Cognitive experience → word of mouth	$\gamma = ns$		$\gamma = ns$		H6c partially supported	
Affective experience → word of mouth	$\gamma = 0.56^{***}$		$\gamma = 0.72^{***}(+)$			
R₂	Male (<i>n</i> = 131)		Female (<i>n</i> = 153)			
<i>Place dependence</i>	29.9%		36.2%			
<i>Place identity</i>	49.3%		44.8%			
<i>Word of mouth</i>	64.2%		77.7%			
*** = significant at 99%; ** = significant at 95%; <i>ns</i> = not significant; (+) = significant difference						

Discussion

Theoretical Implications

The results of this study enrich the literature on customer experience and place attachment. Beyond substantiating experience as an antecedent of place attachment in the arts and culture sector, the results show that the identity dimension of attachment plays a mediating role in experience and word of mouth. This model, new to marketing and the arts and culture sector, explains word of mouth very well given an R^2 value of 72.3%. The results indicate that experience, both cognitive and affective, impacts attachment (identity and dependence) in the festival sector (H1a, H1b, H2a and H2b). These findings confirm the importance of two experiential dimensions, namely affective and cognitive (Pine and Gilmore 1998; Schmitt 1999a), and

are consistent with the conclusion proffered by Loureiro (2014) on the impact of emotional and cognitive experience on place attachment, but in a festival context. Loureiro (2014) limits cognitive experience to the education dimension. Hence, these findings are particularly interesting.

In an earlier study, Cole and Illum (2006) observed a link between experience and word of mouth. Although our results underscore the impact of affective experience on word of mouth (H5), such is not the case for cognitive experience (H4). The sector of activity selected may partially explain the findings in this regard. The study by Cole and Illum (2006) centred on an art, history and food festival, which perhaps explains the greater importance of the cognitive dimension. Music and film indeed relate more to emotions than to learning. Accordingly, our results show a

significant difference between the means of the items *I am happy* (6.56/7) and *I learn a great deal from the festival* (5.13/7).

Some authors (e.g., Debenedetti et al. 2014; Prayag and Ryan 2011) report a positive link between word of mouth and place attachment. However, the impact of place identity on word of mouth (H3b) is confirmed only by Chen et al. (2014), with no study able to validate the impact of place dependence (H3a). In the music festival and film festival sector, the fact of identifying with and developing a bond of emotional or symbolic attachment to a place leads attendees to recommend or expound on the place in question (word of mouth). However, as place dependence has no such impact, one might surmise that the emotional aspect could be a greater source of word of mouth.

Hence there exists an indirect link between *cognitive* experience and word of mouth via place identity. It appears that cognitive processes do not themselves generate word of mouth. Rather, it is the resulting symbolic and identity-related attachment that constitutes place identity. As previously mentioned, Debenedetti et al. (2014) report that a consumer attached to a place acts as an ambassador for that place and introduces friends and family members to it in the hope of fostering reciprocity in this regard. Hence place identity possibly leads individuals to adopt word of mouth behaviour.

Lastly, our findings demonstrate that affective experience has a more powerful impact on the dependence dimension of place attachment and word of mouth in women than in men. This finding is consistent with that of Rajaobelina (2018), who reports that the impact of affective experience on relationship quality is greater in women in the context of interaction with a travel agency. There is, however, no difference between findings for men and women regarding the impact of affective experience on identity. As a consequence, the generation of a quality emotional experience fosters identity with the festival in both women and men, while sparking word of mouth. Lastly, the study of gender further supports the explanatory power of the model, greater for women (R^2 of 77.7%) than for men (R^2 of 64.2%).

