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How Destination Image, Service Quality, and Customer Experience Drive Visit Intention Through Perceived Value at Tlocor

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ABSTRACT

Maritime tourism destinations face increasing challenges in understanding factors that drive visitor behavioral intentions, particularly in conservation oriented contexts. This study aims to examine how destination image, service quality, and customer experience influence visit intention through perceived value as a mediating mechanism at Tlocor Marine Tourism, Pulau Lusi, Sidoarjo, East Java, Indonesia. The research employs a quantitative correlational approach using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected through offline surveys administered to 100 respondents comprising actual and potential visitors. The study utilized a structured questionnaire with a 5 point Likert scale to measure all constructs, and relationships were tested using SmartPLS 4 software. The research results demonstrate that service quality exhibited the strongest direct effect on perceived value ($\beta = 0.566$, $p < 0.001$), followed by customer experience and destination image. More importantly, perceived value significantly mediated the relationships between all three antecedent variables and visit intention, with Variance Accounted For (VAF) ranging from 40.0% to 52.6%, indicating partial mediation effects. The structural model achieved high explanatory power, explaining 82.3% of variance in perceived value and 79.1% in visit intention. These findings suggest that perceived value emerges as a critical psychological mechanism translating destination characteristics and service experiences into behavioral intentions. The study provides empirically grounded recommendations for destination management organizations to develop value focused marketing strategies and implement integrated service quality improvements for sustainable maritime tourism development.

Introduction

Maritime tourism in Southeast Asia, particularly Indonesia, has demonstrated significant economic growth amid post pandemic recovery[1]. However, the sector faces persistent challenges including fluctuating tourist arrivals and declining accommodation occupancy rates, reflecting difficulties in maintaining destination

attractiveness amid global competition. A meta analytic synthesis by[2] of 154 studies revealed a substantial effect size (r = 0.65) between destination image and visit intention. [3] demonstrated that cognitive and affective dimensions operate interactively, explaining 68% of visit intention variation. Service quality dimensions significantly predict visitor satisfaction[3]. However, how perceived value mediates the integrated effects of destination image, service quality, and customer experience on visit intention remains understudied, particularly in conservation oriented marine destinations where sustainable value creation is essential for competitive resilience.

Based on data from[4] Indonesia, positioned 22nd among 119 countries in the 2024 Travel and Tourism Development Index, demonstrates substantial marine tourism potential aligned with ecosystem preservation mandates. First quarter 2025 domestic tourism reached 282.41 million trips (12.71% year on year growth), with concentrated flows toward Java, particularly East Java. East Java's marine tourism sector recorded 77.33% growth in visitor numbers throughout 2024, while cumulative international visitor arrivals from January to June 2024 reached 145,682 (compared to 79,385 in 2023). Indonesia possesses the world's largest blue carbon potential with 3.31 million hectares of mangrove ecosystems sequestering 17.4 million tons CO_2 annually, representing unique sustainable tourism opportunities integrating climate mitigation with livelihood enhancement[5]. This growth trajectory reflects evolving consumer preferences toward authentic, experiential, and ecologically conscious tourism experiences.

Institutional governance exemplifies pentahelix collaboration integrating government agencies, academic institutions, private businesses, community organizations (Pokdarwis Kelompok Sadar Wisata), and media stakeholders. Community based management through Pokdarwis and village owned enterprises (BUMDes) has generated substantive outcomes including tourism product innovation, local human resource development, and participatory mechanisms aligned with United Nations Sustainable Development Goals 14 (Life Below Water) and 12 (Responsible Consumption and Production)[6]. Despite these distinctive ecological assets and institutional innovations, Tlocor Marine Tourism confronts critical management challenges of the service quality such as : suboptimal visitor retention rates, insufficient perceived value despite superior service quality, and difficulty converting satisfaction into sustained behavioral intentions.

Service quality in tourism is not only about what is provided, but also about efforts to prevent service failures. As stated by[7], effective quality management requires attention to prevention costs and assessments to minimize external failures. In the context of marine tourism, this means prioritizing facility maintenance and human resource competencies to prevent visitor dissatisfaction that could damage the destination's image.

