

Coffee Plantation as a Tourism Destination: The Impact of Destination Image on Novelty Seeking, Perceived Value, and Visit Intention

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Abstracts

A few coffee plantation managers in Indonesia have used their plantation land for visiting tourists. This study examines the effect of destination image, novelty-seeking, and perceived value on visit intention about coffee tourism. The researchers conducted data collection in Jakarta, involving 230 participants. The selected data collection used the convenient sampling method. Researchers analysed the data after applying exploratory and confirmatory factor analyses and structural equation models. This study found a significant effect of destination image on novelty seeking and perceived value. Novelty-seeking and perceived value also significantly affected visit intention. These findings deepen the study of agritourism and coffee tourism.

1. Introduction

Coffee plantations can make for an excellent agritourism destination. It is because they offer visitors the chance to learn about coffee's history, cultivation, and production. For example, it gives tourists a unique experience they may not find in other tourist destinations. Visitors can learn about the different varieties of coffee plants, see how coffee is grown, harvested, and processed, and even taste freshly roasted coffee. A coffee plantation tour can be very educational as well. Visitors can learn about the history of coffee, the different methods of cultivation, and the science behind coffee production. In addition, many coffee plantations are committed to sustainable and environmentally friendly practices. Visitors can learn about these practices and see how they contribute to the conservation of the environment. Many countries have an ingrained coffee culture. A visit to a coffee plantation can provide visitors with a unique cultural experience. They can learn about the traditions and customs associated with coffee production and consumption. In addition, agritourism can positively impact local communities, as it creates jobs and supports local businesses. Visiting a coffee plantation can also allow visitors to buy coffee and other local products. It will grow the local economy.

Coffee tourism can be considered a kind of agritourism. Agritourism refers to travel that involves visiting and experiencing agricultural-based activities and attractions, such as farms, vineyards, orchards, and other agricultural sites. Coffee tourism relates to travelling to destinations where coffee is grown, processed, and consumed and experiencing the culture, history, and art of coffee production and consumption. Coffee tourism is a growing trend as more people become interested in learning about the origins of their coffee and the people and communities behind its production.

Researchers have conducted various studies on coffee tourism, with authors providing diverse insights. The studies explore different aspects of coffee tourism, including its influence on tourists' behaviour, potential development, and impact on local communities. For instance, Smith et al. (2019) provide an understanding of tourist preferences and satisfaction in northern Thailand, while Setiyorini (2019) underlines the potential for coffee tourism to improve the welfare of local communities. Suhud et al. (2022) focus on the factors influencing the intention of tourists to visit coffee plantations in Indonesia. Woyesa and Kumar (2021) examine the potential of coffee tourism for sustainable livelihoods and conservation in southwestern Ethiopia. By applying multiple locations and contexts, these studies provide insight into how coffee tourism impacts tourist behaviour, tourism development, and community development.

This study aims to measure the impact of destination image, novelty-seeking, and perceived value on the intention of tourists to visit a coffee plantation as a tourism destination. Various researchers of tourist behaviour related to coffee tourism have yet to conduct the selection of these three variables. Tourist behaviour studies concerning coffee tourism focus on understanding the motivations, attitudes, and behaviours of tourists who visit coffee-growing regions or destinations to learn about coffee production, taste different coffee varieties and experience the local coffee culture. Some key themes from these studies include motivations for coffee tourism, coffee consumption behaviour, destination choice and decision-making, socio-demographic factors, and sustainable tourism. This current study occurs in Indonesia.

Indonesia is one of the world's largest coffee producers, and coffee tourism is a growing industry (Daufina et al., 2019). Several regions in Indonesia known for their unique coffee flavours and production methods attract coffee enthusiasts and tourists. One of Indonesia's most popular coffee tourism destinations is the island of Bali. Bali has several coffee plantations where visitors can learn about the history and process of coffee production in Indonesia, including the famous Kopi Luwak coffee made from beans eaten and excreted by civet cats. Another popular destination for coffee tourism is Bandung City, the island of Java. Bandung is known for its coffee shops and cafes serving locally roasted beans and traditional coffee shops. The city is also home to the Indonesian Coffee and Cocoa Research Institute, which provides information on the latest coffee cultivation and processing techniques. Besides Bali and Bandung, other regions in Indonesia known for their coffee production and tourism potential include Sumatra, Sulawesi, and Flores. Many coffee plantations in these regions offer guided tours, allowing visitors to learn about the different coffee types grown and to sample freshly brewed coffee. To support this current study, the first author visited coffee plantation destinations in Bali, Bandung - West Java Province, and Flores - Nusa Tenggara Timur Province.