Managerial Implications

Cognitive experience positively influences the two dimensions of place attachment. To promote cognitive experience, festival managers might wish to employ elements of surprise, provocation and intrigue that cause consumers to reason (convergent thinking) and generate ideas (divergent thinking) (Gentile et al. 2007; Schmitt 1999a, 1999b). For example, in Sudbury, Canada, organizers of the Up Here music festival use a mobile application that forwards last-minute notifications to festival attendees. Festivalgoers therefore discover performers in a context of surprise. Festival organizers might also follow the example of Montreal's Île Soniq and provide jewellery-creation booths and a wall for attendees to express themselves. Producers could even be invited to share their knowledge with festivalgoers by inviting them to pose questions and exchange ideas. Cognitive experience could also be enhanced through workshops. For example, a musician could be asked to teach attendees how to play a given instrument onsite at the festival, such as by partnering with the Children's Jazz School at the Montreal International Jazz Festival. Film festivals could invite people of all ages to produce a short stop motion film for viewing onsite in order to introduce them to this particular cinematographic style. Lastly, promoters of cultural events could follow the example of the US-based Electric Forest, where festivalgoers can attend free yoga classes on festival grounds.

Affective experience also impacts the dimensions of place attachment, while exerting an important influence on word of mouth. Indeed, research points to a more marked exploitation of emotional experience when women are targeted. To generate positive emotions among attendees, festival managers would be well advised to target face-to-face interactions as well as product or brand ties to a positive event, product design or piece of advertising (Gentile et al. 2007; Schmitt 1999a, 1999b). For example, LED bracelets that light up to the beat of the music through RFID technology (notable users include Coldplay and Rihanna) (Couvre-feu 2016) can add elements of fun and surprise while intensifying the affective experience. The same applies to the use of 360-degree cameras. Some music festivals, such as the Electric Daisy Carnival in the United States,

even have an onsite amusement park to provide added thrills for attendees. Appealing stage props help stimulate the visual senses while generating a feeling of enchantment. For example, at Inox Park, an electronic music festival in France, organizers place the emphasis on oversized stage props (e.g., structures designed to project multicoloured lights, flame-throwers, giant screens, giant foam cannons) to captivate attendees and ensure an abundance of memorable and thrilling moments.



Limitations and Future Research

This study is not without a number of shortcomings that should open the door to fur-

ther research. Our research was focused on two key dimensions of experience. Additional dimensions (e.g., sensory or physical), as detailed by Schmitt (1999a), could also be considered. However, previous research has found evidence of multicollinearity among variables, rendering the study of these dimensions more challenging. The cognitive and affective dimensions nonetheless are frequently found to be the most important, even in the rare instances when all other dimensions have been incorporated. Future research could focus specifically on a more integrative but equally reliable and valid instrument for measuring experience.

As the time elapsed since the last consumption experience can have an impact on the emotional dimension of experience, it is recommended that any future study evaluate the experience immediately following the festival.

Additionally, like the majority of authors, we made allowances for positive affective experience, including positive emotions. Kim et al. (2012) recommend the inclusion of negative emotions, which are rarely integrated into studies on customer experience.

Lastly, consideration of other types of festival and cultural event (e.g., dance, comedy, theatre) could also prove interesting.

By demonstrating the relevance of experience in the context of place attachment and word of mouth, this study opens the door to a better understanding of these two constructs for academics and managers alike, while providing new tools designed to foster

sustainability for companies active in arts and culture.

Notes

1. P. Dusseault, *The impact of experience on place attachment: The case of festivals* [title translated from the original French] (School of Management Sciences, Université du Québec à Montréal, 2018).
2. There appeared to be no significant differences in respondent profiles (gender, age, income) for the two festival types. A comparison of festival “models” also found no significant difference. Hence the two sectors were grouped together and analyzed side by side.

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LAMPIRAN II
KUISIONER

KUISIONER PENELITIAN

Data Responden:

1. Gender

- Pria
- Wanita

2. Usia

3. Darimana Anda berasal?

- Bali
- Luar Bali (sebutkan Provinsi)
.....

4. Uang saku rata-rata per bulan:

- \leq Rp. 1.000.000
- Rp. 1.000.001- Rp. 2.000.000
- Rp. 2.000.001- Rp. 3.000.000
- \geq Rp. 3.000.000

5. Pekerjaan:

- Pelajar/Mahasiswa
- PNS
- Karyawan
- Lainnya (sebutkan)
- Wiraswasta

6. Darimana Anda mengetahui tentang Finns Beach Club Bali:

- Teman
- Kolega/teman kerja
- Keluarga
- Instagram
- Youtube
- Komunitas (sebutkan)...
- Website Finns Beach Club
- Lainnya (sebutkan).....

