

DAFTAR PUSTAKA

Buku

- Ajzen, I. (2005). *Attitudes, personality and behavior*. New York: Open University Press.
- Bettman, J. R. (1979). *An information processing theory of consumer choice*. Boston: Addison Wesley.
- Csikszentmihalyi, M. (1990). *Flow, the psychology of optimal experience*. New York: Harper & Row Publishers.
- Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. Berlin: Springer Science & Business Media.
- Ferdinand, A. (2016). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis, Disertasi Ilmiah Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fishbein, M. A., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*. MA: Addison-Wesley.
- Ghozali, I. (2017). *Model persamaan struktural konsep dan aplikasi. dengan program AMOS 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gilmore, J. H., & Pine, B. J. (2007). *Authenticity: What consumers really want*. Boston, MA: Harvard Business Press Center.
- Jerald, J. (2015). *The VR book: human-centered design for virtual reality*. New York: Association for Computing Machinery and Morgan & Claypool.
- Kusnendi & Ciptagustia, A. (2023). *Analisis model pengukuran dan struktural dalam penelitian manajemen dan bisnis*. Bandung: UPI Press.
- Jogiyanto. (2007). *Sistem informasi keperilakuan* (1st ed.). Yogyakarta: Andi Offset.
- Laur, D. (2013). *Authentic learning experiences a real-world approach to project-based learning*. New York: Routledge.

- Loureiro, S. M. C. (2020). *Managerial challenges and social impacts of virtual and augmented reality*. USA: IGI Global, Hershey.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge, MA: MIT Press.
- Peter, J. P., & Olson, J. C. (2013). *Perilaku konsumen dan strategi pemasaran* (9th ed.). Jakarta: Salemba Empat.
- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy*. Boston, MA: Harvard Business School Press.
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.) London: Pearson Education Limited.
- Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being*. Pearson Education.
- Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2010). *Consumer behavior* (4th ed.). London: Pearson Education Limited.
- Suliyanto. (2018). *Metode penelitian bisnis untuk skripsi, tesis, & disertasi*. Yogyakarta: Andi Offset.
- Supriyadi, E. (2014). *SPSS +Amos*. Jakarta: In Media.
- Wohlwill, J. F. (1976). Environmental aesthetics: the environment as a source of affect. In *Human Behavior and Environment*. New York: Plenum Press.

Artikel Jurnal

- Ahn, J., Hyun, H., & Kwon, J. (2022). Perceived benefits and willingness to pay premium for luxury experiences: exploring perceived authenticity as a mediator. *Tourism Recreation Research*, 1–9. <https://doi.org/10.1080/02508281.2021.1877433>
- Ahn, T., Ekinici, Y., & Li, G. (2013). Self-congruence, functional congruence, and destination choice. *Journal of Business Research*, 66(6), 719–723. <https://doi.org/10.1016/j.jbusres.2011.09.009>
- Ajzen, I. (1991). Theory of planned behaviour. *Organizational Behavior and Human Decision Processes*, 50, 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Anaya-Sanchez, R., Rejon-Guardia, F., & Molinillo, S. (2024). Impact of virtual reality experiences on destination image and visit intentions: the moderating effects of immersion, destination familiarity and sickness. *International*

Journal of Contemporary Hospitality Management.
<https://doi.org/10.1108/IJCHM-09-2023-1488>

Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868–882. <https://doi.org/10.1086/426626>

Arnould, E., & Thompson, C. (2007). Consumer culture theory (and we really mean theoretics): dilemmas and opportunities posed by and academic branding strategy. *Consumer Culture Theory (Research in Consumer Behavior)*, 11, 3–22. [https://doi.org/10.1016/S0885-2111\(06\)11001-7](https://doi.org/10.1016/S0885-2111(06)11001-7)

Arum, L. S., Zahrani, A., & Duha, N. A. (2023). Karakteristik Generasi Z dan kesiapannya dalam menghadapi bonus demografi 2030. *Accounting Student Research Journal*, 2(1), 59–72.

Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' expectation, satisfaction, and repurchase intention of used products online: empirical evidence from China. *SAGE Open*, 9(2), 1–14. <https://doi.org/10.1177/2158244019846212>

Atzeni, M., Chiappa, G. Del, & Pung, J. M. (2022). Enhancing visit intention in heritage tourism: The role of object-based and existential authenticity in non-immersive virtual reality heritage experiences. *International Journal of Tourism Research*, 24(2), 240–255. <https://doi.org/10.1002/jtr.2497>

Barabadi, E., Shirvan, M. E., Shahnama, M., & Proyer, R. T. (2022). Perceived functions of playfulness in adult english as a foreign language learners: an exploratory study. *Frontiers in Psychology*, 12, 1–10. <https://doi.org/10.3389/fpsyg.2021.823123>

Bhat, S. A., & Darzi, M. A. (2020). Online service quality determinants and e-trust in internet shopping: a psychometric approach. *Vikalpa*, 45(4), 207–222. <https://doi.org/10.1177/02560909211012806>

Bitner, M. J. (1992). Servicescapes: Impact of on physical surroundings customers and employees. *Journal of Marketing*, 56(2), 57–71. <https://doi.org/10.2307/1252042>

Bogicevic, V., Liu, S. Q., Seo, S., Kandampully, J., & Rudd, N. A. (2021). Virtual reality is so cool! How technology innovativeness shapes consumer responses to service preview modes. *International Journal of Hospitality Management*, 93, 102806. <https://doi.org/10.1016/j.ijhm.2020.102806>

Chen, S. C., & Lin, C. P. (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological Forecasting and Social Change*, 96, 40–50.

<https://doi.org/10.1016/j.techfore.2014.11.011>

- Chen, Z., King, B., & Suntiku, W. (2019). Festivalscapes and the visitor experience: An application of the Stimulus Organism Response approach. *International Journal of Tourism Research*, 1–14. <https://doi.org/10.1002/jtr.2302>
- Cheng, X., Chi, X., & Han, H. (2023). Perceived authenticity and the heritage tourism experience: the case of Emperor Qinshihuang's Mausoleum Site Museum. *Asia Pacific Journal of Tourism Research*, 28(6), 503–520. <https://doi.org/10.1080/10941665.2023.2245504>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, 41(2), 745–783. <https://doi.org/10.1007/s10490-023-09871-y>
- Choi, K., & Nam, Y. (2024). Do presence and authenticity in VR experience enhance visitor satisfaction and museum re-visitation intentions? *International Journal of Tourism Research*, 26(4). <https://doi.org/10.1002/jtr.2737>
- Chung, J., & Tan, F. B. (2004). Antecedents of perceived playfulness: An exploratory study on user acceptance of general information-searching websites. *Information and Management*, 41(7), 869–881. <https://doi.org/10.1016/j.im.2003.08.016>
- Chung, N., Han, H., & Joun, Y. (2015). Tourists' intention to visit destination: Role of augmented reality applications for heritage site. *Computers in Human Behavior*, 50. <https://doi.org/10.1016/j.chb.2015.02.068>
- Çiftçi, Ş. F., & Çizel, B. (2024). Exploring relations among authentic tourism experience, experience quality, and tourist behaviours in phygital heritage with experimental design. *Journal of Destination Marketing and Management*, 31. <https://doi.org/10.1016/j.jdmm.2023.100848>
- Coleman, M. T., & Pasternak, R. H. (2020). Effective strategies for behavior change. *Primary Care: Clinics in Office Practice*, 39(2012), 281–305. <https://doi.org/10.1016/j.pop.2012.03.004>
- Dağ, K., Çavuşoğlu, S., & Durmaz, Y. (2024). The effect of immersive experience, user engagement and perceived authenticity on place satisfaction in the context of augmented reality. *Library Hi Tech*, 42(4), 1331-1346. <https://doi.org/10.1108/LHT-10-2022-0498>
- Dalmaz, M. Di, Mandolfo, M., Guixeres, J., Raya, M. A., & Lamberti, L. (2024). How immersive technologies impact behavioral responses in destination marketing: The role of physiological arousal, presence, and age. *International*