2. Literature Review

Destination Image

Destination image refers to the mental impression or perception that a potential tourist or tourist has about a particular destination. It is the overall impression that individuals have about a place based on a combination of their previous experiences, word-of-mouth, marketing and advertising, and other sources of information. The destination image is vital to tourism. It is essential because it can influence a tourist's decision-making process, including whether to visit a destination, how much to spend, and what activities to engage in. It can also affect the tourist's overall satisfaction with their trip, impacting their likelihood of recommending the destination to others and returning in future.

The studies presented offer valuable insights into the multifaceted role of destination image in tourism, its influence on various factors and how other variables can influence it. In the study by Zheng et al. (2022), the researchers explore the impact of destination image on tourist energy-saving behaviour and loyalty. They find that destination image directly influences tourists' loyalty and energy-saving behaviour. In addition, they identify the mediating role of relationship quality variables, specifically tourist satisfaction and destination trust. This study underscores the substantial influence of destination image on tourists' attitudes and behaviours and how relationship quality variables can further mediate these.

Ahmad et al. (2021) focused on factors influencing visit intention and destination image in the post-COVID-19 crisis recovery period. Their research shows that physical factors significantly influence tourists' visit intentions, and destination image mediates the relationship between visit intention and these factors. It highlights the dynamic nature of destination image, especially during recovery phases, as it can shape tourists' intentions. In Pan et al.'s (2021) study, the researchers investigate how the destination images of tourists' social network members influence their destination choice behaviour. They find that social network members' destination images can influence tourists' choices, regardless of their prior images of the destination. It suggests that social influence shapes destination image and choice behaviour.

Furthermore, Rasoolimanesh et al. (2021) delve into the cognitive destination image during the COVID-19 pandemic and its effects on willingness to support and post-pandemic travel intention. They identify trust, crisis management, healthcare system, and solidarity as factors shaping cognitive destination image. Importantly, they reveal that the impact of these factors varies depending on tourists' prior experience with a destination, emphasising the dynamic and context-dependent nature of destination image.

In Arefieva et al.'s (2021) study, the destination image is uncovered through Instagram photographs, demonstrating the power of symbols in representing tourist attractions. The study highlights the role of visual content in shaping destination image, which can aid marketers in understanding tourists' preferences and movement. In addition, Li et al. (2021) examined the post-trip destination image in ecotourism. They introduce the Experience-Image-Satisfaction-Loyalty framework, highlighting tourists' experiences' influence on attribute-based and holistic destination image. This study emphasises the pivotal role of destination image as a mediator between tourists' experiences and loyalty, showcasing its significance in ecotourism.

Finally, Lam et al. (2020) studied the value co-creation process in online tourism review platforms. They reveal how platform co-creation experience contributes to the formation of cognitive and affective destination images, ultimately impacting travel satisfaction. This study underscores how online user-generated content and its role enhance the overall travel experience and can influence destination image.

Destination Image and Novelty Seeking

Some interesting studies have explored the relationship between destination image and novelty-seeking in tourism. Pujiastuti (2020) found that destination image significantly affects novelty-seeking. It demonstrates that the influence of tourists' inclination to seek novel and unique experiences comes from the way a destination is perceived. Cheng and Lu (2013) studied Green Island, Taiwan and found that the perception of the destination plays a role in stimulating tourists' interest in novelty and unique experiences. Abubakar et al. (2017) conducted a study in Singapore and found that tourists' perceptions of value, satisfaction, and destination image influence their inclination to seek novelty and engage in repeat visits. These studies show the importance of destination image in shaping tourists' inclination to seek unique experiences and suggest that a positive image can stimulate tourists' curiosity and interest in exploring new aspects of the destination.