Bali

7. Frekuensi anda mengunjungi Finns Beach Club Bali dalam jangka waktu 1 tahun terakhir

- 1 kali
- 2 kali
- 3 kali
- 4 kali
- \geq 4 kali

KUISIONER PENELITIAN

Petunjuk Pengisian Kuisisioner

Isilah kuisisioner dengan memberi tanda (v) pada kolom yang tersedia dan pilih sesuai dengan keadaan saudara/i:

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. N : Netral
4. S : Setuju
5. SS : Sangat Setuju

Bagian I. *Experience* (Pengalaman)

No	Pernyataan	STS	TS	N	S	SS
<i>Cognitive</i>						
1	Saya mendapat pengetahuan dari pengalaman saya mengunjungi Finns Beach Club					
2	Finns Beach Club memicu rasa keingintahuan saya mengenai <i>beach club</i>					
3	Saya belajar banyak di Finns Beach Club ini					
<i>Affective</i>						
1	Saya merasa senang di Finns Beach Club ini					
2	Saya antusias berada di Finns Beach Club ini					
3	Saya terhibur berada di Finns Beach Club ini					

Bagian II. *Place Attachment*

No	Pernyataan	STS	TS	N	S	SS
<i>Place Dependence</i>						
1	Saya merasa lebih puas mengunjungi Finns Beach Club dibandingkan dengan beach club lainnya					
2	Saya menikmati mengunjungi Finns Beach Club dan lingkungannya daripada beach club lainnya					

No	Pernyataan	STS	TS	N	S	SS
3	Fasilitas yang disediakan oleh Finns Beach Club ini terbaik diantara Beach Club lainnya					
4	Saya mendapatkan lebih banyak kepuasan dari mengunjungi Finns Beach club daripada beach club lainnya					
Place Identity						
1	Saya suka dengan Finns Beach Club ini					
2	Finns Beach Club penting bagi saya					
3	Sulit bagi saya untuk berhenti datang ke Finns Beach Club ini					
4	Saya merasa cocok dan nyaman berada di Finns Beach Club ini					

Bagian III. *Word of Mouth* (WOM)

No	Pernyataan	STS	TS	N	S	SS
1	Saya mengatakan hal-hal positif tentang destinasi Finns Beach Club Bali ini kepada orang lain					
2	Jika seseorang meminta saran kepada saya, saya akan merekomendasikan destinasi Finns Beach Club Bali ini					
3	Saya mendorong orang-orang yang dekat dengan saya untuk datang ke destinasi Finns Beach Club Bali ini					

Bagian IV. *Visit Intention*

No	Pernyataan	STS	TS	N	S	SS
1	Saya akan mengunjungi Finns <i>beach club</i> daripada <i>beach club</i> lainnya					
2	Jika saya sedang ingin berlibur, saya akan mengunjungi kembali Finns Beach Club sebagai tujuan destinasi					
3	Finns <i>beach club</i> akan menjadi pilihan pertama saya ketika ingin berwisata					
4	Saya akan mengunjungi kembali Finns Beach Club ini dilain waktu					





LAMPIRAN III
DATA RESPONDEN

Gender	Usia	Asal	Uang saku rata-rata perbulan	Pekerjaan	Informasi objek	Frekuensi berkunjung
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	2 kali
Wanita	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Karyawan	Instagram	1 kali
Pria	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	2 kali
Pria	19	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	≥ 4 kali
Wanita	19	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Wanita	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	20	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	20	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	22	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	21	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	20	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	22	Bali	≤ Rp. 1.000.000	Bantu orang tua	Teman	1 kali
Wanita	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali

Pria	21	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	23	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	22	Bali	≤ Rp. 1.000.000	Karyawan	Teman	1 kali
Pria	22	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	21	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	2 kali
Wanita	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	22	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	19	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	21	Bali	≥ Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	23	Bali	Rp. 2.000.001- Rp. 3.000.000	Karyawan	Teman	1 kali
Pria	22	Bali	Rp. 1.000.001-	Karyawan	Teman	1 kali