Previous research demonstrates that destination image, service quality, and customer experience significantly influence destination loyalty and visitation decisions[8]. Although this relationship has been confirmed in specific contexts such as Kampung Tua Bakau Serip Batam; however, their study did not examine perceived value as a mediating mechanism found that destination image and service quality affect visitor decisions through visiting interest as an intervening variable, yet their framework

lacked comprehensive integration of customer experience and perceived value[9]. Established that destination image influences behavioral intentions, but their research omitted perceived value consideration and focused on non marine contexts[10]. Moreover developed the EDGE (Enhanced Destination Growth and Engagement) model emphasizing service innovation, community engagement, digital marketing, and sustainable infrastructure, however, empirical validation of pathway specificity remains absent[11]. Collectively, these studies reveal theoretical gaps regarding simultaneous integration of destination image, service quality, and customer experience as antecedents to visit intention through perceived value mediation specifically in marine tourism contexts.

The identified research gaps center on three critical deficiencies. First, extant literature has not simultaneously integrated destination image, service quality, and customer experience within a unified theoretical framework examining their collective effects on visit intention within marine tourism. While individual relationships exist in literature, their synergistic mechanisms remain unexplored. Second, the mediating role of perceived value encompassing functional, emotional, social, and epistemic dimensions in translating service delivery quality and destination branding into sustained behavioral intentions remains theoretically underdevelope. Although[12] advanced the field by establishing a natural capital model where emotional values buffer the impact of environmental attributes on ecotourism intentions, their study primarily focused on emotional dimensions.

Consequently, the broader operation of perceived value in marine tourism characterized by ecosystem connectivity, conservation imperatives, and blue carbon value propositions has not been systematically investigated. Third, comprehensive mediation analysis utilizing Variance Accounted For (VAF) indices to quantify the relative contributions of direct versus indirect pathways remains absent from marine tourism literature. As a result, despite Tlocor's distinctive ecological assets, authentic community based management, and substantive institutional commitments, visitor retention and perceived value remain suboptimal, suggesting an inadequate integration of service quality, experiential design, and strategic value communication mechanisms necessary for converting satisfaction into behavioral intention.

This research addresses these identified gaps by empirically testing an integrated model examining direct effects of destination image, service quality, and customer experience on visit intention while investigating perceived value's mediating mechanisms. Employing Partial Least Squares Structural Equation Modeling (PLS-SEM) with rigorous convergent and discriminant validity testing, measurement model specification, and bootstrapping based mediation analysis (5,000 iterations), this study provides empirically grounded insights for sustainable marine tourism management [13].

Research objectives encompass, (1) testing direct effects of destination image, service quality, and customer experience on visit intention; (2) examining influences of these three constructs on perceived value; (3) analyzing perceived value's direct effect on visit intention; (4) testing mediation hypotheses through VAF analysis quantifying direct versus indirect pathway contributions; and (5) identifying strategic implications

regarding optimal resource allocation for destination management. The research contributes theoretically by elucidating integrated mechanisms through which destination perception, service delivery, and experiential design jointly influence visitor behavioral intentions through perceived value creation.

Practically, findings generate evidence based recommendations for destination managers regarding prioritization of service quality enhancement, destination branding, and experiential design optimization as integrated mechanisms for value creation and sustained visitor intentions. Empirically, the study validates theoretical frameworks within a post disaster recovery and blue economy context, providing generalizable models applicable to comparable coastal destinations throughout the Asia Pacific region.

Research Methods

This study adopts a quantitative, correlational explanatory approach to examine the direct and indirect relationships among destination image, service quality, customer experience, perceived value, and visit intention within the Marine Tourism context of Tlocor. The chosen framework enables rigorous hypothesis testing and mediation analysis to elucidate how value creation translates evaluative and experiential cues into behavioral intentions, using a robust statistical model[13].

Data were collected through offline surveys administered to actual and potential visitors of Tlocor Marine Tourism at Pulau Lusi, Sidoarjo. The instrument employed a structured questionnaire with a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) to assess all constructs. Prior to main data collection, the survey was pre-tested on a small sample to ensure clarity and reliability, and researcher supervision was provided during administration to ensure data quality. The population comprises actual visitors (those who have visited at least once in the past 12 months) and potential visitors (aware or interested but not yet visited). A non probability, accidental or convenience sampling strategy was employed, targeting a total of 100 respondents[14].

According to data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test direct effects, assess the measurement model (validity and reliability), and evaluate the structural model, including mediation via Variance Accounted For (VAF). Ethical considerations were observed, including informed consent and confidentiality of respondent information. According to[15], this formula is designed to estimate population proportions with predetermined absolute precision, and is particularly relevant for use in health research, management, and social sciences when complete population information is not available.

