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The Influence of Virtual Reality Quality on Tourist Experience and Behavioral Intention: A Structural Model of Indonesian Destination Promotion

Juniarty[1]*, Paulus Yokie Radnan[2]
Universitas Pelita Harapan, Indonesia
Corresponding Author: Juniarty juniarty.fe@uph.edu

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A B S T R A C T
This study investigates how virtual reality (VR) quality shapes tourist perceptions, user experience, and behavioral intentions in Indonesia's digital tourism. Integrating the Value-based Adoption Model (VAM) and Customer Experience (CX) Theory, it examines how perceived usefulness, enjoyment, cost, risk, and complexity influence user experience, destination image, and intention to visit. Data was collected through a survey of 332 respondents, with 200 valid responses analyzed using structural equation modeling (SEM-PLS) and Importance-Performance Map Analysis (IPMA). Results reveal that VR quality enhances enjoyment, immersion, and usefulness while reducing cost, risk, and complexity, ultimately strengthening destination image and visit intention. The findings highlight VR quality and perceived usefulness as managerial priorities for enhancing immersive tourism engagement.

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INTRODUCTION

The rapid evolution of digital technology is reshaping work patterns, lifestyles, and industries worldwide. In Indonesia, digital transformation is progressing swiftly, with more than 80 percent of the population now accessing the internet through mobile devices. Digital tools have become essential for communication, business growth, and daily activities (Badan Pengembangan SDM Komdigi, 2024). Despite these advances, the adoption of advanced technologies such as Artificial Intelligence (AI), Customer Relationship Management (CRM), and particularly Virtual Reality (VR) remains relatively low in most industries (Badan Pengembangan SDM Komdigi, 2024). This technological gap underscores the urgent need for greater adaptation and innovation, especially in the tourism sector, where digital technologies can significantly improve competitiveness and visitor engagement ((Ningrum & Gischa, 2023; Zhou et al., 2022).

Within Indonesia's tourism industry, the adoption of VR and Augmented Reality (AR) is increasing to create richer and more interactive visitor experiences (Merlyn CV, 2024; Wibisono et al., 2024). The COVID-19 pandemic has accelerated the relevance of virtual tourism, as travel restrictions made virtual tours and online experiences vital for maintaining traveler interest (Wibisono et al., 2024a); Nguyen et al., 2022; Bagus Satya Wira et al., 2023). VR technology allows potential tourists to explore destinations from afar, providing detailed visuals, immersive audio, and interactive features that enhance destination perceptions and interest before a physical visit (VOI.id, 2025; Wibisono et al., 2024). Recent studies have found that immersive virtual experiences can strengthen destination image and increase travelers' intention to visit (Karayazi et al., 2024; Ouerghemmi et al., 2023; Rafdinal et al., 2024).

Despite this promise, challenges remain. Many businesses and destinations are not fully utilizing advanced digital tools, and virtual tourism cannot completely replace real visits because it lacks authentic social interaction and does not deliver the same economic impact for local communities (Wibisono et al., 2024). Access to VR technology is also uneven, with barriers including device costs and limited infrastructure, particularly in developing countries (Mouatt et al., 2020; Vishwakarma et al., 2020).

Given these ongoing challenges and the growing role of VR in tourism, this study aims to examine the factors influencing user experience, including perceived enjoyment, immersion, usefulness, cost, risk, and complexity, and how these factors affect destination image and intention to visit. Grounded in the Value-based Adoption Model (VAM) and Customer Experience Theory (CX), this research integrates empirical insights from Indonesia and recent international studies (Karayazi et al., 2024; Kieanwatana & Vongvit, 2024; Rafdinal et al., 2024; Wibisono et al., 2024) to provide both theoretical and practical recommendations for optimizing VR as a strategic tool for destination marketing and traveler engagement in the digital era.

LITERATURE REVIEW

This study is grounded in the Value-Based Adoption Model (VAM), which posits that the adoption of new technologies is influenced by users' perceptions of both benefits and sacrifices (Du et al., 2022; Mouatt et al., 2020; Wibisono et al., 2024). The VAM framework draws conceptually from the Technology Acceptance Model (TAM) developed by Davis (1989), particularly through the construct of perceived usefulness, which explains how users evaluate the functional value of technology. In addition, perceived enjoyment (Van Der Heijden, 2004), perceived cost, risk, and complexity (Sweeney & Soutar, 2001) represent the evaluative dimensions that shape users perceived value judgments.

In the context of tourism, Virtual Reality Quality (VR quality), defined as the combination of content quality, system quality, and vividness, acts as a key stimulus that can enhance perceived enjoyment, immersion, and usefulness, as well as reduce perceived cost, risk, and complexity (Bae et al., 2020; Mouatt et al., 2020; Wibisono et al., 2024). This study integrates the Value-Based Adoption Model (VAM) with the Customer Experience Theory (CX) by positioning perceived value as a cognitive foundation that influences experiential responses such as immersion and satisfaction, which in turn shape behavioral outcomes including destination image and intention to visit.

Virtual Reality (VR) Quality refers to the overall technological and sensory performance of virtual reality systems that determine users' experience and engagement in digital tourism. It is composed of three main dimensions: content quality, system quality, and vividness**.** Content quality covers the accuracy, completeness, and presentation of information in the VR environment, supporting user understanding and engagement. System quality relates to the reliability, accessibility, responsiveness, and flexibility of the system in providing a smooth and interactive experience. Vividness reflects how well VR can replicate real-life experiences through sharp visuals, realistic sound effects, and interactive elements that enhance the user's sense of presence. Together, these dimensions serve as primary drivers of user perceptions, shaping immersive VR experiences, increasing perceived benefits, and influencing users' intention to use or visit destinations simulated in VR (Kieanwatana & Vongvit, 2024; Rafdinal et al., 2024). High-quality VR enhances users' enjoyment through immersive visuals and interactive features, increases perceived immersion by creating a strong sense of presence, and improves perceived usefulness by providing valuable information for travel planning (Mouatt et al., 2020; Bae et al., 2020; Nguyen, 2025; Du et al., 2022; Wibisono et al., 2024; Rafdinal et al., 2024). Therefore, the following hypotheses are proposed:

H1a: VR quality positively influences perceived enjoyment.
H1b: VR quality positively influences perceived immersion.
H1c: VR quality positively influences perceived usefulness.