			Rp. 2.000.000			
Wanita	22	Bali	≥ Rp. 3.000.000	Entrepreneur	Sering lewat	1 kali
Wanita	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Instagram	4 kali
Wanita	22	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	22	Bali	≥ Rp. 3.000.000	Karyawan	Kolega/Teman kerja	≥ 4 kali
Wanita	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Karyawan	Instagram	2 kali
Pria	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Karyawan	Kolega/Teman kerja	1 kali
Wanita	22	Bali	≥ Rp. 3.000.000	Karyawan	Instagram	1 kali
Pria	22	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	22	Bali	≥ Rp. 3.000.000	Karyawan	Teman	1 kali
Pria	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Karyawan	Teman	2 kali

Wanita	22	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	3 kali
Wanita	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Karyawan	Instagram	1 kali
Pria	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	23	Luar Bali (Sebutkan Provinsi pada bagian bawah)	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Kolega/Teman kerja	1 kali
Wanita	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Karyawan	Instagram	1 kali
Wanita	18	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Kolega/Teman kerja	1 kali
Wanita	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	20	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	2 kali
Wanita	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	18	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	18	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali

Pria	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	18	Bali	≥ Rp. 3.000.000	Wiraswasta	Teman	1 kali
Wanita	23	Bali	Rp. 1.000.001- Rp. 2.000.000	Karyawan	Instagram	2 kali
Wanita	18	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	22	Bali	≥ Rp. 3.000.000	Karyawan	Teman	1 kali
Pria	19	Bali	≥ Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	23	Bali	≤ Rp. 1.000.000	Fresh Graduate	Teman	3 kali
Pria	20	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	≥ 4 kali
Pria	20	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	20	Bali	Rp. 1.000.001- Rp. 2.000.000	Wiraswasta	Teman	1 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	18	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	karena tinggal di bali	1 kali
Pria	20	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	3 kali
Pria	20	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	19	Bali	Rp. 1.000.001-	Pelajar/Mahasiswa	Instagram	1 kali

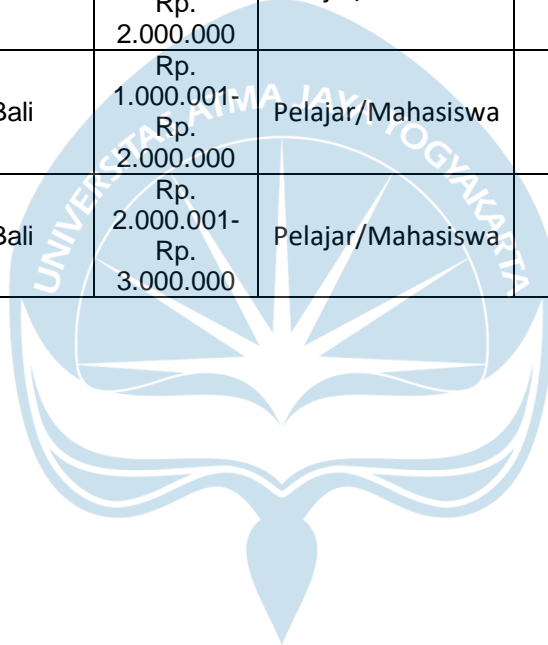
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Wanita	22	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	21	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	23	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	4 kali
Wanita	23	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	19	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	20	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Wanita	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	2 kali
Wanita	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	2 kali
Wanita	19	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Instagram	3 kali
Pria	20	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instagram	1 kali
Pria	19	Malang	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Instagram	2 kali
Wanita	20	Bali	≥ Rp. 3.000.000	Pelajar/Mahasiswa	Teman	3 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instagram	1 kali