Destination Image and Perceived Value

The studies cited in this analysis explore the relationship between destination image and perceived value in various tourism contexts. According to the findings from each study, the destination image significantly influences the perceived value. Tourists' perceptions of the value received from their travel experiences. Otherwise, their overall impression of a destination also heavily influenced their travel experiences. The initial impression of the tourist destination can shape first-time visitors' perceived value and loyalty. Managing destination image is essential for tourist destinations to enhance tourists' perceived value and overall satisfaction, fostering loyalty and revisiting intentions. The studies conducted by Aliman et al. (2014), Cham et al. (2020), Jeong and Kim (2020), Loureiro et al. (2020), Lu et al. (2023), Ramseook-Munhurrun and Naidoo (2015), and all show that destination image has a significant impact on perceived value across different tourism contexts. The perception and emotions evoked by the destination contribute to the assessment of the value received from the travel experience. Therefore, it is crucial to understand and manage destination image to enhance tourists' overall satisfaction and loyalty.

Novelty-Seeking

Tourist novelty-seeking personality refers to the tendency of an individual to find new, unusual, and exciting experiences while travelling as a tourist. This personality type is often associated with adventurous, curious, and open-minded individuals eager to explore new cultures and try new things. Tourists with novelty-seeking personalities are frequently interested in off-the-beaten-path destinations and activities that differ from traditional travel itineraries. They are also more likely to take risks, try new foods, and participate in adventure sports like bungee jumping or skydiving (Breivik, 2010; Dinç & Demircan, 2019).

Gardiner et al. (2023) conducted a study on the role of self-identity in motivating participation in adventure tourism. Their study compared the views of youth consumers from Australia, China, Singapore, and Germany towards a learn-to-surf lesson. The research included mystery shopper experience testing and an online survey. The survey results revealed that having a novelty-seeker self-identity, surfer self-identity, and social self-identity positively influenced attitude and intention to join in this adventure tourism activity. Sthapit et al. (2023) explored the antecedents of memorable halal food experiences by considering internal and external factors in a restaurant setting. Their study found that novelty seeking, authenticity, experience co-creation, substantive staging of the servicescape, togetherness, and sensory appeal influence memorable halal food experiences. Humagain and Singleton (2023) shed light on tourists' motivations, perceived constraints, and negotiation strategies to participate in outdoor recreation trips in the current COVID-19 context. The study found that COVID-19-related restrictions and fewer outdoor opportunities encouraged outdoor recreation for novelty-seeking and experiencing normalcy. Tourists experienced a blend of personal, social, practical, and ethical constraints and negotiated them through extensive planning, information searching, avoiding crowds, and changing leisure aspirations. Heriqbaldi et al. (2023) examined the role of cultural distance, economic integration, price competitiveness, and substitution prices for tourism arrivals between Southeast Asian (ASEAN) countries and other origin countries. Their study found that the ASEAN countries could use cultural heritage in tourism promotion as these countries can attract tourists seeking novelty and new excitement. ASEAN countries could create complementary destinations and jointly promote cultural heritage to accelerate the region's recovery. Yuan and Hong (2023) investigated how VR influences the tourism experience and behavioural intentions associated with boundary conditions. The study found significant positive relationships among VR presence, flow, tourism experience, and behavioural intention. Novelty-seeking moderated the relationship between VR enjoyment and flow. Wei et al. (2023) aimed to understand whether cultural/lifestyle similarity is a crucial pull factor for Chinese tourists when selecting a destination. The study found that a substantial segment of Chinese tourists is motivated by perceived cultural/lifestyle similarities. Those with high ethnocentrism, high uncertainty avoidance, low novelty seeking, or less travel experience are likelier to belong to the similarity-driven segment. Maghrifani et al. (2022) attempted to understand motivation-intention relations from an image formation perspective regarding Australian potential and repeat visitors to Indonesia. The study found that, for potential visitors, travel motivations affect travel intentions only indirectly through destination image and visitor image congruity.

In contrast, the effect of travel motivations to revisit intentions for repeat visitors occurs directly and indirectly. The direct influence of interaction-seeking motivation, destination image, and visitor image congruity on revisit intentions was strong for repeat visitors. In contrast, the effect of novelty- and assurance-seeking motivation on the destination image was strong for potential visitors. Suhud et al. (2022) measured factors that influence tourists' intentions to visit coffee plantations as a tourism destination. The study employed destination image, novelty seeking, experience, and perceived value as predictors and found that tourist experience impacts destination image and that tourist experience and novelty-seeking affected visit intention. In addition, destination image and novelty-seeking influenced perceived value.