In technology adoption, perceived cost, risk, and complexity are key barriers. When VR quality is high, users are more likely to see the cost as justified, feel less risk, and perceive the technology as easier to use (Mouatt et al., 2020; Bae et al., 2020; Du et al., 2022; Wibisono et al., 2024; Rafdinal et al., 2024). Thus, the hypotheses are:

H2a: VR quality negatively influences perceived cost.
H2b: VR quality negatively influences perceived risk.
H2c: VR quality negatively influences perceived complexity.

Perceived Enjoyment is the pleasure users experience when interacting with technology, regardless of its practical benefits. This construct was originally conceptualized by Van der Heijden (2004) as an intrinsic motivation factor that influences users' willingness to engage with technology beyond its functional purpose. In VR, higher technology and visual quality increase enjoyment by creating an immersive and realistic sense of presence (Lau et al., 2019; Sohn & Kwon, 2020; Rafdinal et al., 2024). **Perceived Immersion** is the extent to which users feel present in a virtual environment, created through sensory experiences like visuals and sounds. High technology quality and user interaction increase this sense of involvement and presence. (Bae et al., 2020; Rafdinal et al., 2024). The concept of immersion draws upon early experiential and media theories that describe users' deep involvement in mediated environments (Csikszentmihalyi, 1990; Slater & Wilbur, 1997), where sensory and emotional absorption create a sense of "being there". ***Perceived Usefulness*** is the extent to which a person believes that technology can enhance their performance. This construct originates from the Technology Acceptance Model (TAM) proposed by Davis (1989), which identifies perceived usefulness as a critical determinant of user acceptance and behavioral intention. It relates to the value or benefit users perceive from using new technology and is a key factor in determining technology adoption (Kim et al., 2007; Bae et al., 2020; Rafdinal et al., 2024).

H3a: Perceived enjoyment positively influences virtual reality experience.
H3b: Perceived immersion positively influences virtual reality experience.
H3c: Perceived usefulness positively influences virtual reality experience.

Perceived Cost refers to the monetary expenses directly felt by consumers when purchasing a product or service. In VR applications, cost is often a major barrier and includes expenses for devices and internet data. ***Perceived Risk*** is the consumer's perception of uncertainty and potential negative consequences when using a service or technology. In VR, this may include discomfort, safety concerns, or perceived physical dangers. ***Perceived Complexity*** is the degree of difficulty users feel in understanding and using a technological innovation (Rogers, 1995). In VR, it relates to users' perceptions of technical aspects such as reliability, connectivity, response time, and ease of use (Rafdinal et al., 2024). Higher VR quality generally leads to lower perceived complexity. On the other hand, perceived sacrifices such as cost, risk, and complexity can hinder the quality of the virtual reality experience. High perceived cost may discourage users from engaging with VR, while greater risk or complexity can create frustration and reduce satisfaction (Du et al., 2022; Mouatt et al., 2020; Wibisono et al., 2024). Prior studies have shown that minimizing these sacrifices by improving affordability, reliability, and ease of use leads to more enjoyable and positive virtual experiences (Bae et al., 2020; Nguyen, 2025; Mouatt et al., 2020; Wibisono et al., 2024). Therefore, when perceived barriers are low, users are more likely to have satisfying virtual experiences. Thus, the hypotheses are as follows:

H4a: Perceived cost negatively influences virtual reality experience.
H4b: Perceived risk negatively influences virtual reality experience.
H4c: Perceived complexity negatively influences virtual reality experience.

Virtual Reality (VR) Experience is an immersive experience created by VR technology that allows users to engage in a virtual environment that feels real.

This experience blurs the line between physical and virtual worlds through interactivity, presence, and embodiment features (Bogicevic et al., 2019). ***Tourism*** Destination Image refers to an individual's perception of a place, shaped by exposure and cognitive processes. This image includes aspects such as attractiveness, safety, and hospitality, which together influence how tourists perceive a destination (Bogicevic et al., 2019; Novianti & Ernawadi, 2024). Intention to Visit is the desire or tendency to visit a destination after a virtual experience. In VR tourism, travel intention is influenced by immersive virtual experiences and the destination image formed in the user's mind (Kieanwatana & Vongvit, 2024). A high-quality virtual reality experience shapes tourists' perceptions by allowing immersive exploration of destinations, building positive impressions and trust. The more engaging and satisfying the virtual experience, the stronger the user's intention to visit the destination in person (Godovykh et al., 2022; Nguyen, 2025; Wibisono et al., 2024). Finally, a positive tourist destination image is a well-established predictor of intention to visit. When users develop a strong and favorable image of a destination, reinforced by virtual experiences, they are more likely to plan and commit to actual visits (Godovykh et al., 2022). Thus, the hypotheses are:

H5: Virtual reality experience positively influences tourist destination image.

H6: Virtual reality experience positively influences intention to visit the tourism destination.

*H7**:** Tourist destination image positively influences intention to visit the tourism destination.*