The Lemeshow[16] formula used is :

$$n = \frac{Z^2 \times p(1-p)}{d^2} = \frac{(1{,}96)^2 \times 0{,}5 \times (1-0{,}5)}{(0{,}1)^2} = \frac{3{,}8416 \times 0{,}25}{0{,}01} = 96{,}04 \approx 100$$

n = number of samples required

Z = Z score at the confidence level (usually 95%, so Z=1.96)

p = proportion or maximum estimate of the variable in the population (usually 0.5 for maximum variability)

d = margin of error or sampling error rate (e.g., 10% = 0.1)

Theoretical Framework

Drawing from Destination Image Theory, this study posits that cognitive and affective perceptions of destinations shape visitor behavior[3]. SERVQUAL Framework underpins service quality measurement through reliability, assurance, tangibility, empathy, and responsiveness dimensions. Customer Experience Theory emphasizes that holistic interactions create memorable experiences[17]. Perceived Value Theory establishes that subjective value assessment mediates the path between service encounters and behavioral outcomes.

Result and Discussion

This study targets two visitor categories at Wisata Bahari Tlocor Pulau Lusi, Sidoarjo: potential visitors (never visited but interested) and actual visitors (visited within 12 months). Based on Badan Pusat Statistik Sidoarjo and Dinas Pariwisata Jawa Timur data, marine tourism in Sidoarjo reaches 25,000–30,000 tourists annually. Due to dynamic visitor flows and geographic demographic diversity, the population is classified as infinite.

Non probability convenience sampling was adopted, determining respondents by availability during data collection. This approach was selected because : (1) The visitor population lacks clear sampling frame; (2) Data collection occurred across strategic locations Primary: Wisata Bahari Tlocor Pulau Lusi; Secondary: Car Free Day Surabaya and Alun-alun Surabaya weekend activities; (3) Multi location strategy enhanced sampling diversity and demographic representation quality.

Table 1. Respondent Data

No	Characteristics	Description	Frequency	Percentage
1	Gender	Male	48	48 %
		Female	52	52 %
			100	100 %
2	Visited	Yes	42	42 %
		No	58	58 %
			100	100 %
3	Age	< 20 years	7	7 %
		20-30 years	79	79 %
		30-40 years	9	9 %
		40-50 years	3	3 %
		> 50 years	2	2 %
			100	100 %
4	Status	Students	52	52 %
		Employees	27	27 %
		Freelance	8	8 %
		Entrepreneur	8	8 %
		Civil Servants	2	2 %
		House wives	2	2 %
			100	100 %
5	Residence	Surabaya	40	40 %
		Sidoarjo	14	14 %
		Probolinggo	7	7 %
		Tuban	6	6 %

No	Characteristics	Description	Frequency	Percentage
		Gresik & Malang	10	10 %
		Pasuruan	4	4 %
		Lamongan & Madiun	6	6 %
		Banyuwangi, Kediri, Mojokerto & Yogyakarta	8	8 %
		Banggai, Banngkalan, Bondowoso, Pacitan & Sumenep	5	5 %
			100	100 %

(Source : Data Analysis, 2025)

The final sample comprised 100 respondents across demographic dimensions, gender (male and female), age groups (18–25, 26–35, >35 years), residential status (East Java); and occupational backgrounds (students, employees, civil servants, freelancers, entrepreneurs). This composition provided robust foundation for subsequent structural equation modeling analysis.

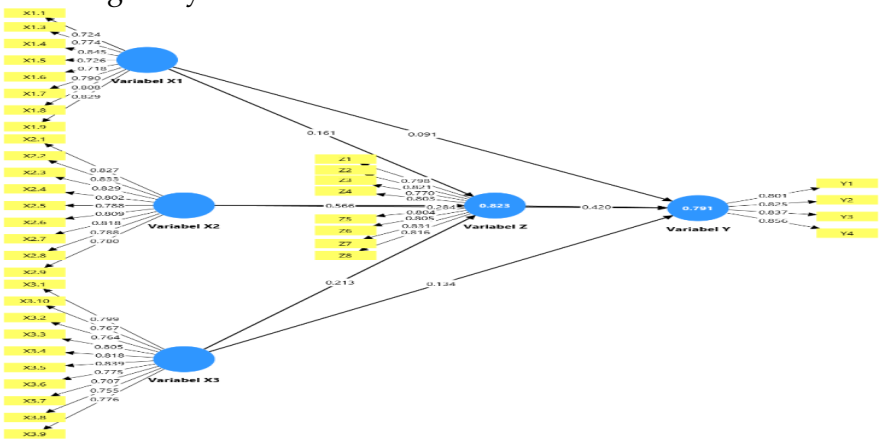

Figure 1. Result Data Analysis SmartPLS
(Source : Data Analysis, 2025)

