

ABSTRACT

REDEFINING TOURISM VISIT INTENTION: ADAPTATION OF FLOW THEORY AND TECHNOLOGY ACCEPTANCE MODEL WITH STIMULUS-ORGANISM-RESPONSE APPROACH

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Today's tourism development authorities have been using advanced technologies to promote destinations and attract visitors. Literature on tourism technology shows that virtual reality (VR) is important in the visit intention of potential tourists. However, the mechanism to explain the visit intention of VR users remains to be determined. This study develops a comprehensive conceptual model to investigate the effect of authentic experience on visit intention with the Stimulus-Organism-Response (SOR) approach. This research also integrates Flow Theory and Technology Acceptance Model (TAM) into the conceptual model to understand the decision-making process and tourist behavior. This conceptual model was then tested and validated using structural equation modeling on survey data collected from 303 respondents who had used VR for tourism purposes. The findings of this study show that authentic experience affects perceived immersion, usefulness, and playfulness, which in turn affect visit intention. Perceived immersion, usefulness, and playfulness are proven to mediate the relationship between authentic experience to visit intention. This research emphasizes the role of VR as a powerful marketing tool to promote tourist destinations and achieve the 2030 SDGs. Thus, this study provides theoretical contributions to the literature on tourism and practical knowledge of tourism destinations.

Keywords: *Authentic experience, perceived immersion, perceived usefulness, perceived playfulness, visit intention, S-O-R*

ABSTRAK

MENDEFINISIKAN ULANG *TOURISM VISIT INTENTION*: ADAPTASI *FLOW THEORY* DAN *TECHNOLOGY ACCEPTANCE MODEL* DENGAN PENDEKATAN *STIMULUS-ORGANISM-RESPONSE*

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Otoritas pengembangan pariwisata saat ini telah menggunakan teknologi canggih untuk mempromosikan destinasi dan menarik pengunjung. Literatur tentang teknologi pariwisata menunjukkan bahwa *Virtual Reality* (VR) penting dalam niat kunjungan calon wisatawan. Namun, mekanisme untuk menjelaskan *visit intention* pengguna VR masih belum jelas. Penelitian ini mengembangkan model konseptual yang komprehensif untuk menyelidiki pengaruh *authentic experience* terhadap *visit intention* dengan pendekatan *Stimulus-Organism-Response* (SOR). Penelitian ini juga mengintegrasikan *Flow Theory* dan *Technology Acceptance Model* (TAM) ke dalam model konseptual untuk memahami proses pengambilan keputusan dan perilaku wisatawan. Model konseptual ini kemudian diuji dan divalidasi menggunakan *structural equation modelling* pada data survei yang dikumpulkan dari 303 responden yang pernah menggunakan VR dengan tujuan pariwisata. Temuan penelitian ini menunjukkan bahwa *authentic experience* berpengaruh terhadap *perceived immersion*, *usefulness*, dan *playfulness*, yang selanjutnya berpengaruh terhadap *visit intention*. *Perceived immersion*, *usefulness*, dan *playfulness* terbukti memediasi hubungan *authentic experience* terhadap *visit intention*. Penelitian ini menekankan peran VR sebagai alat pemasaran yang ampuh untuk mempromosikan destinasi wisata dan mencapai SDGs 2030. Dengan demikian, penelitian ini memberikan kontribusi teoritis pada literatur di bidang pariwisata dan pengetahuan praktis bagi destinasi pariwisata.

Kata Kunci: *Authentic experience, perceived immersion, perceived usefulness, perceived playfulness, visit intention, S-O-R*