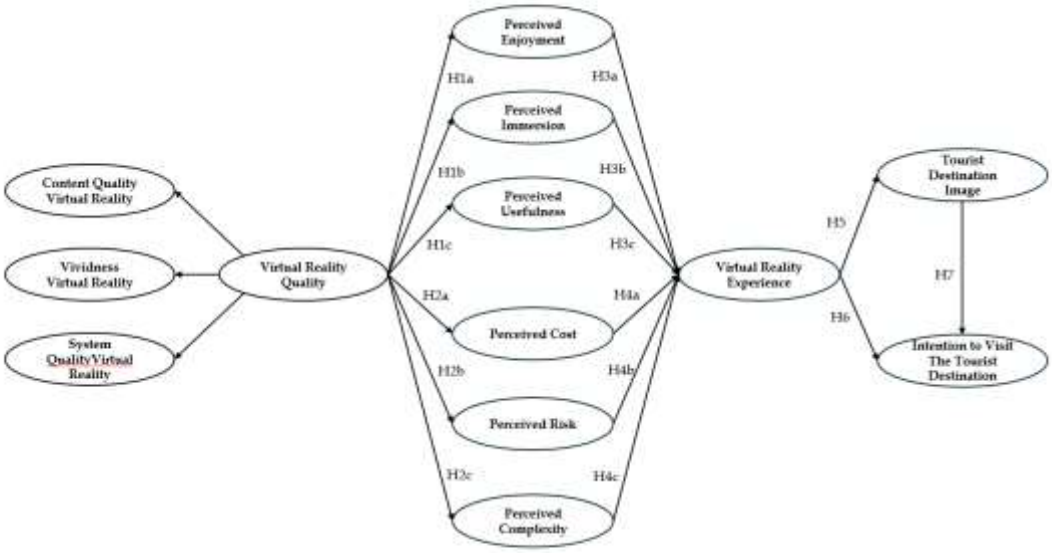

Figure 1. Conceptual Framework

METHODOLOGY

This study adopted a purposive sampling strategy, focusing on respondents who had used virtual reality (VR) applications for tourism within the past year but had never physically visited destinations they had explored virtually. A total of 200 respondents participated, with the sample size determined using G*Power analysis to ensure sufficient statistical power for the analysis (Memon et al., 2020).

Table 1. Demographic Profile of Respondents (n = 200)

Category	Classification	Frequency (n)	Percentage (%)
Age	17–23 years	20	10.0
	24–30 years	123	61.5
	31–37 years	40	20.0
	38–44 years	12	6.0
	Above 45 years	5	2.5
Occupation	Private employees	78	39.0
	Civil servants	58	29.0
	Entrepreneurs	31	15.5
	Students	20	10.0
	Freelancers	13	6.5
Monthly Income (IDR)	Below 5 million	20	10.0
	5–10 million	74	37.0
	10–15 million	43	21.5
	15–20 million	32	16.2
	Above 20 million	43	21.5
VR Usage Duration	Within last 3–12 months		

Source(s): Table created by authors

Respondents varied across age, occupation, and income (see table 1). The largest age group was 24–30 years (61.5%), followed by 31–37 years (20%), 17–23 years (10%), 38–44 years (6%), and above 45 years (2.5%). Occupations included private employees (39%), civil servants (29%), entrepreneurs (15.5%), students (10%), and freelancers (6.5%). In terms of income, 10% earned below IDR 5 million, 37% between IDR 5–10 million, 21.5% between IDR 10–15 million, 16.2% between IDR 15–20 million, and 21.5% above IDR 20 million. Most respondents had used VR for tourism within the last 3–12 months, ensuring recent and relevant VR experience.

The data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). This method was chosen over covariance-based SEM (CB-SEM) because PLS-SEM is more suitable for predictive and exploratory research models, particularly when data distribution is non-normal, sample sizes are moderate, and the model structure involves multiple constructs and indicators. It emphasizes maximizing the explained variance (R^2) of endogenous variables rather than overall model fit, making it ideal for theory development and prediction-oriented studies (Joseph F. Hair et al., 2022; Juniarty & Wijayanti, 2025). The disjoint approach for both lower-order constructs (LOCs) (see Figure 2) and higher-order constructs (HOCs) (see Figure 3) in assessing Virtual Reality Quality. The analysis consisted of two main stages: outer model evaluation (assessing validity and reliability using indicator loadings, AVE, HTMT, composite reliability, and Cronbach's alpha) and inner model evaluation (examining structural relationships, R^2, Q^2, and f^2 values). The model's predictive ability was further assessed using the Cross-Validation Predictive Ability Test (CVPAT) (Sharma et al., 2023; Liengaard et al., 2021). Hypothesis testing was performed via bootstrapping to determine the significance of path coefficients.

Finally, Importance-Performance Map Analysis (IPMA) was conducted to identify managerial priorities based on the importance and performance of each construct (Martilla & James, 1977;.Joseph F. Hair et al., 2022).

RESEARCH RESULT

The measurement model evaluates the constructs used in this study in terms of validity and reliability, encompassing both convergent and discriminant validity (Hair et al., 2017; 2021; Sarstedt et al., 2022; 2022; 2024). Convergent validity was assessed through the examination of outer loadings and the Average Variance Extracted (AVE). For all lower-order constructs, the outer loading values for each indicator exceeded the recommended threshold of 0.708. For example, all items for Content Quality, System Quality, and Vividness under the Virtual Reality Quality construct showed outer loadings above 0.840, indicating strong reflective relationships with their respective constructs. The AVE values for these constructs also surpassed 0.50, confirming that the constructs explain at least 50% of the variance in their indicators (see Table 1).

Construct reliability was evaluated using Composite Reliability (CR) and Cronbach's alpha. All constructs demonstrated CR values above 0.908 and Cronbach's alpha values above 0.882, both exceeding the minimum recommended value of 0.70. For instance, the Content Quality Virtual Reality construct obtained a CR of 0.957 and a Cronbach's alpha of 0.946, while the other constructs similarly displayed high reliability values (see Table 2 and Table 4). These findings confirm that all indicators and constructs in this study are valid and reliable. For higher-order constructs, such as Virtual Reality Quality, the results were consistent. The construct achieved an outer loading of 0.901 for Content Quality, 0.835 for System Quality, and 0.917 for Vividness, with CR and Cronbach's alpha values also above the threshold (see Table 3). Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) criterion (Henseler et al., 2015; Radomir & Moisescu, 2020; Roemer et al., 2021). All HTMT values for both lower-order and higher-order constructs were below 0.90, indicating satisfactory discriminant validity and confirming that each construct is empirically distinct from the others (see Table 5 and Table 6).