Wanita	23	Bali	≥ Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	22	Samarinda	≥ Rp. 3.000.000	Pelajar/Mahasiswa	Instagram	2 kali
Pria	21	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Wanita	21	Jakarta	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Kolega/Teman kerja	1 kali
Wanita	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instragram	1 kali
Wanita	20	Sumatera Barat	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instragram	2 kali
Pria	21	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Instragram	1 kali
Pria	21	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Instragram	2 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Instragram	2 kali
Pria	23	Bali	≥ Rp. 3.000.000	Wiraswasta	Instragram	1 kali
Wanita	18	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	23	Bali	≥ Rp. 3.000.000	Wiraswasta	Teman	2 kali
Pria	23	Bali	≥ Rp. 3.000.000	wiraswasta	Teman	1 kali
Pria	18	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	19	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	20	Bali	≤ Rp. 1.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	23	Bali	Rp. 2.000.001- Rp. 3.000.000	Karyawan	Teman	1 kali
Wanita	20	Bali	Rp. 2.000.001-	Pelajar/Mahasiswa	Teman	2 kali

			Rp. 3.000.000			
Pria	22	Bali	≥ Rp. 3.000.000	Wiraswasta	Teman	2 kali
Pria	23	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	23	Bali	Rp. 2.000.001- Rp. 3.000.000	Wiraswasta	Teman	2 kali
Pria	21	Sumatera Selatan	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	23	Jawa tengah	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	22	Jawa tengah	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	3 kali
Wanita	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	21	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	19	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Wanita	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	21	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	20	Bali	Rp. 2.000.001-	Pelajar/Mahasiswa	Teman	1 kali

			Rp. 3.000.000			
Pria	23	Bali	≥ Rp. 3.000.000	Wiraswasta	Teman	4 kali
Wanita	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	20	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	2 kali
wanita	19	Jawa tengah	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	19	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	20	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	23	Bali	Rp. 2.000.001- Rp. 3.000.000	Wiraswasta	Teman	2 kali
Pria	20	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	3 kali
Wanita	19	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	1 kali
Wanita	20	Bali	Rp. 1.000.001-	Pelajar/Mahasiswa	Teman	2 kali

			Rp. 2.000.000			
Pria	19	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	23	Bali	Rp. 2.000.001- Rp. 3.000.000	Wiraswasta	Teman	2 kali
Pria	20	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	22	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	1 kali
Pria	21	Bali	Rp. 1.000.001- Rp. 2.000.000	Pelajar/Mahasiswa	Teman	2 kali
Pria	22	Bali	Rp. 2.000.001- Rp. 3.000.000	Pelajar/Mahasiswa	Teman	3 kali





LAMPIRAN IV
HASIL KUISIONER

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4	4	4	4	4	5	4	4	3	4	4	2	4	4	5	5	5	4	3	4	4
2	4	2	3	3	3	4	3	3	3	4	2	2	3	3	2	3	2	2	2	4
4	4	4	5	4	5	4	4	4	4	4	4	4	4	5	4	4	5	4	5	4
4	5	4	4	4	5	4	5	5	4	5	5	4	4	4	4	5	4	5	5	4



LAMPIRAN V
UJI VALIDITAS DAN RELIABILITAS

Outer Loading

	Affective	Cognitive	Dependence	Identity	Revisit Intention	Word of Mouth
Af1	0.945					
Af2	0.953					
Af3	0.921					
Co1		0.914				
Co2		0.919				
Co3		0.901				
PD1			0.938			
PD2			0.911			
PD3			0.922			
PD4			0.934			
PI1				0.837		
PI2				0.868		
PI3				0.88		
PI4				0.912		
RI1					0.909	
RI2					0.917	
RI3					0.897	
RI4					0.881	
WOM1						0.931
WOM2						0.959
WOM3						0.939

Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Affective	0.933	0.958	0.883
Cognitive	0.898	0.936	0.831
Dependence	0.945	0.96	0.858
Identity	0.898	0.929	0.765
Revisit Intention	0.923	0.945	0.812
Word of Mouth	0.938	0.96	0.889