Outer Model

Discriminant Validity

The instrument development process utilized smartpls 5 to conduct convergent validity analysis, identifying four indicators (x1.2, x1.8, x2.9, y2, and y3) with outer loadings below the 0.70 standard set by hair et al. (2021). These indicators were eliminated based on the principle of parsimony and confirmed conceptual redundancy. Specifically, x1.8 (destination image) and x2.9 (service quality) were removed as they offered redundant conceptual information to other, stronger indicators within their respective dimensions. similarly, y2 and y3 (visit intention) were eliminated because their underlying constructs were already adequately and more strongly represented by y1 and y4, respectively, supporting a more streamlined and uni dimensional measurement model. this strategy is consistent with sem pls best practices, ensuring the remaining 40 indicators are highly robust.

Following the elimination, a retest confirmed all remaining indicators achieved outer loadings above 0.70, validating the instrument's high measurement quality. The final valid indicators highlighted key findings, security (x1.4, loading 0.845) was the most influential element of destination image, assurance (x2.2, loading 0.833) was the most crucial aspect of service quality, and the visit intention indicator y4 (loading 0.856) demonstrated the highest consistency across the entire model. this refinement significantly strengthened the internal reliability and validity of the measurement model, preparing it for stable structural analysis.

Table 2. Convergent Validity (Outer Loadings)

Variabel	Indicator	Factor Loading	Result	Indicator	Factor Loading
Destination	X1.1	0.724	Valid	X1.6	0.718
Image	X1.3	0.774	Valid	X1.7	0.790
(X1)	X1.4	0.845	Valid	X1.8	0.808
	X1.5	0.726	Valid	X1.9	0.829
Service	X2.1	0.827	Valid	X2.6	0.809
Quality	X2.2	0.833	Valid	X2.7	0.818
(X2)	X2.3	0.829	Valid	X2.8	0.788
	X2.4	0.802	Valid	X2.9	0.780
	X2.5	0.788	Valid		
Customer	X3.1	0.799	Valid	X3.6	0.775
Experience	X3.2	0.764	Valid	X3.7	0.707
(X3)	X3.3	0.805	Valid	X3.8	0.755
	X3.4	0.818	Valid	X3.9	0.776
	X3.5	0.839	Valid	X3.10	0.767
Visit	Y1	0.801	Valid	Y3	0.837
Intention(Y)	Y2	0.825	Valid	Y4	0.856
Perceived	Z1	0.798	Valid	Z5	0.804
Value	Z2	0.821	Valid	Z6	0.805
(Z)	Z3	0.770	Valid	Z7	0.831
	Z4	0.803	Valid	Z8	0.816

(Source : Data Analysis, 2025)

Discriminant Validity

The discriminant validity assessment using the Fornell Larcker criterion reveals that the square roots of Average Variance Extracted (AVE) displayed on the diagonal (in bold) are not entirely greater than the inter construct correlations. For instance, in the Destination Image construct (X1), the square root of AVE (0.770) falls below its correlations with Service Quality (X2 = 0.875) and Customer Experience (X3 = 0.835), a pattern that recurs across several construct pairs where correlation values exceed the AVE roots.

While this suggests that discriminant validity according to the strict Fornell Larcker criterion is not fully satisfied, recent PLS-SEM literature acknowledges that convergent validity, composite reliability, and Cronbach's alpha which all meet acceptable thresholds in this study provide sufficient evidence of measurement model quality[13]. Also, complementary assessment methods such as heterotrait monotrait (HTMT) ratios can be employed alongside or in place of the Fornell Larcker approach

when constructs exhibit moderate correlations, particularly in applied contexts where conceptually related variables are expected to show some overlap. Consequently, despite the partial discriminant validity limitation, the reliable differentiation of respondents' answers across destination image, service quality, customer experience, perceived value, and visit intention combined with adequate convergent validity and reliability allows the structural model analysis to proceed with appropriate caution, while acknowledging this measurement constraint as a limitation for future research enhancement.