Table 2. Virtual Reality Indicator, Construct Reliability and Validity (Lower Order Construct)

Variables	Dimensions	Indicators Code	Outer Loadings	Cronbach's alpha	Composite reliability	AVE
Virtual Reality Quality	Content Quality Virtual Reality	CQVR 1	0,898	0,946	0,957	0,788
		CQVR 2	0,878			
		CQVR 3	0,914			
		CQVR 4	0,891			
		CQVR 5	0,899			
		CQVR 6	0,847			
	System Quality Virtual Reality	SQVR 1	0,891	0,941	0,955	0,808
		SQVR 2	0,922			
		SQVR 3	0,925			
		SQVR 4	0,890			
		SQVR 5	0,866			
	Vividness Virtual Reality	SQVV 1	0,857	0,944	0,954	0,750
		SQVV 2	0,840			
		SQVV 3	0,901			

Variables	Dimensions	Indicators Code	Outer Loadings	Cronbach's alpha	Composite reliability	AVE
		SQVV 4	0,873			
		SQVV 5	0,864			
		SQVV 6	0,861			
		SQVV 7	0,864			

Source(s): Table created by authors

Table 3. Virtual Reality Indicator, Construct Reliability and Validity (Higher Order Construct)

Variables	Indicator Code	Outer Loading	Cronbach's alpha	Composite reliability	AVE
Virtual Reality Quality	LV scores - Content Quality Virtual Reality	0,901	0,861	0,915	0,783
	LV scores - System Quality Virtual Reality	0,835			
	LV scores - Vividness Virtual Reality	0,917			

Source(s): Table created by authors

Table 4. Indicator, Construct Reliability and Validity (Lower Order Construct)

Variables	Indicator Code	Outer Loading	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Perceived Usefulness	PU 1	0,821	0,946	0,956	0,755
	PU 2	0,833			
	PU 3	0,897			
	PU 4	0,886			
	PU 5	0,897			
	PU 6	0,864			
	PU 7	0,881			
Perceived Enjoyment	PE 1	0,919	0,948	0,959	0,796
	PE 2	0,913			
	PE 3	0,921			
	PE 4	0,810			
	PE 5	0,898			
	PE 6	0,886			
Perceived Immersion	PI 1	0,764	0,940	0,952	0,770
	PI 2	0,900			
	PI 3	0,916			
	PI 4	0,905			
	PI 5	0,893			
	PI 6	0,877			
Perceived Cost	PC 1	0,724	0,882	0,908	0,625
	PC 2	0,709			
	PC 3	0,724			
	PC 4	0,822			
	PC 5	0,873			
	PC 6	0,871			
Perceived Risk	PR 1	0,867	0,935	0,949	0,755
	PR 2	0,888			
	PR 3	0,867			
	PR 4	0,878			
	PR 5	0,888			
	PR 6	0,826			
Perceived Complexity	PCY 1	0,881	0,942	0,954	0,774
	PCY 2	0,886			
	PCY 3	0,899			

Variables	Indicator Code	Outer Loading	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
	PCY 4	0,884			
	PCY 5	0,832			
	PCY 6	0,896			
Virtual Reality Experience	VRE 1	0,825	0,951	0,958	0,718
	VRE 2	0,858			
	VRE 3	0,864			
	VRE 4	0,848			
	VRE 5	0,854			
	VRE 6	0,871			
	VRE 7	0,828			
	VRE 8	0,831			
	VRE 9	0,846			
Tourist Destination Image	TDI 1	0,892	0,942	0,956	0,813
	TDI 2	0,922			
	TDI 3	0,862			
	TDI 4	0,930			
	TDI 5	0,900			
Intention to Visit the Tourism Destination	VTD 1	0,871	0,932	0,947	0,747
	VTD 2	0,855			
	VTD 3	0,889			
	VTD 4	0,892			
	VTD 5	0,848			
	VTD 6	0,830			

Source(s): Table created by authors

Table 5. Discriminant Validity (Lower Order Construct)

Variables	Content Quality Virtual Reality	Intention to Visit the Tourism destination	Perceived Complexity	Perceived Cost	Perceived Enjoyment	Perceived Immersion	Perceived Risk	Perceived Usefulness	System Quality Virtual Reality	Tourism Destination Image	Vividness Virtual Reality Experience
Content Quality Virtual Reality											
Intention to Visit the Tourism Destination	0,726										
Perceived Complexity	0,438	0,459									
Perceived Cost	0,241	0,328	0,436								
Perceived Enjoyment	0,611	0,621	0,473	0,385							
Perceived Immersion	0,752	0,739	0,514	0,284	0,600						
Perceived Risk	0,447	0,545	0,544	0,435	0,443	0,551					
Perceived Usefulness	0,651	0,736	0,504	0,426	0,595	0,701	0,513				

Variables	Content Quality Virtual Reality	Intention to Visit the Tourism destination	Perceived Complexity	Perceived Cost	Perceived Enjoyment	Perceived Immersion	Perceived Risk	Perceived Usefulness	System Quality Virtual Reality	Tourism Destination Image	Vividness Virtual Virtual Reality Experience
System Quality Virtual Reality	0,661	0,583	0,366	0,297	0,656	0,585	0,386	0,584			
Tourism Destination Image	0,691	0,779	0,506	0,350	0,624	0,627	0,484	0,735	0,479		
Virtual Reality Experience	0,634	0,780	0,560	0,343	0,634	0,705	0,570	0,721	0,537	0,759	
Vividness Virtual Reality	0,805	0,745	0,478	0,339	0,678	0,813	0,498	0,784	0,676	0,658	0,669

Source(s): Table created by authors

Structure Model

Evaluate collinearity before analysing structural relationships to ensure unbiased regression findings by using the variance inflation factor (VIF). The VIF value should be less than 3 (Juniarty & Wijayanti, 2025; Joseph F. Hair et al., 2022; Hair et al., 2024). Based on the results, all VIF values ranged from 1.000 to 2.249, indicating no collinearity problem in this study (see Table 10). Furthermore, the evaluation of the structural model is based on several key criteria: the coefficient of determination (R-square), and cross-validated redundancy (Q-square), and predictive accuracy metrics such as RMSE and MAE (Joseph F. Hair et al., 2022; Hair et al., 2024).