Journal of Contemporary Hospitality Management.
<https://doi.org/10.1108/IJCHM-09-2023-1511>

Daşdemir, Y. (2023). Classification of emotional and immersive outcomes in the context of virtual reality scene interactions. *Diagnostics*, 13(22).
<https://doi.org/10.3390/diagnostics13223437>

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
<https://doi.org/10.2307/249008>

DeRobertis, E. M., & Bland, A. M. (2018). Tapping the humanistic potential of self-determination theory: Awakening to paradox. *Humanistic Psychologist*, 46(2), 105–128. <https://doi.org/10.1037/hum0000087>

Dopsaj, M., Tan, W., Perovic, V., Stajic, Z., Milosavljevic, N., Paessler, S., & Makishima, T. (2024). Novel neurodigital interface reduces motion sickness in virtual reality. *Neuroscience Letters*, 825, 137692.
<https://doi.org/10.1016/j.neulet.2024.137692>

Gao, L., & Park, A. T. (2014). Understanding sustained participation in virtual travel communities from the perspectives of its success model and flow theory. *Journal of Hospitality & Tourism Research*, 41(4),
<https://doi.org/10.1177/1096348014563397>

Gilbert, S. B. (2016). Perceived realism of virtual environments depends on authenticity. *Presence: Teleoperators & Virtual Environments*, 25(4), 322–324. https://doi.org/10.1162/PRES_a_00276

Grassini, S., & Laumann, K. (2020). Are modern head-mounted displays sexist? A systematic review on gender differences in HMD-mediated virtual reality. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.01604>

Griggs, D., Stafford-Smith, M., & Gaffney, O. (2013). Sustainable development goals for people and planet. *Nature*, 459, 305–307.
<https://doi.org/10.1038/495305a>

Guttentag, D. A. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, 31(5), 637–651.
<https://doi.org/10.1016/j.tourman.2009.07.003>

Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110.
<https://doi.org/10.1016/j.jbusres.2019.11.069>

Halimah, N., Satria, D., & Prasetyia, F. (2023). Does the VR experience influence visit intentions? Case study of Ijen Crater in Indonesia. *Journal of*

International Conference Proceedings (JICP), 6(3), 156–168.

- Hameed, A., & Perkis, A. (2024). Authenticity and presence: Defining perceived quality in VR experiences. *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1291650>
- Harsanto, W. A., Matondang, N., & Wibowo, R. P. (2023). The use of Technology Acceptance Model (TAM) to analyze consumer acceptance towards e-commerce websites. A case of the Plantage.id Digital Transformation Solution. *Journal of Environmental and Development Studies*, 04(02), 28–37. <https://doi.org/10.32734/jeds.v4i2.13144>
- Hoang, S. D., Dey, S. K., Tuckova, Z., & Pham, T. P. (2023). Harnessing the power of virtual reality: Enhancing telepresence and inspiring sustainable travel intentions in the tourism industry. *Technology in Society*, 75. <https://doi.org/10.1016/j.techsoc.2023.102378>
- Huang, Y. C., Backman, S. J., & Backman, K. F. (2013). Exploring the impacts of involvement and flow experiences in Second Life on people's travel intentions. *Journal of Hospitality and Tourism*, 3(1), 4–23. <https://doi.org/10.1108/17579881211206507>
- Huang, Y. C., Backman, S. J., & Backman, K. F. & Moore, D. (2013). Exploring user acceptance of 3D virtual worlds in travel and tourism marketing. *Tourism Management*, 36(C), 490-501. <https://doi.org/10.1016/j.tourman.2012.09.009>
- Jang, S. S., Bai, B., Hu, C., & Wu, C. E. (2009). Affect, travel motivation, and travel intention: A senior market. *Journal of Hospitality & Tourism Research*, 33(51). <https://doi.org/10.1177/1096348008329666>
- Jiang, J. (2020). The role of natural soundscape in nature- based tourism experience: an extension of the stimulus-organism-response model. *Current Issues in Tourism*, 1–20. <https://doi.org/10.1080/13683500.2020.1859995>
- Jung, T. H., & Dieck, M. C. T. (2017). Augmented reality, virtual reality and 3D printing for the co-creation of value for the visitor experience at cultural heritage places. *Journal of Place Management and Development*, 10(2), 140–151. <https://doi.org/10.1108/JPMD-07-2016-0045>
- Kim, M. J., & Hall, C. M. (2019). A hedonic motivation model in virtual reality tourism: Comparing visitors and non-visitors. *International Journal of Information Management*, 46, 236–249. <https://doi.org/10.1016/j.ijinfomgt.2018.11.016>
- Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model. *Journal of Travel Research*, 59(1), 69–89. <https://doi.org/10.1177/0047287518818915>

