Analysis of functional value, emotional value and epistemic value on revisit intention tourists to Super Priority Lake Toba

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Abstract: *This study examines the effect of functional value, emotional value, and epistemic value on the revisit intention tourists to the Lake Toba Super Priority tourist attraction. The data analysis technique used is multiple linear regression with SPSS version 24.0 analysis tool. The samples in this study were 133 respondents. Primary data collection using a questionaire. The study found that functional value has a positive and significant effect on revisit intention tourists to the super priority tourist attraction of Lake Toba. Emotional value has a positive and significant effect revisit intention tourists to the super priority tourist attraction of Lake Toba. Epistemic value has a positive and significant effect on revisit intention tourists to the super priority tourist attraction of Lake Toba.*

Key Words: *Functional Value, Emotional Value, Epistemic Value, Revisit Intention.*

1. INTRODUCTION:

Lake Toba has long been an important tourist destination in North Sumatra besides Bukit Lawang, Berastagi and Nias, attracting domestic and foreign tourists. It is estimated that Lake Toba occurred during an explosion about 73,000-75,000 years ago and is the most recent supervolcano (super volcano) eruption. Bill Rose and Craig Chesner of Michigan Technological University estimate this event caused mass death and in some species also followed extinction. According to some DNA evidence, this eruption also reduced the number of humans to about 60% of the total human population of the earth at that time, which was about 60 million humans. The eruption also contributed to the occurrence of the ice age, although experts are still debating this. After the eruption, a caldera was formed which was then filled with water and became what is now known as Lake Toba. Upward pressure by magma that has not yet come out causes the emergence of Samosir Island. So great was the volcanic explosion that it produced an extraordinary masterpiece, namely Lake Toba which until now has its own uniqueness from the naturalness of its natural scenery.

The impact of Covid-19 has also affected the success of the development of the National Tourism Strategic Area (KSPN) super priority of Lake Toba, which is the caretaker of welcoming Lake Toba tourism worldwide. The decline in the number of tourists, especially foreign tourists, greatly affects the local revenue of Samosir Regency, but there is an interesting phenomenon here, that domestic tourists are still enthusiastic to visit Lake Toba because Lake Toba has uniqueness, natural beauty and history that other lakes do not have. That exists in the world. All of that is not enough if it is not supported by the functional value, emotional value and epistemic value of Lake Toba and its tourism actors. So it is hoped that it will be able to provide satisfaction to tourists who visit and in the future wish to make a repeat visit to the super priority tourist attraction of Lake Toba.

2. LITERATURE REVIEW:
a. Functional value

Functional value is defined as "the perceived utility derived from alternative capacities for functional, usability or physical performance" (Sheth, Newman & Gross, 1991). Quality, variety, reliability, convenience, safety, price, accessibility, durability and many more are considered as functional values, although the main attributes have been identified as price, reliability and durability (Sheth, Newman & Gross, 1991). Accessibility creates a positive impact on purchasing decision-making behavior (Hussain, 2014; Sukiman et al, 2013), because tourist satisfaction also depends on the quality of services provided to these tourists (Beqiri, Boriçi & Dergjini, 2014; Al-Ababneh, 2013; Mosahab, Mahamad & Ramayah, 2010; Khan, Haque & Rahman, 2013) which positively increases revisit intention tourists [Rajesh, 2013; Artuğer, etinsöz & Kiliç, 2013).

b. Emotional value

Emotional value is the ability to evoke feelings and reorient to the emotional stage while consumption (Sheth, Newman & Gross, 1991). Relaxation is one of the main motives that tourists want to achieve during a trip to another destination for vacation (Ngoc & Trinh, 2015; Hassan & Shahnewaz, 2014). Feelings of belonging or feeling right can increase satisfaction and also interest in revisiting (Yuksel, Yuksel & Bilim, 2010). Pleasant experiences (Banki et al, 2014) can please tourists (Ragavan, Subramonian & Sharif, 2014; Toyama & Yamada, 2012), because they can create memories and can have a positive influence (Huang, Shen & Choi, 2015; Asgari & Borzooei, 2013; Ballantyne, Packer, & Sutherland, 2011) tourist satisfaction and revisit intention.

c. Epistemic value

Epistemic value provides the expected benefits during the consumption experience (Williams & Soutar, 2000). Experiences in a new social environment, meeting new people, new food experiences, new knowledge, learning culture and new discoveries are good tourist motivators (Mason & Paggiaro, 2012) while seeking adventures such as taking risks and venturing out of safer boundaries providing personal satisfaction. (Dolnicar & Kemp, 2008) which provides knowledge seeking (Park & Yoon, 2009).