Table 6. Discriminant Validity (Higher Order Construct)

Variables	Intention to Visit the Tourist Destination	Perceived Complexity	Perceived Cost	Perceived Enjoyment	Perceived Immersion	Perceived Risk	Perceived Usefulness	Tourist Destination Image	Virtual Reality Experience	Virtual Reality Quality
Intention to Visit the Tourist Destination										
Perceived Complexity	0,459									
Perceived Cost	0,328	0,436								
Perceived Enjoyment	0,621	0,473	0,385							
Perceived Immersion	0,739	0,514	0,284	0,600						
Perceived Risk	0,545	0,544	0,435	0,443	0,551					
Perceived Usefulness	0,736	0,504	0,426	0,595	0,701	0,513				
Tourist Destination Image	0,794	0,523	0,359	0,632	0,646	0,494	0,752			
Virtual Reality Experience	0,780	0,560	0,343	0,634	0,705	0,570	0,721	0,769		
Virtual Reality Quality	0,810	0,506	0,346	0,767	0,849	0,525	0,797	0,727	0,726	

Source(s): Table created by authors

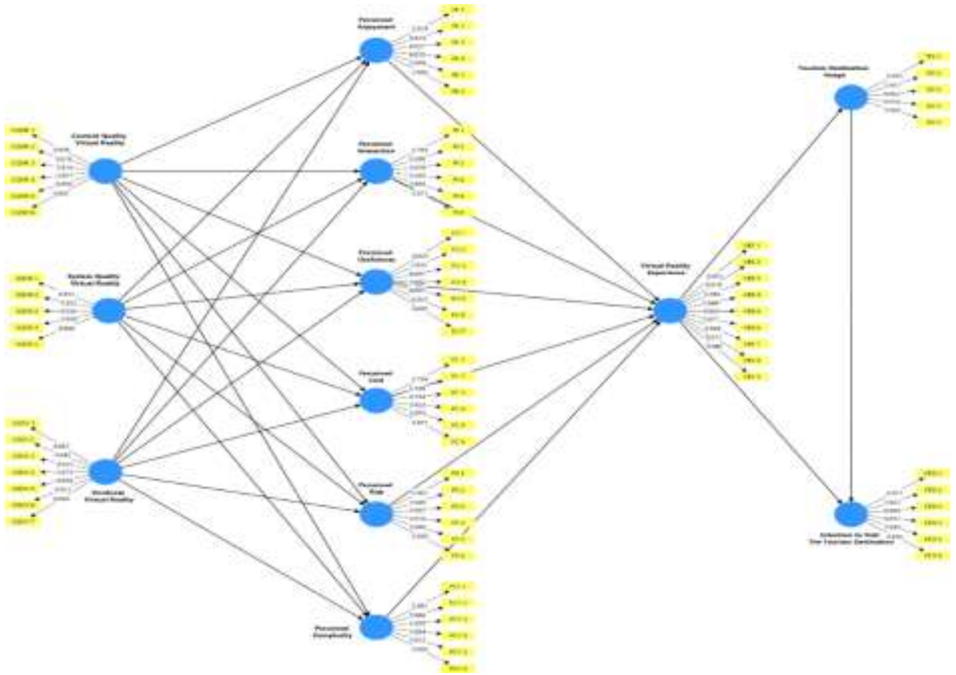

Figure 2. Lower Order Construct

Based on the results (see Table 6), most constructs exhibited relatively low RMSE and MAE values, reflecting the model's good predictive performance. For instance, perceived immersion (RMSE = 0.642; MAE = 0.465) and perceived enjoyment (RMSE = 0.732; MAE = 0.518) had particularly low error metrics, indicating accurate predictions by the model. Conversely, constructs such as perceived cost (RMSE = 0.904; MAE = 0.744) and perceived complexity (RMSE = 0.963; MAE = 0.782) showed slightly higher values, suggesting greater variability in prediction accuracy for these variables. Overall, the combination of low RMSE and MAE across key constructs reinforces the reliability and validity of the model's predictions.

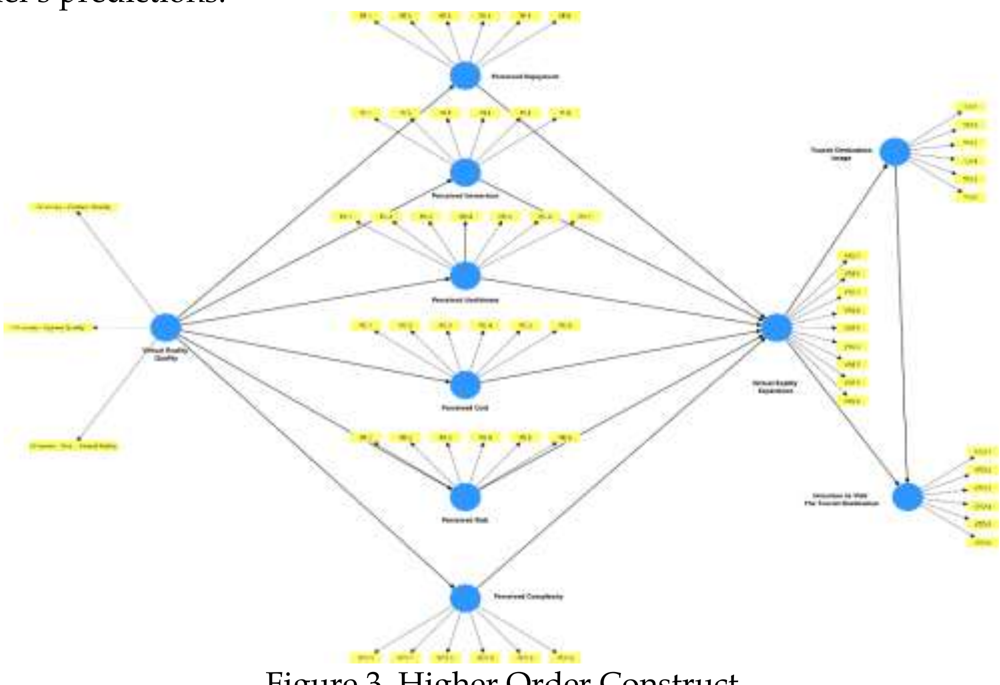

Figure 3. Higher Order Construct

Table 7. Coefficient of Determination (R-square)