- Kojić, T., Spang, R., Vergari, M., Meier, L., Möller, S., & Voigt-Antons, J.-N. (2023). Effects of user factors on user experience in virtual reality: age, gender, and VR experience as influencing factors for VR exergames. *Quality and User Experience*, 8(1), 1–15. <https://doi.org/10.1007/s41233-023-00056-5>
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity : An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5), 652–664. <https://doi.org/10.1016/j.tourman.2009.07.010>
- Kronqvist, A., Jokinen, J., & Rousi, R. (2016). Evaluating the authenticity of virtual environments: Comparison of three devices. *Advances in Human-Computer Interaction*. <https://doi.org/10.1155/2016/2937632>
- Kuppelwieser, V. G., Klaus, P., Manthiou, A., & Hollebeek, L. D. (2022). The role of customer experience in the perceived value–word-of-mouth relationship. *Journal of Services Marketing*, 36(3), 364–378. <https://doi.org/10.1108/JSM-11-2020-0447>
- Laela, E. (2024). Investigating destination fascination in destination loyalty: The key role of perceived enjoyment and memorable tourism experiences. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, 4(2), 227–242. <https://doi.org/10.37715/jtce.v4i2.5020>
- Laela, E. (2024). Understanding memorable tourism experiences and revisit intention from destination service quality. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 8(5), 1197–1206. <https://doi.org/10.24912/jmbk.v8i5.29967>
- Laela, E., & Firmansyah, M. F. (2024). The phenomenon of panic buying and scarcity during the covid-19 pandemic: A bibliometric study. *DIE : Jurnal Ilmu Ekonomi Dan Manajemen*, 15(1), 10–26. <https://doi.org/10.30996/die.v15i1.10063>
- Laela, E., Putri, M. A., Ningrat, S. R., Hakiki, R., Awalludin, R. A., & Muiz, A. N. (2023). Store atmosphere terhadap consumer satisfaction melalui experiential marketing dan perceived quality Baso Japri Tasikmalaya. *Sosio E-Kons*, 15(1), 12–23. <https://doi.org/10.30998/sosioekons.v15i1.15560>
- Lavuri, R., & Akram, U. (2023). Role of virtual reality authentic experience on affective responses: moderating role virtual reality attachment. *Journal of Ecotourism*, 23(3), 347–365. <https://doi.org/10.1080/14724049.2023.2237704>
- Lee, W., & Kim, Y. H. (2021). Does VR tourism enhance users' experience? *Sustainability*, 13, 806. <https://doi.org/10.3390/su13020806>
- Lejeune, C., Mothe, J., Soubki, A., & Teste, O. (2020). Shape-based outlier detection in multivariate functional data. *Knowledge-Based Systems*, 198, 105960. <https://doi.org/10.1016/j.knosys.2020.105960>