Novelty Seeking and Visit Intention

The impact of novelty-seeking on visit intention is a complex matter with mixed findings. Tang et al. (2022) found a direct and positive influence of novelty-seeking on tourists' willingness to make repeat visits, while Aydin et al. (2022) and Agustina and Artanti (2020) showed no significant effect. These differences may be due to various factors, such as the respondents' research context, methodologies, or characteristics. It is crucial to acknowledge that scientific research often presents varying results, especially when it involves complex research variables, such as novelty-seeking and visit intention. By examining these differences, researchers can acquire a more comprehensive understanding of the factors influencing tourists' visit intentions and guide future research in this area.

Perceived Value

Tourist perceived value refers to the perceived benefits a tourist believes they will receive from a particular travel experience and the cost, effort, and time required to obtain those benefits. It is the worth or value that a tourist place on the travel experience and is subjective. Various factors can influence a tourist's perceived value, including the destination's attractiveness, cultural and historical significance, the quality of accommodations, transportation and food, the level of customer service, and the overall costs of the trip. Tourists may also consider the emotional and social benefits they receive from the travel experience, such as the opportunity to relax, learn, and explore new cultures.

The studies discussed shed light on the significance of perceived value in various tourism-related scenarios. Perceived value plays a central role in influencing tourists' behaviours, attitudes, and overall satisfaction. Otherwise, other crucial variables influenced perceived value. The study by Xie et al. (2021) focuses on wellness tourism, where they explore the value co-creation process. They find that customer interactions with the environment, service employees, and other customers positively affect customer-perceived value. It highlights the role of perceived value as an outcome of various interactions and experiences in the wellness tourism context. Tsaur et al. (2021) delve into the association between tour leader likeability and tourist citizenship behaviours, with perceived value as a mediating factor. The findings show that perceived value positively influences tourist citizenship behaviours, emphasizing the importance of the value tourists perceive in their experiences.

In Jeong and Kim's (2019) research, perceived value significantly impacts tourist satisfaction and destination loyalty. Tourist satisfaction acts as a mediator between perceived value and destination loyalty. It underscores that tourists' perceptions of value gained from their experiences significantly influence their overall satisfaction and subsequent loyalty to the destination. Caber et al. (2020) focused on young travellers and their perception of value in a nature-based tourism experience. Their study identifies three value components, including social value, and finds that value perception positively impacts overall satisfaction, word-of-mouth, and revisit intentions. The perceived value, especially its social dimension, is pivotal in shaping travel outcomes. The study by Preko et al. (2020) examines the relationships among perceived values, satisfaction, and loyalty among Muslim tourists, with religiosity as a moderating factor.

Perceived values positively affect tourist satisfaction, emphasising the role of value perception in enhancing the overall experience and, consequently, loyalty.

Finally, de Kervenoael et al. (2020) investigate visitors' intentions to use social robots in hospitality services. They find that perceived value and other factors like empathy and information sharing influence visitors' intentions. It underscores the importance of perceived value in adopting technology-driven services in the hospitality and tourism industry.

Perceived Value and Visit Intention

Findings of various studies examine customer perceptions, loyalty, and revisit intentions in different domains. For example, food and physical environment quality were significant determinants of customer perceived value in the fast-food restaurant industry. In contrast, employee service quality did not have a compound effect. Otherwise, a study found that social commerce websites, rewards, recognition and customisation were non-significant in influencing perceived value. In the tourism industry, perceived value, satisfaction, destination image, and motivation significantly affect visitors' revisit intention. These findings highlight the need for businesses and destinations to enhance customer experiences and foster customer retention by focusing on the key factors that matter most to their customers. Several studies have delved deeper into specific domains. Slack et al. (2021) found that food quality and physical environment quality significantly influenced customer perceived value in fast-food restaurants, whereas employee service quality did not have a compound effect. Molinillo et al. (2021) identified information and service quality as crucial antecedents of perceived value on social commerce websites, while they found rewards, recognition, and customisation non-significant. Abbasi et al. (2021) found that perceived behavioural control, perceived value, destination image, and satisfaction significantly influenced visitors' revisit intention in the tourism industry. Hasan et al. (2020) found that perceived value significantly influenced both tourists' attitudes and revisit intention to beach destinations, while service quality influenced tourists' attitudes only. Dean and Suhartanto (2019) found that both pull and push motivation impacted visitors' behavioural intention to re-experience, with push motivation influenced by experience quality and perceived value. Aji et al. (2021) found that religiosity affected perceived risk but did not affect perceived Islamic values and attitudes regarding Muslims' intention to visit non-Islamic countries. Finally, Cham et al. (2020) identified significant predictors of Malaysia as a medical tourism destination among Chinese medical tourists as country-specific and social factors. All these studies together highlight the importance of various factors, such as service quality, perceived value, satisfaction, destination image, and motivation in shaping customer perceptions, loyalty, and revisiting intentions in different domains. These findings provide insights for businesses and destinations to enhance customer experiences and foster customer retention.