Variables	R^2	Q^2predict	RMSE	MAE
Intention to Visit the Tourist Destination	0,636	0,458	0,758	0,603
Perceived Complexity	0,211	0,202	0,904	0,744
Perceived Cost	0,105	0,091	0,963	0,782
Perceived Enjoyment	0,481	0,481	0,732	0,518
Perceived Immersion	0,606	0,608	0,642	0,465
Perceived Risk	0,227	0,215	0,897	0,728
Perceived Usefulness	0,528	0,530	0,702	0,541
Tourist Destination Image	0,537	0,396	0,794	0,656
Virtual Reality Experience	0,618	0,439	0,769	0,586

Source(s): Table created by authors

Table 8. Effect Size (f-square)

Path	Effect Size	P - values	Results
Virtual Reality Quality → Perceived Enjoyment	**0,927**	**0,001**	**large effect size**
Virtual Reality Quality → Perceived Immersion	**1,536**	**0,000**	**large effect size**
Virtual Reality Quality → Perceived Usefulness	**1,120**	**0,001**	**large effect size**
Virtual Reality Quality → Perceived Cost	**0,117**	**0,015**	**small effect size**
Virtual Reality Quality → Perceived Risk	**0,294**	**0,004**	**medium effect size**
Virtual Reality Quality → Perceived Complexity	**0,267**	**0,002**	**medium effect size**
Perceived Enjoyment → Virtual Reality Experience	0,061	0,083	small effect size
Perceived Immersion → Virtual Reality Experience	0,060	0,086	small effect size
Perceived Usefulness → Virtual Reality Experience	0,113	0,054	small effect size
Perceived Cost → Virtual Reality Experience	0,002	0,434	no effect size
Perceived Risk → Virtual Reality Experience	0,033	0,167	small effect size
Perceived Complexity → Virtual Reality Experience	0,025	0,237	small effect size
Virtual Reality Experience → Tourist Destination Image	**1,159**	**0,003**	**large effect size**
Virtual Reality Experience → Intention to Visit the Tourist Destination	**0,215**	**0,006**	**medium effect size**
Tourist Destination Image → Intention to Visit the Tourist Destination	**0,252**	**0,009**	**medium effect size**

Source(s): Table created by authors

Table 9. CVPAT

Variables	PLS SEM vs Indicator Average (IA)		PLS SEM vs Linear Model (LM)	
	Average loss difference	p-value	Average loss difference	p-value
Intention to Visit	-0.150	0.000	0.022	0.142
Perceived Complexity	-0.082	0.001	-0.009	0.136
Perceived Cost	-0.030	0.033	-0.004	0.594
Perceived Enjoyment	-0.241	0.000	-0.007	0.841
Perceived Immersion	-0.264	0.000	0.012	0.172
Perceived Risk	-0.082	0.001	0.005	0.353
Perceived Usefulness	-0.199	0.001	0.006	0.906
Tourist Destination Image	-0.150	0.000	0.023	0.150
Virtual Reality Experience	-0.149	0.003	0.007	0.839
Overall	**-0.151**	**0.000**	**0.003**	**0.349**

Source(s): Table created by authors

Path Coefficients

The analysis of path coefficients was conducted using a bootstrapping procedure with 10,000 subsamples and a one-tailed significance threshold of t-value > 1.65. Out of the tested hypotheses (see Table 10), the majority were supported, as indicated by significant p-values (< 0.05) and t-values above the established threshold. Specifically, Virtual Reality (VR) Quality demonstrated significant positive effects on perceived enjoyment (β = 0.694, t = 12.591), perceived immersion (β = 0.778, t = 18.448), and perceived usefulness (β = 0.727, t = 13.362), supporting H1a to H1c. Furthermore, VR Quality had significant negative effects on perceived cost (β = -0.324, t = 5.263), perceived risk (β = -0.476, t = 7.394), and perceived complexity (β = -0.459, t = 7.882), supporting H2a to H2c. In addition, perceived enjoyment (β = 0.200, t = 3.140), perceived immersion (β = 0.227, t = 2.980), and perceived usefulness (β = 0.306, t = 3.679) were found to have significant positive effects on virtual reality experience, supporting H3a to H3c. While perceived cost did not have a significant effect on virtual reality experience (β = 0.036, t = 0.541, p = 0.294), perceived risk had a significant negative effect (β = -0.145, t = 2.063), supporting H4b. However, the effect of perceived complexity on virtual reality experience was not significant at the one-tailed threshold (β = -0.126, t = 1.599, p = 0.055). Moreover, virtual reality experience had a significant positive effect on tourist destination image (β = 0.733, t = 12.715) and intention to visit the tourist destination (β = 0.411, t = 5.772), thus supporting H5 and H6. Finally, tourist destination image was also found to have a significant positive effect on intention to visit the tourist destination (β = 0.445, t = 6.188), supporting H7. Overall, these findings indicate that most of the hypothesized relationships are empirically supported, particularly those linking VR quality with perceived enjoyment, perceived immersion, and perceived usefulness, as well as the effects of virtual reality experience on tourist destination image and intention to visit the destination.