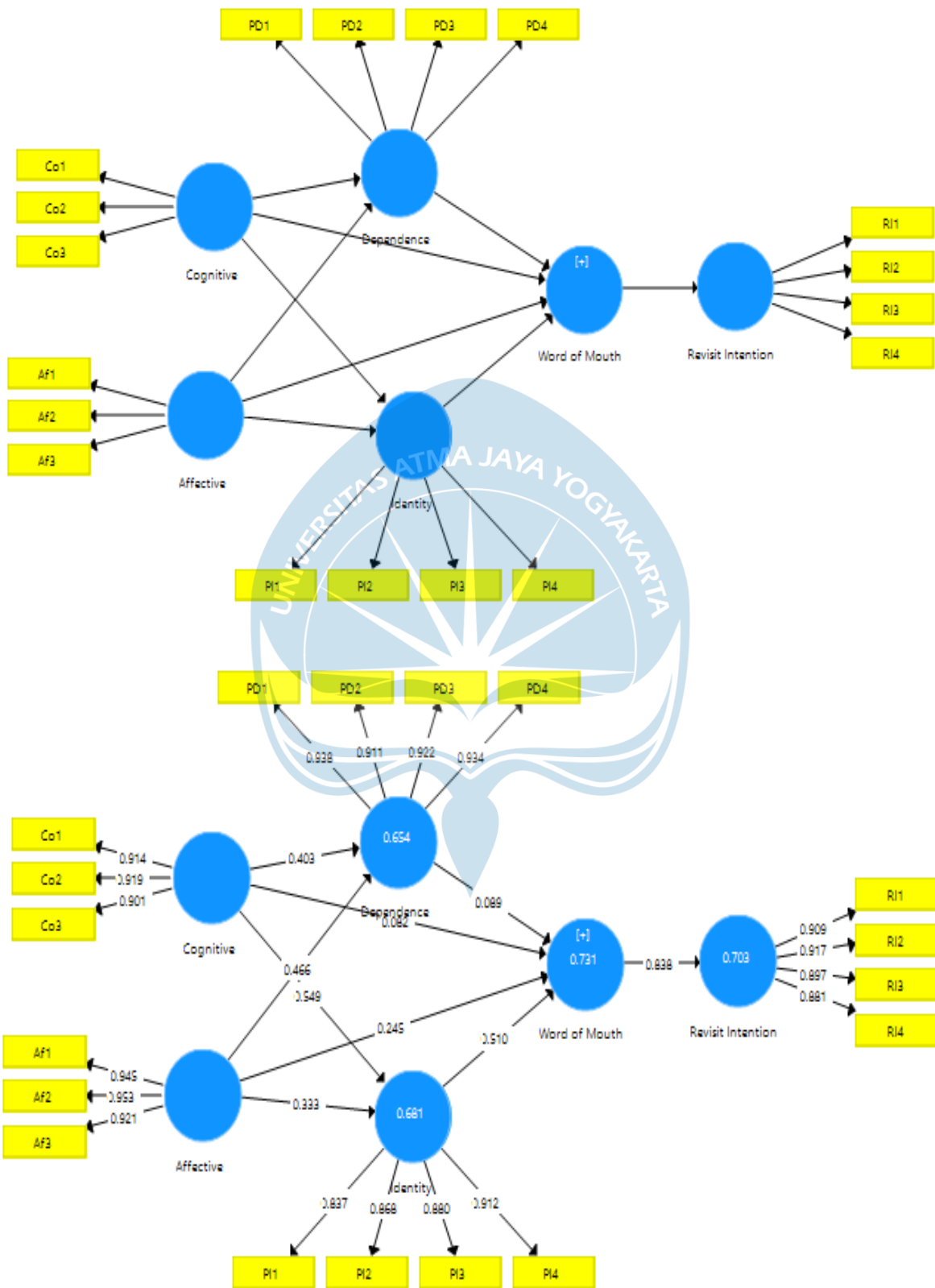
Fornell- Larcker Criterion

	Affective	Cognitive	Dependence	Identity	Revisit Intention	Word of Mouth
Affective	0.939					
Cognitive	0.731	0.911				
Dependence	0.761	0.744	0.926			
Identity	0.735	0.793	0.798	0.875		
Revisit Intention	0.715	0.758	0.837	0.859	0.901	
Word of Mouth	0.748	0.732	0.743	0.826	0.838	0.943