Figure 1 illustrates the theoretical framework derived from previous research findings discussed earlier. In this model, novelty-seeking and perceived value influence visit intention, while destination image influences both novelty-seeking and perceived value. This schematic representation provides a visual overview of the interrelationships among these critical variables, highlighting their roles in understanding tourists' intentions to visit a specific destination.

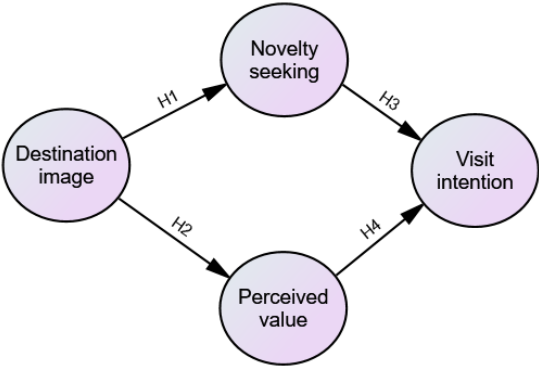


Figure 1. The Theoretical Framework

3. Methods

Measures

The four variables included in this study were measured using indicators adapted from previous marketing studies. Researchers assessed destination image using the research indicators from Hosany et al. (2017). The measurement of self-congruity used the research indicators from Kumar and Nayak (2014). We gauged novelty-seeking through the research indicators from Lee and Crompton (1992). The evaluation of perceived value used the research indicators from Caber et al. (2020). We measured intention with the research indicators of Luo and Ye (2020) and Khan et al. (2017). We measured all the research indicators on a 6-point Likert-type scale. Point 1 represented "Strongly Disagree," 2 for "Disagree," 3 for "Slightly Disagree," 4 for "Slightly Agree," 5 for "Agree," and 6 for "Strongly Agree." This scaling allowed for the systematic assessment of respondents' perceptions and attitudes regarding these crucial variables in the study.

Data Analysis Methods

The data from this study underwent a comprehensive four-stage analysis process. First, researchers conducted a validity test using exploratory factor analysis. If it exhibited a factor loading of 0.4 or greater, we considered each indicator was valid. Second, we conducted a reliability test, considering the alpha scores. We deemed each construct reliable if it achieved an alpha score of 0.7 or higher. The third stage involved a second validity test, utilising confirmatory factor analysis. We do not present the calculation results here. We considered a construct was a good fit if it reached the minimum scores in line with the criteria. In this case, the selected criteria were probability, CMIN/DF, CFI, and RMSEA, as seen in Table 1. Finally, we conducted hypothesis testing using structural equation modelling. We considered a construct was a good fit if it met the minimum scores according to the criteria. The criteria chosen were probability, CMIN/DF, CFI, and RMSEA, as shown in Table 1. A hypothesis was accepted if it achieved a

critical ratio (CR) score of 1.96 or higher. This rigorous analytical process ensured the robustness and validity of the study's findings.