- Li, C. H., & Chang, C. M. (2016). The influence of trust and perceived playfulness on the relationship commitment of hospitality online social network-moderating effects of gender. *International Journal of Contemporary Hospitality Management*, 28(5). <https://doi.org/10.1108/IJCHM-05-2014-0227>
- Li, T., & Chen, Y. (2019). Will virtual reality be a double-edged sword? Exploring the moderation effects of the expected enjoyment of a destination on travel intention. *Journal of Destination Marketing & Management*, 12(101), 15–26. <https://doi.org/10.1016/j.jdmm.2019.02.003>
- Lin, C. W., Lin, Y. S., Xie, Y. S., & Chang, J. H. (2022). Understanding the behavioural intention to play the nintendo switch: An extension of the technology acceptance model. *Applied System Innovation*, 5(6), 1–13. <https://doi.org/10.3390/asi5060124>
- Liu, L., & Hsu, Y. (2022). Motivating factors behind the public's use of smart recycling systems: perceived playfulness and environmental concern. *Humanities and Social Sciences Communications*, 9. <https://doi.org/10.1057/s41599-022-01347-6>
- Loureiro, S. M. C., Guerreiro, J., & Ali, F. (2020). 20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. *Tourism Management*, 77, 104028. <https://doi.org/10.1016/j.tourman.2019.104028>
- Luzecka, P., & Luzecka, P. (2016). “Take a gap year!” A social practice perspective on air travel and potential transitions towards sustainable tourism mobility. *Journal of Sustainable Tourism*, 9582, 446–462. <https://doi.org/10.1080/09669582.2015.1115513>
- Maslow, A. H. (1962). Notes on being-psychology. *Journal of Humanistic Psychology*, 2(2). <https://doi.org/10.1177/002216786200200205>
- Matta, S., Lee, Y. S. H., Grob, R., Schlesinger, M., & Nembhard, I. (2024). The perceived usefulness of patient narrative feedback in primary care settings. *Patient Experience Journal*, 11(2), 13–26. <https://doi.org/10.35680/2372-0247.1943>
- Mikeska, J. N., & Howell, H. (2021). Authenticity perceptions in virtual environments. *Information and Learning Sciences*, 122(7), 480–502. <https://doi.org/10.1108/ILS-10-2020-0234>
- Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a world-wide-web context. *Information and Management*, 38(4), 217–230. [https://doi.org/10.1016/S0378-7206\(00\)00061-6](https://doi.org/10.1016/S0378-7206(00)00061-6)