Table 10. Hypotheses Results

Hypotheses	β	T - values	VIF	Confidence Interval		P Value	Supported
				5%	95%		
H1a. Virtual Reality Quality → Perceived Enjoyment	0.694	12.591	1,000	0,590	0,773	0.000	Yes
H1b. Virtual Reality Quality → Perceived Immersion	0.778	18.448	1,000	0,693	0,834	0.000	Yes
H1c. Virtual Reality Quality → Perceived Usefulness	0.727	13.362	1,000	0,624	0,804	0.000	Yes
H2a.Virtual Reality Quality → Perceived Cost	-0.324	5.263	1,000	-0,413	-0,213	0.000	Yes
H2b.Virtual Reality Quality → Perceived Risk	-0.476	7.394	1,000	-0,575	-0,361	0.000	Yes
H2c. Virtual Reality Quality → Perceived Complexity	-0.459	7.882	1,000	-0,550	-0,359	0.000	Yes
H3a. Perceived Enjoyment → Virtual Reality Experience	0.200	3.140	1,721	0,098	0,309	0.001	Yes
H3b. Perceived Immersion → Virtual Reality Experience	0.227	2.980	2,249	0,109	0,359	0.001	Yes
H3c. Perceived Usefulness → Virtual Reality Experience	0.306	3.679	2,168	0,167	0,438	0.000	Yes
H4a. Perceived Cost → Virtual Reality Experience	0.036	0.541	1,414	-0,070	0,153	0.294	No
H4b. Perceived Risk → Virtual Reality Experience	-0.145	2.063	1,671	-0,263	-0,031	0.020	Yes
H4c. Perceived Complexity → Virtual Reality Experience	-0.126	1.599	1,646	-0,262	-0,001	0.055	No

Hypotheses	β	T - values	VIF	Confidence Interval		P Value	Supported
				5%	95%		
H5. Virtual Reality Experience → Tourist Destination Image	0.733	12.715	1,000	0,620	0,813	0.000	Yes
H6. Virtual Reality Experience → Intention to Visit the Tourist Destination	0.411	5.772	2,159	0,296	0,529	0.000	Yes
H7. Tourist Destination Image → Intention to Visit the Tourist Destination	0.445	6.188	2,159	0,322	0,558	0.000	Yes

Source(s): Table created by authors

IPMA

IPMA was used to assess managerial priorities (Martilla & James, 1977; Joseph F. Hair et al., 2022; 2024; Juniarty & Wijayanti, 2025) by evaluating the levels of importance and performance for three main target constructs: Virtual Reality Experience, Tourist Destination Image, and Intention to Visit the Tourist Destination. As shown in Table 11, Virtual Reality Quality holds the highest importance across all targets (0.653 for Virtual Reality Experience, 0.478 for Tourist Destination Image, and 0.482 for Intention to Visit the Tourist Destination), with consistently high performance (80.704) for each target. All values position Virtual Reality Quality in the "Keep up Good Work" quadrant, indicating that this attribute is not only highly important but also well-executed. Therefore, it is essential for management to maintain the high standards of Virtual Reality technology and innovation.

Table 11. IPMA

Construct	Target Construct								
	Virtual Reality Experience			Tourist Destination Image			Intention to Visit the Tourist Destination		
	IMP	PRF	IPMA Quadrant	IMP	PRF	IPMA Quadrant	IMP	PRF	IPMA Quadrant
Virtual Reality Quality	0,653	80,704	Keep up Good Work	0,478	80,704	Keep up Good Work	0,482	80,704	Keep up Good Work
Perceived Enjoyment	0,200	81,031	Keep up Good Work	0,147	81,031	Possible Over Kill	0,147	81,031	Possible Over Kill
Perceived Immersion	0,227	84,911	Keep up Good Work	0,166	84,911	Possible Over Kill	0,167	84,911	Possible Over Kill
Perceived Usefulness	0,306	83,461	Keep up Good Work	0,224	83,461	Keep up Good Work	0,226	83,461	Keep up Good Work
Perceived Cost	0,036	24,528	Low Priority	0,027	24,528	Low Priority	0,027	24,528	Low Priority
Perceived Risk	-0,145	21,609	Low Priority	-0,106	21,609	Low Priority	-0,107	21,609	Low Priority

Construct	Target Construct								
	Virtual Reality Experience			Tourist Destination Image			Intention to Visit the Tourist Destination		
	IMP	PRF	IPMA Quadrant	IMP	PRF	IPMA Quadrant	IMP	PRF	IPMA Quadrant
Perceived Complexity	-0,126	23,281	Low Priority	-0,093	23,281	Low Priority	-0,093	23,281	Low Priority
Virtual Reality Experience				0,733	83,754	Keep up Good Work	0,737	83,754	Keep up Good Work
Tourist Destination Image							0,445	83,840	Keep up Good Work
Average	0,164	57,075		0,197	60,410		0,226	63,013	

Note: IMP = Importance; PRF = Performance

Source(s): Table created by authors

DISCUSSION

This study investigated how the technology and innovation of Virtual Reality Quality, encompassing content quality, system quality, and vividness, shapes perceived benefits, perceived sacrifices, virtual experience, and intention to visit tourism destinations, utilizing the Value-Based Adoption Model (Hee-Woong Kim et al., 2007; Kim et al., 2019; Hong et al., 2023; Rafdinal et al., 2024), Customer Experience Theory (Lemon & Verhoef, 2016). The Value-Based Adoption Model (VAM), introduced by Hee-Woong Kim et al., (2007), builds upon the Technology Acceptance Model (TAM) by moving beyond just usability and convenience. VAM highlights that adoption intentions are shaped by a balance between perceived benefits and sacrifices, emphasizing that consumers are more likely to adopt a technology when the benefits outweigh the costs (Hee-Woong Kim et al., 2007; Kim et al., 2019; Rafdinal et al., 2024; Rihidima et al., 2022).

The Customer Experience Theory (Lemon & Verhoef, 2016) provides a holistic perspective by emphasizing that customer experiences are formed across multiple touchpoints and are influenced by both direct and indirect interactions throughout the customer journey. In the context of immersive digital tourism, this theory highlights how high-quality, vivid, and interactive Virtual Reality environments can create memorable (Schmitt, 2010; Schmitt et al., 2015) and meaningful experiences that extend beyond traditional transactional encounters, further reinforcing the role of experiential value in shaping tourists' behavioral intentions.

This study surveyed 200 respondents spanning a wide age range, with millennials (24–37 years old) and Gen Z (17–23 years old) accounting for over 80% of the sample. This demographic composition is particularly significant, as these generations are recognized for their openness to technological innovation and strong affinity for digital experiences (Cilliers, 2017; Smith, 2012; Djafarova & Bowes, 2021; Ouerghemmi et al., 2023). The income distribution further reveals a majority of economically productive individuals, with more than 59% earning above Rp 10,000,000 per month. Importantly, recent engagement with Virtual Reality technology for tourism purposes is robust, with nearly half of respondents having used Virtual Reality in the past six months. These findings situate the study at the intersection of emerging technology adoption and the consumption patterns of influential market segments in the tourism sector (Beck et al., 2019; Calisto & Sarkar, 2024; Lo & Cheng, 2020).