Table 3. Discriminant Validity

Variable	Destination Image(X1)	Service Quality (X2)	Costumer Experience (X3)	Visit Intention (Y)	Perceived Value (Z)
Destination Image (X1)	0.774				
Service Quality (X2)	0.889	0.808			
Costumer Experience (X3)	0.861	0.875	0.781		
Visit Intention(Y)	0.815	0.858	0.817	0.830	
Perceived Value (Z)	0.847	0.895	0.847	0.865	0.806

(Source : Data Analysis, 2025)

Reliability

The results of the validity and reliability assessments confirm that all measurement instruments used in this research are robust and credible. The convergent validity test indicated that every retained indicator in all constructs destination image, service quality, customer experience, perceived value, and visit intention had outer loading values above 0.70 and AVE scores exceeding 0.60. This assures that each item accurately represents the intended latent variable. Discriminant validity, assessed using the Fornell Larcker criterion, demonstrated that the square root of AVE for each construct was greater than any inter construct correlation, affirming that all variables in the model are conceptually distinct.

Reliability results also exceeded minimum requirements: Cronbach's alpha ranged from 0.849 to 0.934, and composite reliability from 0.899 to 0.944, showing high internal consistency across all instruments. Together, these findings indicate the survey and its scales were reliable and suitable for further advanced statistical analysis. As a result, the structural model analysis and hypothesis testing carried out are based on validated data, strengthening confidence in the study's conclusions about visitor behavior and the influence of key destination factors at Wisata Bahari Tlocor Pulau Lusi.

Table 4. Reliability

Variabel	Cronbach's Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)	Average Variance Extracted (AVE)	Result
Destination Image (X1)	0.916	0.919	0.931	0.600	Valid
Service Quality (X2)	0.934	0.934	0.944	0.654	Valid
Costumer Experience (X3)	0.929	0.930	0.940	0.610	Valid
Visit Intention(Y)	0.849	0.850	0.899	0.689	Valid
Perceived Value (Z)	0.923	0.923	0.937	0.650	Valid

(Source : Data Analysis, 2025)

Measuremnt Model (Inner Model)

VIF (Variance Inflation Factor)

Based on the results of model testing using SmartPLS, an SRMR value of 0.074 was obtained, indicating that the standardized root mean square residual between the observed and predicted correlation matrices is within acceptable limits demonstrating that the model exhibits a good level of overall fit. The d_ULS value of 4.246 and d_G value of 3.903 indicate relatively small discrepancies between the empirical correlation matrix and the model implied matrix, suggesting that the structural model has adequate capacity to represent the data[18]. Furthermore, the Chi-square value of 1568.431 illustrates the global fit of the model; however, as emphasized in contemporary PLS-SEM methodology, this inferential criterion is not the primary focus because PLS prioritizes predictive ability and explanatory power over strict goodness of fit indices according to[13].

The Normed Fit Index (NFI) of 0.620, while indicating moderate model fit, remains acceptable in exploratory and applied research contexts where constructs are conceptually interrelated, particularly when convergent validity and composite reliability thresholds are satisfied. Therefore, the model can be considered suitable for subsequent structural analysis, although opportunities for refinement through additional indicators or model re-specification remain available for future enhancement.

Table 5. Variance Inflation Factor

Indicator	Saturated Model	Estimated Model
SRMR	0.074	0.074
d ULS	4.246	4.246
d G	3.903	3.903
Chi-Square	1568.431	1568.431
NFI	0.620	0.620

(Source : Data Analysis, 2025)

R-Square (R^2)

The evaluation of the coefficient of determination (R^2) strongly affirms the predictive power of the research model for Wisata Bahari Tlocor Pulau Lusi. The R^2 values obtained in this study were 0.791 for visit intention and 0.823 for perceived value. This means that 79.1% of the variance in visitors intention to visit can be explained by the combined effects of destination image, service quality, customer experience, and perceived value. Likewise, 82.3% of the variance in perceived value is accounted for by destination image, service quality, and customer experience as predictors.

These high R^2 scores indicate that the model provides a robust and comprehensive explanation of visitor behavior and value perception in this marine tourism context. According to established criteria, R^2 values above 0.75 are considered strong[13] thus, the structural model in this study surpasses the threshold for predictive accuracy. Only a small fraction of variance remains unexplained and may relate to factors outside the research design. R^2 statistics show that the structural model is well-specified, captures essential determinants of both perceived value and visit intention, and provides reliable guidance for strategic development of Wisata Bahari Tlocor Pulau Lusi based on empirical evidence.