	Mean	Maximum	Minimum	Std. Deviation
Cognitive Experience	3,4867	5.00	1.00	0,87864
Affective Experience	4,0422	5.00	1.00	0,86725
Place Dependence	3,6367	5.00	1.00	0,85412
Place Identity	3,4583	5.00	1.00	0,89246
Word of Mouth (WOM)	3,8578	5.00	1.00	0,85430
Revisit Intention	3,5917	5.00	1.00	0,84017



LAMPIRAN VI
PARTIAL LEAST SQUARE



Path Coefficients

Mean, STDEV, T-values, P-values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Affective -> Dependence	0.466	0.465	0.078	6.0	0
Affective -> Identity	0.333	0.335	0.094	3.563	0
Affective -> Word of Mouth	0.245	0.246	0.088	2.804	0.005
Cognitive -> Dependence	0.403	0.404	0.091	4.407	0
Cognitive -> Identity	0.549	0.55	0.089	6.199	0
Cognitive -> Word of Mouth	0.082	0.082	0.086	0.954	0.34
Dependence -> Word of Mouth	0.089	0.096	0.085	1.05	0.294
Identity -> Word of Mouth	0.51	0.501	0.082	6.182	0
Word of Mouth -> Revisit Intention	0.838	0.838	0.025	34.15	0

Specific Indirect effect

Mean, STDEV, T-values, P-values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Affective -> Dependence -> Word of Mouth	0.041	0.046	0.042	0.996	0.32
Cognitive -> Dependence -> Word of Mouth	0.036	0.038	0.036	1.001	0.317
Affective -> Identity -> Word of Mouth	0.17	0.167	0.053	3.189	0.002
Cognitive -> Identity -> Word of Mouth	0.28	0.276	0.064	4.375	0

R-square

	R-square	R Square Adjusted
Revisit Intention	0.703	0.701



LAMPIRAN VII
HASIL UJI BEDA KARAKTERISTIK *GENDER*

COGNITIVE

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Cognitive	Pria	90	10.678	2.5652	.2704
	Wanita	60	10.133	2.7276	.3521

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Cognitive	Equal variances assumed	1.293	.257	1.242	148	.216	.5444	.4385	-.3221	1.4110
	Equal variances not assumed			1.226	121.167	.222	.5444	.4440	-.3345	1.4234

AFFECTIVE

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Affective	Pria	90	12.500	2.5802	.2720
	Wanita	60	11.567	2.5536	.3297

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Affective	Equal variances assumed	.277	.599	2.179	148	.031	.9333	.4283	.0870	1.7796
	Equal variances not assumed			2.184	127.492	.031	.9333	.4274	.0877	1.7790

PLACE DEPENDENCE

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
PD	Pria	90	14.656	3.6107	.3806
	Wanita	60	14.383	3.1250	.4034

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PD	Equal variances assumed	.657	.419	.477	148	.634	.2722	.5709	-.8559	1.4004
	Equal variances not assumed			.491	138.190	.624	.2722	.5546	-.8245	1.3689

PLACE IDENTITY

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
PI	Pria	90	14.289	3.4681	.3656
	Wanita	60	13.150	3.6398	.4699

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PI	Equal variances assumed	.601	.440	1.932	148	.055	1.1389	.5896	-.0262	2.3040
	Equal variances not assumed			1.913	122.327	.058	1.1389	.5954	-.0396	2.3174

WORD OF MOUTH

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
WOM	Pria	90	11.889	2.6709	.2815
	Wanita	60	11.100	2.3340	.3013

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
WOM	Equal variances assumed	.224	.637	1.862	148	.065	.7889	.4237	-.0483	1.6261
	Equal variances not assumed			1.913	137.508	.058	.7889	.4124	-.0265	1.6043

REVISIT INTENTION

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
RI	Pria	90	14.678	3.3346	.3515
	Wanita	60	13.900	3.3734	.4355

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
RI	Equal variances assumed	.018	.892	1.393	148	.166	.7778	.5584	-.3256	1.8812
	Equal variances not assumed			1.390	125.579	.167	.7778	.5597	-.3298	1.8854