Table 1. Criteria of a Fitted Model

Fit measure	Good fit indices	Sources
Probability	$0.05 < p \leq 1.00$	Schermelleh-Engel et al. (2003)
X^2/DF	$0 \leq X^2/DF \leq 2.00$	Tabachnick et al. (2007)
CFI	$0.95 \leq CFI \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq RMSEA \leq 0.05$	Browne and Cudeck (1992)

4. Results

Participants

The profile of the 224 participants in the study on tourists' intentions to visit coffee plantations as tourist destinations in the Indonesian setting reveals essential insights. These participants were selected using a convenient sampling method and met specific criteria: they were at least 17 years old and were aware of coffee plantations used as tourism destinations. In addition, all participants had travelled within their city or abroad within the last three months. Regarding gender distribution, the study comprised 83 male participants (37.1%) and 141 female participants (62.9%). Age-wise, the participants displayed a broad range, with the majority falling within the 17-20 age group (46.4%). Other age groups include 21-24 years (21.4%), the range of 25-29 years (20.1%), 30-34 years (9.8%), and small percentages in the 35-49 age range. Occupational diversity was evident among the participants, with 37.9% reporting as employed, 49.1% as unemployed, and 12.9% as self-employed. Regarding marital status, a significant majority (82.6%) were unmarried, 17.0% were married, and a negligible percentage had undergone separation or divorce. Educational backgrounds varied, with 46.4% holding a bachelor's degree, 40.2% having graduated high school, and a smaller percentage with diploma, postgraduate, or less than high school qualifications. Finally, of the 224 participants, 52.2% (117 participants) had prior experience visiting coffee plantations for tourism. This additional information provides context and potential differentiation within the participant group, which can be valuable for analysing their intentions to visit coffee plantations as tourist destinations.

Table 2. Profile of Participants

Profile		Frequency	Percent
Sex	Male	83	37.1
	Female	141	62.9
	Total	224	100.0
Group of Age	17-20	104	46.4
	21-24	48	21.4
	25-29	45	20.1

	30-34	22	9.8
	35-39	3	1.3
	40-44	1	0.4
	45-49	1	0.4
Occupational Status	Employed	85	37.9
	Unemployed	110	49.1
	Self-employed	29	12.9
Marital Status	Unmarried	185	82.6
	Separated/divorced	1	0.4
	Married	38	17.0
Level of Education has been completed	Less than high school	9	4.0
	Diploma	20	8.9
	Postgraduate	1	0.4
	Undergraduate	104	46.4
	High school	90	40.2

Data Validity and Reliability Tests

Table 3 presents the results of the validity and reliability tests for the study’s constructs, providing crucial insights into the measurement instruments’ robustness. The construct of the destination image, represented by nine indicators, exhibits high internal consistency, as indicated by a Cronbach’s alpha score of 0.938. Similarly, novelty seeking, comprising six indicators, demonstrates strong reliability with a Cronbach’s alpha score of 0.893. Perceived value is a multi-dimensional construct with two distinct dimensions. The first dimension comprises six indicators and maintains a high level of internal consistency, reflected in Cronbach’s alpha score of 0.893. The second dimension includes four research indicators and displays good reliability with a Cronbach’s alpha score of 0.796. Visit intention, as a multi-dimensional construct, forms two distinct dimensions. The first dimension, composed of three indicators, exhibits strong reliability with a Cronbach’s alpha score of 0.915. The second dimension, comprising three indicators, demonstrates high internal consistency with a Cronbach’s alpha score of 0.883. These results affirm the validity and reliability of the measurement tools used in the study, ensuring the integrity of the data for subsequent analysis.

Table 3. Results of Data Validity and Reliability Tests

Variables and Indicators		Factor Loadings Cronbach’s Alpha
Destination Image		
D4	The coffee plantation is gloomy/exciting.	0.898
D1	The coffee plantation is not fun/fun.	0.884

D9	The coffee plantation is boring/attractive.	0.880
D3	The coffee plantation is ugly/charming.	0.855
D2	The coffee plantation is sad/relaxing.	0.855
D7	The coffee plantation is not friendly/friendly.	0.802
D5	The coffee plantation is noisy/quiet.	0.780
D6	The coffee plantation is tight/loose.	0.723
D8	The coffee plantation is isolated/easy to access.	0.696
Novelty Seeking		
Ns3	I like to experience new and different things while on vacation.	0.773
Ns6	I love travelling to adventurous places.	0.744
Ns1	I am looking for adventure while on vacation.	0.743
Ns5	In my view, the ideal vacation is when I get involved in things I've never experienced ahead.	0.698
Ns2	I like to find myself in a destination where I can explore new things.	0.680
Ns4	I enjoy changing environments that allow me to experience something new while on vacation.	0.579
Perceived Value (1)		
Pv3	Visiting this destination will make me feel more socially accepted.	0.920
Pv5	Visiting this destination will help me to feel accepted by others.	0.910
Pv4	Visiting this destination will improve the way others perceive me.	0.905
Pv6	Visiting this destination will allow me to impress others.	0.781
Pv2	Visiting these destinations will have an acceptable standard of quality.	0.633
Pv1	Visiting this destination will represent 'value for money'.	0.571
Perceived Value (2)		
Pv8	Visiting this destination will satisfy my curiosity.	.855
Pv7	Visiting this destination will provide an authentic experience.	0.845
Pv10	The service charge for this destination tour will be reasonable.	0.705
Pv9	Visiting this destination will make me feel adventurous.	0.686
Visit Intention (1)		
V9	I will likely visit this destination in the next three years.	0.928
V6	I want to visit this destination in the next three years.	0.921
V3	I intend to visit this destination in the next three years.	0.921
Visit Intention (2)		