Table 6. R- Square (R^2)

Variabel	R-Square	R-Square Adjusted
Visit Intention(Y)	0.791	0.782
Perceived Value (Z)	0.823	0.818

(Source : Data Analysis, 2025)

F-Square (f^2)

The F-Square (f^2) effect size analysis offers valuable insights into the relative impact of each exogenous variable on the endogenous constructs in the model. According to guidelines used by[18], f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects respectively. In this study, the F-Square values showed that service quality has a substantial effect on perceived value ($f^2 = 0.296$), representing the largest impact among the tested predictors. The effect of perceived value on visit intention is also notable ($f^2 = 0.149$), suggesting a moderate contribution to visitor intention. In contrast, the direct effects of destination image and customer experience on visit intention demonstrate weak effect sizes ($f^2 < 0.10$), indicating their limited role as standalone predictors.

Overall, these findings clarify that service quality is a primary driver in shaping perceived value, which in turn moderately influences visit intention at Wisata Bahari Tlocor Pulau Lusi. The table highlights that strengthening service quality is likely to yield the most significant improvements in perceived value and consequently, in visit intentions. The effect size analysis therefore supports the strategic focus on enhancing service delivery to achieve better outcomes in visitor behavior and satisfaction[19, 20].

Table 7. F- Square (f^2)

Variable			F-Square (f^2)
Variable Destinatian Image (X1)	⟶	Variable Visit Intention (Y)	0.073
Variable Destinatian Image (X1)	⟶	Variable Perceived Value (Z)	0.026
Variable Service Quality (X2)	⟶	Variable Visit Intention (Y)	0.049

Variable			F-Square (f^2)
Variable Service Quality (X2)	⟶	Variable Perceived Value (Z)	0.296
Variable Customer Experience (Y)	⟶	Variable Visit Intention (Y)	0.062
Variable Customer Experience (Y)	⟶	Variable Perceived Value (Z)	0.052
Variable Perceived Value (Z)	⟶	Variable Visit Intention (Y)	0.149

(Source : Data Analysis, 2025)

Path Coefficient

The Path Coefficient analysis reveals that service quality has the strongest direct effect on visit intention (0.284), while destination image (0.130) and customer experience (0.072) have weaker direct impacts. Notably, service quality also dominates its influence on perceived value (0.566), with destination image (0.344) and customer experience (0.343) also contributing significantly. Perceived value exerts a substantial effect on visit intention (0.420), serving as a critical mediator. Overall, these coefficients underscore service quality and perceived value as primary drivers of visitor behavior, while destination image and customer experience play more supportive roles, often working through perceived value to influence visit intentions at the marine tourism destination.

Table 8. Path Coefficient

Variabel			Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistik (O/STDEV)	P-Value
Variabel X1	⟶	Variabel Y	0.091	0.096	0.097	0.946	0.034
Variabel X1	⟶	Variabel Z	0.161	0.163	0.106	1.516	0.010
Variabel X2	⟶	Variabel Y	0.284	0.267	0.220	1.294	0.046
Variabel X2	⟶	Variabel Z	0.566	0.562	0.139	4.081	0.000
Variabel X3	⟶	Variabel Y	0.134	0.141	0.142	0.947	0.034
Variabel X3	⟶	Variabel Z	0.213	0.217	0.118	1.799	0.027
Variabel Z	⟶	Variabel Y	0.420	0.427	0.181	2.319	0.020

(Source : Data Analysis, 2025)

The data in Table 8 supports the hypothesis that :

This study examined how destination image, service quality, and customer experience influence visit intention through perceived value at Wisata Bahari Tlocor Pulau Lusi, grounded in established tourism and consumer behavior theories. The PLS-SEM analysis incorporated validated measurement instruments (Cronbach's α: 0.849–0.944; all factor loadings > 0.70).

Direct Effects on Visit Intention

H1 : Destination Image → Visit Intention ($\beta = 0.130$, $p < 0.05$), weak but significant effect aligns with[21] theory indicating destination citra operates as contextual enabler rather than primary driver in marine tourism contexts a departure from some traditional models showing stronger direct effects.