- Mou, Y., Fan, J., Ding, Z., & Khan, I. (2024). Impact of virtual reality immersion on customer experience: moderating effect of cross-sensory compensation and social interaction. *Asia Pacific Journal of Marketing and Logistics*, 36(1), 26-47. <https://doi.org/10.1108/APJML-11-2022-0920>
- Mura, P., Tavakoli, R., & Sharif, S. P. (2016). ‘Authentic but not too much’: Exploring perceptions of authenticity of virtual tourism. *Information Technology & Tourism*, 5. <https://doi.org/10.1007/s40558-016-0059-y>
- Nam, K., Dutt, C. S., & Baker, J. (2023). Authenticity in objects and activities: Determinants of satisfaction with virtual reality experiences of heritage and non-heritage tourism sites. *Information Systems Frontiers*, 25(3), 1219–1237. <https://doi.org/10.1007/s10796-022-10286-1>
- Namkung, Y., & Jang, S. C. (Shawn). (2010). Effects of perceived service fairness on emotions, and behavioral intentions in restaurants. *European Journal of Marketing*, 44(9), 1233–1259. <https://doi.org/10.1108/03090561011062826>
- Nguyen, T. B. T., Le, T. B. N., & Chau, N. T. (2023). How VR technological features prompt tourists’ visiting intention: An integrated approach. *Sustainability*, 15, 1–20. <https://doi.org/10.3390/su15064765>
- Novak, T. P., Hoffman, D. L., & Yung, Y. F. (2000). Measuring the customer experience in online environments: A structural modeling approach. *Marketing Science*, 19, 22-42. <https://doi.org/10.1287/mksc.19.1.22.15184>
- Ouerghemmi, C., Ertz, M., Bouslama, N., & Tandon, U. (2023). The Impact of Virtual Reality (VR) tour experience on tourists’ Intention to Visit. *Information (Switzerland)*, 14(10). <https://doi.org/10.3390/info14100546>
- Padilla-meléndez, A., Aguila-obra, A. R., & Garrido-moreno, A. (2013). Perceived playfulness, gender differences and technology acceptance model in a blended learning scenario. *Computers & Education*, 63, 306–317. <https://doi.org/10.1016/j.compedu.2012.12.014>
- Pantano, E., & Corvello, V. (2014). Tourists’ acceptance of advanced technology-based innovations for promoting arts and culture. *International Journal of Technology Management*, 64(1), 3–16. <https://doi.org/10.1504/IJTM.2014.059232>
- Peng, Y., & Ke, D. (2015). Consumer trust in 3D virtual worlds and its impact on real world purchase intention Yan. *Nankai Business Review International*, 4(1), 4–8. <https://doi.org/10.1108/NBRI-03-2015-0009>
- Pujiastuti, E. E., Soeprapto, A., Utomo, H. S., & Maharani Putri, A. (2022). The role of perceived value in understanding tourist experience and post experience at heritage destinations. *Jurnal Siasat Bisnis*, 26(1), 36–56.

<https://doi.org/10.20885/jsb.vol26.iss1.art3>

- Rahimizhian, S., Ozturen, A., & Ilkan, M. (2020). Technology in society emerging realm of 360-degree technology to promote tourism destination. *Technology in Society*, 63, 101411. <https://doi.org/10.1016/j.techsoc.2020.101411>
- Robaina-Calderín, L., Martín-Santana, J. D., & Muñoz-Leiva, F. (2023). Immersive experiences as a resource for promoting museum tourism in the Z and millennials generations. *Journal of Destination Marketing and Management*, 29. <https://doi.org/10.1016/j.jdmm.2023.100795>
- Satrya, I. D. G., Adityaji, R., Susilo, C., Karya, D. F., & Hendra. (2024). The role of authenticity, local culture, tourism perceived value, and memorable tourism experience for heritage tourism revisit intention. *International Journal of Sustainable Development and Planning*, 19(3), 1163–1170. <https://doi.org/10.18280/ijstdp.190334>
- Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. *Marketing Research*, 10, 25-61. [https://doi.org/10.1108/S1548-6435\(2013\)0000010006](https://doi.org/10.1108/S1548-6435(2013)0000010006)
- Scurati, G. W., Bertoni, M., Graziosi, S., & Ferrise, F. (2021). Exploring the use of virtual reality to support environmentally sustainable behavior: A framework to design experiences. *Sustainability*, 13. <https://doi.org/10.3390/su13020943>
- Seth, A. K., Suzuki, K., & Critchley, H. D. (2012). An interoceptive predictive coding model of conscious presence. *Frontiers in Psychology*, 2, 1–16. <https://doi.org/10.3389/fpsyg.2011.00395>
- Shale, S. J., Nthebe, S. S., & Swart, M. P. (2023). Authenticity as an antecedent of the tourist experience in measuring the gap between tourist experiences at an accommodation establishment and a tourist attraction in Lesotho. *Tourism, Travel, and Hospitality in a Smart and Sustainable World*, 403–418. https://doi.org/10.1007/978-3-031-29426-6_26
- Shin, D. (2019). How does immersion work in augmented reality games? A user-centric view of immersion and engagement. *Information Communication and Society*, 22(9), 1212–1229. <https://doi.org/10.1080/1369118X.2017.1411519>
- Sousa, N., Alén, E., Losada, N., & Melo, M. (2024). Influencing wine tourists' decision-making with VR: The impact of immersive experiences on their behavioural intentions. *Tourism Management Perspectives*, 51. <https://doi.org/10.1016/j.tmp.2024.101235>
- Steuer, J. (1992). Defining virtual reality: Dimensions determining telepresence. *Journal of Communication*, 42(4), 73–93. <https://doi.org/10.1111/j.1460-2466.1992.tb00812.x>