This study confirms that superior VR quality actively enhances users' enjoyment, immersion, and perceived usefulness, while simultaneously reducing perceptions of cost, risk, and complexity, which have long been considered critical barriers in technology adoption costs (Hee-Woong Kim et al., 2007; Tussyadiah et al., 2018; Kim et al., 2019; Liang et al., 2021; T. P. Liang et al., 2021; Rafdinal et al., 2024; Rihidima et al., 2022). Through hypothesis testing, we found that VR quality significantly and positively influences perceived enjoyment ($\beta = 0.694$), immersion ($\beta = 0.778$), and usefulness ($\beta = 0.727$) (Du et al., 2022; Mouatt et al., 2020; Bae et al., 2020; Rafdinal et al., 2024), while also significantly reducing perceived cost, risk, and complexity.

The strong effect of VR quality on enjoyment and immersion aligns with Customer Experience Theory (Lemon & Verhoef, 2016), which emphasizes that sensory stimulation and emotional engagement are central in shaping customer experiences. In VR environments, high system quality and vividness create a multisensory experience that increases pleasure (enjoyment) and psychological presence (immersion). This finding also supports the Value-based Adoption Model (VAM), indicating that users' perception of value is heavily driven by the benefits, such as enjoyment and immersion, gained from high-quality virtual interactions. When benefits outweigh perceived sacrifices, users' adoption and engagement levels naturally increase (Hee-Woong Kim et al., 2007; Mouatt et al., 2020)

The IPMA results strengthen these findings by showing that VR quality stands out as the most important and best-performing attribute across all target constructs, such as virtual reality experience, destination image, and intention to visit. This outcome highlights the strategic need for tourism providers to maintain and continually improve VR quality to sustain positive user experiences and increase visit intentions. Although perceived enjoyment and immersion also demonstrate high performance, they only show moderate importance for influencing intention. This indicates that further enhancing enjoyment and immersion may not provide significant additional benefits, particularly for younger users who already exhibit high levels of engagement. This study also establishes that enjoyment, immersion, and usefulness serve as critical antecedents for shaping a compelling virtual reality experience (Ouerghemmi et al., 2023; Jo & Park, 2023; Hameed & Perkis, 2024; An et al., 2021), which in turn significantly strengthens both the image of the tourist destination ($\beta = 0.733$) and the intention to visit ($\beta = 0.411$) (Geng et al., 2022; Köchling, 2021). Furthermore, destination image emerges as a robust mediator that connects VR experience with visit intention ($\beta = 0.445$), aligning with previous studies that underline the centrality of image and experience in digital tourism (Rahayu et al., 2023; Anaya-

Sánchez et al., 2024; Kieanwatana & Vongvit, 2024; Collien & Areeprayolkij, 2025; Godovykh et al., 2022).

CONCLUSIONS AND RECOMMENDATIONS

This study advances theoretical understanding by empirically validating a quality-value-based adoption model that integrates the multi-dimensional construct of Virtual Reality (VR) quality, specifically content quality, system quality, and vividness, with the Value-based Adoption Model within digital tourism. The results show that VR quality significantly and positively influences perceived enjoyment, immersion, and usefulness (Ouerghemmi et al., 2023; Jo & Park, 2023; Hameed & Perkis, 2024; An et al., 2021). These three aspects are confirmed as the main drivers of virtual reality experience and behavioral intention to visit the tourism destinations. This finding theoretically reinforces Customer Experience Theory (Lemon & Verhoef, 2016) by confirming that sensory and emotional engagement (enjoyment and immersion) are fundamental experiential responses triggered by technological quality. At the same time, it supports the core logic of the Value-based Adoption Model (VAM), which posits that perceived value, driven by usefulness and enjoyment, serves as the key motivator of technology acceptance and behavioral intention. The findings also provide empirical evidence for how technical features and immersive content together shape users' value perceptions and the acceptance of VR technology, strengthening and extending previous conceptual and empirical frameworks from studies by Du et al. (2022), Mouatt et al., (2020), Bae et al., (2020), Rafdinal et al., (2024), Wibisono et al., (2024). Based on the findings of this study, there are several clear and actionable insights for tourism managers who want to unlock the full potential of virtual reality in destination marketing. The findings highlight several actionable strategies that they can immediately implement to improve their destination’s appeal and competitiveness in the digital era.

ADVANCED RESEARCH

This study has several limitations. The R^2 value for intention to visit (0.636) indicates there are other important predictors not included in the current model. Second, the study does not account for differences in types of VR devices or levels of immersion, and not all respondents experienced fully immersive VR. Third, cross-sectional design cannot track changes in attitudes or behavior over time, suggesting a need for longitudinal research. Fourth, the sample size is limited to 200 respondents, mostly working-age adults with higher incomes, which restricts generalizability to other groups. Fifth, the study does not focus on specific tourism regions in Indonesia, even though each destination may have different levels of technological readiness and infrastructure. Sixth, the PLS-SEM models do not outperform linear models in predictive power for most constructs. Lastly, as the study is based only in Indonesia, results may not be directly applicable to other countries with different adoption levels. Based on these limitations, future research should address these gaps to provide broader and deeper insights. For example, future studies may consider including additional variables such as trust, attitude toward technology, or perceived value, as suggested by recent articles (see Bae et al., 2020; Du et al., 2022; Wibisono et al., 2024, ; Wang, 2024), to improve model accuracy and explanatory power. Moreover, researchers should investigate regional differences within Indonesia, compare results with international contexts, and explore behavioral data or experimental designs to supplement self-reported measures. Expanding the sample to include more diverse demographic groups and using fully immersive VR setups could also help capture a wider range of user experiences and adoption patterns.

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