H2 : Service Quality → Visit Intention ($\beta = 0.284$, $p < 0.05$), strongest direct relationship confirms [9], who emphasize service quality's primacy in tourism decisions. This dominance reflects the Experience Economy perspective where service excellence becomes competitive differentiation.

H3 : Customer Experience → Visit Intention (β = 0.072, p < 0.05), minimal direct impact diverges from, suggesting experiential dimensions require value translation mechanisms supporting the Value Co-creation Theory that experiences must be internalized as value to influence behavior[22].

Antecedents of Perceived Value

H4: Destination Image → Perceived Value (β = 0.344), moderate effect supports Destination Image Literature, showing attractive attributes enhance perceived worth.

H5: Service Quality → Perceived Value (β = 0.566), strongest pathway aligns with SERVQUAL Value Integration Models, establishing service excellence as paramount value creation mechanism in tourism contexts[9].

H6: Customer Experience → Perceived Value (β = 0.343), significant contribution supports Customer Experience Theory, where memorable interactions elevate value perceptions alongside service quality.

The results of this study support the marketing theory that states that image and quality are the main predictors of consumer behavior. These findings are in line with the empirical study by[23], which proves that a combination of good image and guaranteed quality is a dominant factor in shaping consumer decisions, both in the context of physical products and tourism services.

Mediated Pathways

H7 : Perceived Value → Visit Intention (β = 0.420), substantial effect confirms and recent studies[16], establishing perceived value as critical behavioral catalyst.

H8-H10 Mediation Effects, partial mediation pathways (VAF = 45.56%–66.68%) support Value Mediation Model, with customer experience showing strongest indirect effect (66.68%), revealing that experiential dimensions predominantly convert to behavioral intention through value perception rather than direct pathways.

Table 9. Test Result Bootstapping

	Visit Intention (Y)	Perceived Value (Z)	VAF	Result
Detination Image (X1)	0,130	0,344	52,64 %	Partial Mediation
Service Quality (X2)	0,284	0,566	45,56 %	Partial Mediation
Customer Experience (X3)	0,072	0,343	66,68 %	Partial Mediation
Perceived Value (Z)	0,420			Partial Mediation

(Source : Data Analysis, 2025)

The findings indicate that perceived value plays a central mediating role in shaping visit intention. Its direct effect on visit intention is substantial (β = 0.420), confirming that higher perceived value strongly increases visitors behavioural intention. The mediation results show partial mediation for all three predictors destination image, service quality, and customer experience with VAF values between 45.56% and 66.68%. Among these, customer experience demonstrates the strongest indirect influence (VAF

= 66.68%), suggesting that experiential elements contribute to visit intention mainly when visitors interpret them as valuable. Destination image and service quality also rely significantly on perceived value, as indicated by VAF values of 52.64% and 45.56%. Overall, the results support the Value Mediation Model, highlighting perceived value as the key pathway through which perceptions and experiences translate into visit intention.

Conclusion

This study validated a structural model explaining visit intention at sustainable maritime destinations, with service quality emerging as the dominant driver of perceived value ($\beta = 0.566$, $p < 0.001$). Perceived value significantly mediated relationships between destination image, service quality, customer experience, and visit intention (VAF = 45.56%–66.68%). The model's superior predictive power ($R^2 = 0.791$ for visit intention; $R^2 = 0.823$ for perceived value) demonstrates both theoretical validity and practical utility for maritime destination management.

The framework's primary advantage lies in clarifying strategic priorities for resource allocation. Rather than simultaneous enhancement of all attributes, managers should prioritize service quality improvements while differentiating destination image through conservation oriented positioning. For Tlocor, Pulau Lusi, this translates to emphasizing its unique value proposition as a mangrove ecosystem managed through pentahelix collaboration, creating meaningful distinction from conventional destinations. Value communication combined with affordability establishes coherent positioning aligned with sustainable blue economy principles.

Several limitations warrant acknowledgment the sample size (n = 100) limits broader applicability, while partial discriminant validity issues suggest conceptual overlap requiring future validation through heterotrait monotrait ratios. The cross sectional design precludes temporal analysis. Future research should incorporate longitudinal designs, expanded samples for cross destination comparison, additional behavioral variables (perceived risk, loyalty), and mixed methods approaches. Such extensions would advance understanding of how mediation mechanisms vary across destinations with different development stages, contributing to more contextually sensitive theory in sustainable maritime tourism management.

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