3. METHOD:

This study uses a quantitative research approach with multiple regression analysis techniques with regression equations:

$Y = a + b_1X_1 + b_2X_2 + b_3X3 + e.$

Description:
Y   = Revisit Intention
X_1 = Functional value
X_2 = Emotional value
X_3 = Epistemic value
b_1-b_3= Coefficient
e = errorterm

The population in this study were all tourists who came to visit the Super Priority Lake Toba. The number of samples is 133 respondents. The data collection technique used a questionnaire with a Likert scale of 1-5. The analysis tool used SPSS 24.0. Determination of the hypothesis is accepted or rejected by using the results of the t test.

4. RESEARCH RESULTS & DISCUSSION:

a. Overview of Lake Toba's Super Priority Attractions

1. Lake Toba Parapat Tourism Area (Buaton & Purwadio, 2015)
   a) Has a cool climate with temperatures around 200C
   b) Having a beautiful pine forest and pineapple plants as a typical flora and monkeys as a typical fauna for Lake Toba Parapat tourism
   c) Have clean air free of pollution and unpleasant odors and clear lake water (not polluted)
   d) Having special transportation in the form of minibuses and mountain bikes to support special interest tourism
   e) The surrounding community has the will to maintain clean air free of pollution and unpleasant odors and clear lake water (not polluted)
   f) Communities around the lake have the awareness to keep the lake water clear and not polluted by water pollution by improving hygiene discipline.
   g) There are tourism awareness activities and Sapta Pesona in the local community that can change the mindset about the importance of hospitality to visitors
   h) There are scheduled tourist workshops
   i) Integration or integration of tourist routes starting from the tourist gate with the location of tourist objects and special modes of transportation for Lake Toba Parapat tourism
   j) There is a pedestrian path as a stopover facility along the connecting lane corridor between the attractions of Lake Toba Parapat
   k) promotions nationally and internationally by participating in cultural events such as the Sumt Expo, Sumatra Tourism Expo

l) Have a database system regarding tourism which contains the location of objects, schedule of activities/events.

2. Main Attractions of Lake Toba (Buaton & Purwadio, 2015)
   a) Have clear lake water and not polluted by water pollution
   b) Has a beautiful view with the landscape of Lake Toba as the main icon of Parapat tourism with calm water conditions and green mountains as a distinctive (flagship) attraction.
   c) The existence of recreational facilities and traditional water sports such as Kayak and Solu Bolon are comfortable.

3. Lake Toba Parapat Tourism Area - Samosir (Buaton & Purwadio, 2015)
   a) Having national tourism events or activities such as the Lake Toba Party which introduces the richness and uniqueness of the natural potential of the lake and the culture of the local community such as traditional events, traditional houses, traditional dances and music of the local community and the existence of tour packages
   b) The existence of institutions that regulate tourism activities such as traditional dance studios, Pargondang traditional music groups
   c) The existence of Ajibata and Tigaraja piers as a liaison between Parapat and Tigaraja
   d) There are scheduled parties such as the Toba Lake Party, the Batak Tor-Tor Party and the Rondang Bintang Party involving Parapat and Samosir.

b. Data Analysis Results
    The results of data analysis in this study can be seen in table 1 below:

Table 1. Test t Result
Coefficients^a

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	0,003	1,030	0,003	0,998
	Functional Value	0,219	0,061	3,601	0,001
	Emotional Value	0,345	0,044	7,758	0,000
	Epistemic Value	0,327	0,052	6,323	0,000
a. Dependent Variable: Revisit Intention					