- Sun, J., Wang, Y., Miao, W., Wei, W., Yang, C., Chen, J., Yang, F., Ren, L., & Gu, C. (2023). A study on how to improve users' perceived playfulness in and continuance intention with VR technology to paint in virtual natural landscapes. *Heliyon*, 9(5), e16201. <https://doi.org/10.1016/j.heliyon.2023.e16201>
- Tarhini, A. L. I., Hone, K., & Liu, X. (2014). Measuring the moderating effect of gender and age on e-learning acceptance in England: A structural equation modeling approach for an extended technology acceptance model. *Journal of Educational Computing Research*, 51(2), 163–184. <https://doi.org/10.2190/EC.51.2.b>
- Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. *Information Systems Research*, 6(2), 144–176. <https://doi.org/10.1287/isre.6.2.144>
- Torabi, Z. A., Shalbafian, A. A., Allam, Z., Ghaderi, Z., Murgante, B., & Khavarian-Garmsir, A. R. (2022). Enhancing memorable experiences, tourist satisfaction, and revisit intention through smart tourism technologies. *Sustainability (Switzerland)*, 14(5), 1–18. <https://doi.org/10.3390/su14052721>
- Tussyadiah, I. P. (2015). The influence of innovativeness on on-site smartphone use among american travelers: Implications for context-based push marketing. *Journal of Travel & Tourism Marketing*, 8408. <https://doi.org/10.1080/10548408.2015.1068263>
- Tussyadiah, I. P., Wang, D., Jung, T. H., & tom Dieck, M. C. (2018). Virtual reality, presence, and attitude change: Empirical evidence from tourism. *Tourism Management*, 66, 140–154. <https://doi.org/10.1016/j.tourman.2017.12.003>
- Utami, M. P., Priyambodo, T. K., & Reksoatmodjo, W. (2022). The effects of virtual reality use on millennials' on intention to visit travel destination. *Indonesian Journal of Tourism and Leisure*, 3(2), 58–70. <https://doi.org/10.36256/ijtl.v3i2.268>
- Venkatesh, V., & Bala, H. (2008). Technology Acceptance Model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273–315. <https://doi.org/10.1111/j.1540-5915.2008.00192.x>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478. <https://doi.org/10.2307/30036540>
- Vishwakarma, P., Mukherjee, S., & Datta, B. (2019). Antecedents of adoption of virtual reality in experiencing destination: A study on the Indian consumers. *Tourism Recreation Research*, 1–15. <https://doi.org/10.1080/02508281.2019.1638565>