V1	I intend to visit this destination within the following year.	0.948
V4	I want to visit this destination within the following year.	0.878
V7	I will likely visit this destination within the following year.	0.868

Hypotheses Testing

Figure 2 represents the structural model of the tested hypotheses. We consider this model a good fit as it meets the predefined criteria for goodness of fit. The probability score (p) is 0.111, indicating a reasonable fit. The CMIN/DF score is 1.175, well below the threshold of 3, signifying an adequate fit. The Comparative Fit Index (CFI) score is 0.991, demonstrating a high degree of fit close to perfect. The Root Mean Square Error of Approximation (RMSEA) score is 0.028, which falls within the acceptable range, further affirming the model's suitability. These fit indices collectively indicate that the structural model aligns well with the observed data, supporting the validity of the hypothesized relationships between the variables under investigation.

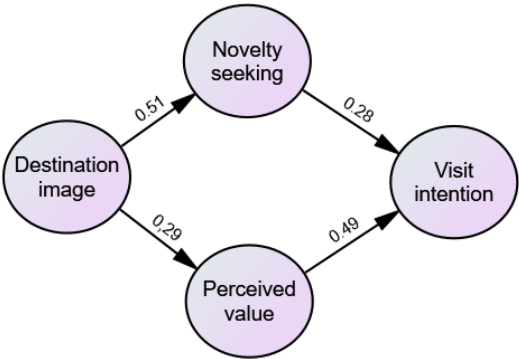


Figure 2. Structural Model of the Hypotheses Testing

Table 4. Results of Hypotheses Testing

Hypotheses	Paths	C.R.	P	Results
H ₁	Destination image > Novelty seeking	5.497	***	Accepted
H ₂	Destination image > Perceived value	4.068	***	Accepted
H ₃	Novelty-seeking > Visit intention	3.337	***	Accepted
H ₄	Perceived value > Visit intention	6.913	***	Accepted

5. Discussion

The first hypothesis, examining the influence of destination image on novelty-seeking with a CR score of 5.497, was accepted. This outcome shows that a positive destination image contributes to tourists' inclination toward novelty-seeking experiences. This aligns with previous research

conducted by Cheng and Lu (2013), Abubakar et al. (2017), and Pujiastuti (2020), which also identified a significant relationship between destination image and novelty-seeking. These findings underscore the importance of a positive destination image in attracting tourists who seek unique and novel experiences. A destination's ability to craft and promote a compelling image can effectively appeal to tourists seeking distinct and adventurous encounters during their visits. By understanding the link between destination image and novelty-seeking, destination managers and marketers can tailor their strategies to cater to this segment of tourists, enhancing the overall attractiveness of coffee plantation tourism destinations.

The second hypothesis, which examined the impact of destination image on perceived value with a CR score of 4.068, was accepted. This result signifies that a positive destination image significantly contributes to the perceived value of the tourist experience when visiting coffee plantations. This finding is in line with prior research conducted by Aliman et al. (2014), Cham et al. (2020), Jeong and Kim (2020), Loureiro et al. (2020), and Lu et al. (2023), all of which supported the notion that destination image plays a crucial role in shaping tourists' perceptions of the value they can derive from their visits. The acceptance of this hypothesis underscores the importance of creating and maintaining a positive destination image for coffee plantation tourism. A favourable destination image attracts tourists and enhances their perception of the value they can obtain from the experience. It has significant implications for destination marketing and management in coffee plantation tourism.