    Based on Table 1 the following will describe the findings in this study:
1) Multiple Linear Regression Test
    Multiple linear regression aims to calculate the influence of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables. Based on this analysis, the multiple linear regression equation is obtained as follows:

$Y = 0,003 + 0,219 X_1 + 0,345 X_2 + 0,327 X_3$

2) Hypothesis testing
    t_{table} of the regression model can be searched using the t_{table} or Ms. Excel where the regression model has a df value of 4. By typing =TINV(0.05;129) in Ms. Excel then obtained a t_{table} of 1.9785. Decision making from the results of the t test above can be seen as follows:
   a) The results of the t-test indicate that the t_{count} for the *functional value* variable (X_1) is 3,601, with a t_{table} value of 1.9785, it is known that the $t_{count} > t_{table}$. The significant value t of the *functional value* (X_1) variable is 0.001, where this value is much smaller than the significant threshold of 0.05. So it can be concluded that there is a significant effect of *functional value* (X_1) on revisit intention (Y).
   b) The results of the t-test indicate that the t_{count} for the *emotional value* variable (X_2) is 7,758, with a t_{table} value of 1.9785, it is known that the $t_{count} > t_{table}$. The significant value t of the *emotional value* (X_2) variable is 0.000, where this value is much smaller than the significant threshold of 0.05. So it can be concluded that there is a significant effect of *emotional value* (X2) on revisit intention (Y).
   c) The results of the t-test indicate that the t_{count} for the *epistemic value* variable (X_3) is 6,323, with a t_{table} value of 1.9785, it is known that the $t_{count} > t_{table}$. The significant value t of the *epistemic value* (X_3) variable is 0.000, where this value is much smaller than the significant threshold of 0.05. So it can be concluded that there is a significant effect of *epistemic value* (X_3) on revisit intention (Y).

It can also be concluded that the super priority tourists of Lake Toba have a high interest in revisiting. This can be seen from the interest of tourists to revisit the super priority attractions of Lake Toba, tourists who have planned and booked places in various facilities in the super priority of Lake Toba, tourists are happy to invite others to visit the super priority of Lake Toba. Tourists who are happy to join the group of Lake Toba lovers on social media, and always post all the activities they do while on Lake Toba.

In general, the super priority tourist attraction of Lake Toba has a good functional value. This can be seen from the price of admission to each super priority tourist attraction of Lake Toba which is relatively cheap, the tourist attraction of Lake Toba is comfortable, accessibility is easy to reach, good service quality and the image of hotels around Lake Toba attractions is good. According to the perception of tourists, however all of this still needs to be improved in order to get a very good value in the eyes of domestic and foreign tourists. Lake Toba must also be prepared to face a surge in tourist visits with the abolition of PPKM level IV by President Joko Widodo.

In general, the super priority tourist attraction of Lake Toba has a good emotional value. This can be seen from tourists who feel relaxed and relaxed when visiting Lake Toba, the sense of belonging from tourists to Lake Toba attractions, tourists feel happy when visiting Lake Toba, and their own memories felt by tourists when visiting Lake Toba. However, all of that still needs to be improved so that the emotional value of Lake Toba that is felt by tourists is increasing so that it can increase tourist repeat visits to the super priority tourist attraction of Lake Toba.

In general, the super priority tourist attraction of Lake Toba has a good epistemic value. This can be seen from the tourists who get new experiences every time they visit the super priority attractions of Lake Toba, Lake Toba can also be used as a tourist adventure place, tourists can also learn about the culture that exists in the people who live around Lake Toba, belief systems that are different from the community. Who live around Lake Toba are the main attraction for domestic and foreign tourists, and it is equally important that tourists get new knowledge when visiting Lake Toba.

5. CONCLUSION :

This study found several research results, namely:

a) Functional value has a positive and significant effect on revisit intention tourists to the super priority tourist attraction of Lake Toba.

b) Emotional value has a positive and significant effect on revisit intention tourists to the super priority tourist attraction of Lake Toba.

c) Epistemic value has a positive and significant effect on revisit intention tourists to the super priority tourist attraction of Lake Toba.

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