- Vishwakarma, P., Mukherjee, S., & Datta, B. (2020). Travelers' intention to adopt virtual reality: A consumer value perspective. *Journal of Destination Marketing and Management*, 17, 100456. <https://doi.org/10.1016/j.jdmm.2020.100456>
- Wang, C. K. J., & Demerin, P. A. G. (2023). Relationship between self-determination theory and flow in the domain of sports and academics among student-athletes. *Asian Journal of Sport and Exercise Psychology*, 3(2), 114–120. <https://doi.org/10.1016/j.ajsep.2023.08.003>
- Wang, D., Park, S., & Fesenmaier, D. R. (2012). The role of smartphones in mediating the touristic experience. *Journal of Travel Research*, 51(4), 371–387. <https://doi.org/10.1177/0047287511426341>
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349–370. <https://doi.org/10.4324/9781315237749-27>
- Wang, X., Yu, Y., Zhu, Z., & Zheng, J. (2022). Visiting intentions toward theme parks: Do short video content and tourists' perceived playfulness on tiktok matter? *Sustainability*, 14(19), 1–17. <https://doi.org/10.3390/su141912206>
- Webster, J., & Martocchio, J. J. (1992). Microcomputer playfulness: Development of a measure with workplace implications. *MIS Quarterly: Management Information Systems*, 16(2), 201–224. <https://doi.org/10.2307/249576>
- Wei, W. (2019). Research progress on Virtual Reality (VR) and Augmented Reality (AR) in tourism and hospitality. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-04-2018-0030>
- Williams, P., & Hobson, J. S. P. (1995). Virtual reality and tourism: Fact or fantasy? *Tourism Management*, 16(6), 423–427. [https://doi.org/10.1016/0261-5177\(95\)00050-x](https://doi.org/10.1016/0261-5177(95)00050-x)
- Wu, S., Huang, S. C., Tsai, C. D., & Sung, C. L. (2020). As loyal as migratory birds: Analyzing event revisit intention with Dramaturgy And Environmental Psychology Theories. *Asia Pacific Journal of Tourism Research*, 25(8), 841–857. <https://doi.org/10.1080/10941665.2020.1768128>
- Xie, T., Zheng, L., Liu, G., & Liu, L. (2022). Exploring structural relations among computer self-efficacy, perceived immersion, and intention to use virtual reality training systems. *Virtual Reality*, 26(4), 1725–1744. <https://doi.org/10.1007/s10055-022-00656-0>
- Yersüren, S., & Özel, Ç. H. (2024). The effect of virtual reality experience quality on destination visit intention and virtual reality travel intention. *Journal of Hospitality and Tourism Technology*, 15(1), 70–103. <https://doi.org/10.1108/JHTT-02-2023-0046>

- Yung, R., & Khoo-lattimore, C. (2017). New realities: A systematic literature review on virtual reality and augmented reality in tourism research. *Current Issues in Tourism*, 1–26. <https://doi.org/10.1080/13683500.2017.1417359>
- Zarantonello, L., & Schmitt, B. H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, 17(7), 532–540. <https://doi.org/10.1057/bm.2010.4>
- Zauner, A., Koller, M., & Hatak, I. (2015). Customer perceived value-conceptualization and avenues for future research. *Cogent Psychology*, 2(1), 1061782. <https://doi.org/10.1080/23311908.2015.1061782>
- Zhao, X. (2021). Playfulness, Realism and authenticity in cultural presence: A case study of virtual heritage players. *Body, Space & Technology*, 20(1), 106–115. <https://doi.org/10.16995/bst.352>
- Zhu, C. Z. G., Hall, C. M., Fong, L. H. N., Lin, F., & Koupaei, S. N. (2024). Examining the effects of ChatGPT on tourism and hospitality student responses through integrating technology acceptance model. *International Journal of Tourism Research*, 26. <https://doi.org/10.1002/jtr.2727>

Prosiding Konferensi

- Disztinger, P., Schl, S., & Groth, A. (2017). Technology acceptance of virtual reality for travel planning. *Information and Communication Technologies in Tourism 2017*. Cham: Springer. <https://doi.org/10.1007/978-3-319-51168-9>
- Thompson, J. K., Ata, R., Roehrig, M., & Chait, S. (2012). Tanning: Natural and artificial. *Encyclopedia of Body Image and Human Appearance*. Amsterdam: Elsevier Academic Press. <https://doi.org/10.1016/B978-0-12-384925-0.00122-X>

Sumber Elektronik

- Babych, M. (2024). *44 Top Virtual Reality (VR) Statistics*. <https://spdload.com/vr-statistics/>
- Mihmidati, N. W. (2024). *Peningkatan Efisiensi Rantai Pasokan dengan AR dan VR di 2024*. <https://transtrack.co/teknologi/ar-dan-vr/>
- Statista. (2024). *AR & VR - Indonesia*. <https://www.statista.com/outlook/amo/ar-vr/indonesia>