This study investigates the influence of destination image, novelty-seeking, and perceived value on tourists' intentions to visit coffee plantations for leisure. The acceptance of the third hypothesis, which examined the impact of novelty-seeking on visit intention with a CR score of 3.337, highlights an essential aspect of tourist behaviour. This finding suggests that tourists with a stronger inclination for novelty-seeking are likelier to express an intention to visit coffee plantations. This result aligns with the findings of Tang et al. (2022), supporting the idea that individuals with a propensity for seeking novel and unique experiences are more inclined to engage in new and unfamiliar tourist activities. The acceptance of this hypothesis underscores the significance of offering novel and distinct experiences within coffee plantation tourism to attract tourists. These could include exclusive coffee-tasting experiences, guided plantation tours with unusual features, or engaging cultural interactions.

The fourth hypothesis of this study explored the influence of perceived value on visit intention, with a significant CR score of 6.913, indicating its acceptance. This outcome underscores perceived value's pivotal role in shaping tourists' intentions to visit coffee plantations for leisure. The alignment of these findings with previous studies conducted by Slack et al. (2021), Abbasi et al. (2021), and Molinillo et al. (2021) further reinforces the understanding that tourists' perception of the value they will gain from the experience significantly influences their intention to visit a particular destination. Perceived value encompasses a multifaceted assessment of the benefits and costs associated with the tourism experience, including the perceived quality of services, the uniqueness of the destination, and the overall satisfaction anticipated from the visit.

6. Conclusion

This study examined the factors influencing tourists' intentions to visit a coffee plantation as a tourist destination in Indonesia. The results of the study reveal several significant findings. First, researchers found that destination image has a significant impact on both novelty-seeking and perceived value. In other words, tourists' perception of the coffee plantation destination played a crucial role in shaping their expectations and perceived value associated with the visit. Second, the study showed novelty-seeking and perceived value significantly influenced tourists' visit intentions. It implies that tourists more inclined toward seeking novel experiences and perceived higher value in their visit were likelier to express a visit intention to the coffee plantation.

This study significantly contributes to the theoretical understanding of tourist behaviour within the context of coffee tourism. It highlights the crucial role of destination image in shaping tourists' perceptions and motivations, emphasising that a positive and appealing image of a coffee plantation destination can attract more visitors. In addition, it introduces and emphasises the importance of two relatively uncommon variables, novelty seeking and perceived value, in coffee tourism research, demonstrating their significant impact on visit intentions. These contributions expand the theoretical boundaries of tourist behaviour research, offering fresh insights into the factors influencing visit intentions in coffee plantations.

The managerial contribution of this study provides practical insights into the coffee tourism industry in Indonesia. It underscores the significance of enhancing destination image, suggesting that destination managers should promote the unique aspects, heritage, and cultural significance of coffee plantations to draw more visitors. Additionally, the study acknowledges the importance of catering to tourists seeking novelty, encouraging coffee tourism destinations to create innovative and distinctive experiences through special events, tours, or interactive activities. Furthermore, it highlights the importance of delivering perceived value to tourists, emphasising the need for quality guided tours, tastings, and accommodation options that justify the cost of the visit. These practical recommendations can guide industry practitioners and destination managers in enhancing the coffee tourism experience.

However, it is essential to acknowledge the study's limitations. One notable limitation is the generalisability of the findings, as the research exclusively focused on coffee tourism in Indonesia. The results may only partially represent the dynamics of coffee tourism in other regions or countries. Future research should include a broader range of coffee tourism destinations to ensure the validity and applicability of these findings across diverse cultural and geographical contexts.

To further advance our understanding of coffee tourism, future research can explore several avenues: First, comparative studies across coffee tourism destinations within and beyond Indonesia can uncover variations in tourist behaviours and preferences. This comparative approach can help identify region-specific factors influencing visit intentions. Second, combining quantitative findings with qualitative research methods, such as interviews or focus groups, can provide deeper insights into tourists' motivations, emotions, and experiences when visiting coffee plantations. Third, segmentation analysis of the coffee tourism market can identify distinct tourist segments with unique preferences and motivations, guiding targeted

marketing strategies and product development. Finally, future studies can delve into the role of sustainability practices and ethical considerations in coffee tourism, shedding light on how tourists perceive and respond to responsible tourism initiatives.

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