Antecedents Experiential Commitment and Consequences in Willingness to Post Photo and Behavioral Intention Toward the Destination

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ABSTRACT

The purpose of this study was to examine whether Destination Image, Place Attachment, Place Identity, Place Dependence and Experiential Commitment have an effect on Behavioral Intentions toward the destination, willingness to post photos. The population of this study is tourists who visit Labuan Bajo tourism. This study's sample size was 200 people. This is a quantitative study using a survey method. In this study, a questionnaire was used to collect data. Online questionnaires were distributed to domestic tourists who visit Labuan Bajo and the technique sampling using a Non Probability Sampling approach with purposive sampling, with the criteria that tourists visit Labuan Bajo at least once a year. PLS-SEM is used to analyze data. The results showed that there was a positive influence between the variables Destination Image, Place Attachment, Place Identity, Place Dependence, Experiential Commitment, Behavioral Intentions toward the destination, willingness to post photo. Labuan Bajo have an adventure Tourism Activities, cultural Tourism Experience, Culinary Experience (Cruise Dining, Dining with a View), beautiful spot photo and scenery.

1. INTRODUCTION

Indonesia has great potential in developing tourism. This is because Indonesia has diverse ethnic and cultural wealth, one of the ethnic and cultural richness that Indonesia has is cultural diversity and differs from each region in all corners of Indonesia. Local wisdom will be a plus value for the 2022 G-20 Presidency. This is an opportunity to promote cultural diversity as well as tourism and investment potential in Indonesia, one of which is Labuan Bajo tourism.

Labuan Bajo is a famous tourist attraction in Indonesia and has several tourist attractions that can be visited, including: ancient beast Varanus Komodo (Ora in Manggarai language) as the main icon, Moringa cultural tourism, Loh Liang national Park, Cunca Wulang Waterfall, Rangko Cave, Batu Cermin Cave, Love Hill, Sylvia Hill, Kukusan Island, Kanawa Island, Padar Island, Kalong Island, Tado Village, Melo Village, Pede Beach, Pink Beach Beach, Wae Cicu Beach, Wae Rebo Village, White Pier, Gili Laba. With many tourist destinations in Labuan Bajo, it makes many tourists come, both from within the country and abroad. The number of tourists arriving can influence tourists in making decisions to come to Labuan Bajo tourism, namely the image of the tourist spot [1]. Image is a company consisting of the impressions, beliefs and feelings that a person has towards a particular company. This is the same as a tourist destination, because when tourists assess and perceive the destination, it can be said that it is their decision to make a visit or not. Thus, tourist destinations will get a positive image if the tourists have a good travel

experience towards the tourist destination, so that the creation of a positive destination image will create a good loyalty, that it can influence tourists to visit again [2]. As explained [3] in his research that destination image has an impact on the process of choosing tourist destinations to revisit tourist destinations. In this case, feeling the destination image is considered very strong, especially in competitiveness in the tourism market. With increasing competition in the tourism industry, the image is considered very important for the management of tourist attractions, so that they always improve and develop good marketing plans that can improve a good tourism image for the success of the tourist destinations [4].

Destination Image is a collection of expectations, feelings, ideas and expectations related to a particular destination [5] The destination image has an important role in influencing the experiential commitment of tourist visitors, where a positive image in the minds of tourists will provide a separate experience commitment for visitors. Therefore, destination image has an important influence on the process of selecting tourist destinations. This is in accordance with research conducted by Damanik et al. [6, 7] showing the results that there is a relationship between the Destination Image variable and the Experiential Commitment of tourist visits. Research on destination image is also strengthened by Fadiryana and Cha [8] showing the results that destination image has a significant effect on experiential commitment. Furthermore, Kristanto et al. [9-11] showed that destination image had a significant effect on experiential commitment. In this case, another factor in the development of tourism destinations in

accordance with what is needed by tourists is by paying attention to things that can affect tourist satisfaction, such as Place Attachment.

Place attachment can be interpreted as a bond created between individuals and certain places [12]. Fachrudin and Syaodih [13] defines place attachment as the extent to which an individual assesses and identifies certain environmental conditions. The ability to perceive a place is influenced by different experiences of individuals in various places [14]. A place is considered special depending on the activities that a person performs in a place that they consider special [14]. According to the ref. [15] place attachment can contribute to the formation, maintenance, and preservation of the identity and self-esteem of individuals, groups or cultures. So therefore, where tourists are interested in a place, tourists are committed to the experience they visit somewhere. This is in accordance with research conducted by Salsabila and Yanuvanti [16] showing the results that Place Attachment has a significant effect on experiential commitment. The same thing is also supported by research [17] which shows the results that Roostika [18-20] show the results that Place Attachment has a significant effect on Experiential commitment.

In general, researchers are interested in a two-dimensional model of the concept of place attachment consisting of place identity and place dependence [21], where place identity refers to an individual's identity in relation to the physical environment [22]. From the same perspective ref. [15] suggests that 'Sense of Place', 'Place Identity', and 'Place Attachment' are closely related to physical features, activities, and meanings that occur in a place. As research conducted by Theodora and Felicia [23] shows the results that the perception of tourists has a positive and significant effect on place identity with the tourist attractions visited.

The concept of place identity, which refers to the relationship between place and identity and emphasizes the meaning and significance of "place" for residents and users, is an important concept in many fields of science, including geography, urban planning, urban design, landscape architecture, and so on. Fundamentally, the concept of place identity investigates how we relate to our immediate surroundings (including geographic location, cultural traditions, cultural heritage, and so on) [24]. As a result, a properly formed and maintained identity in a place will make visitors feel more comfortable and safer.

Several place attachment studies have begun to be carried out on objects of historical, cultural, and religious value. Research on places that have historical value has been conducted by Candra et al. [25] showing that place attachment is not only influenced by three factors (place identity, place dependence and social bond), but is also influenced by spiritual values as the fourth factor. Furthermore, research [26] also shows the results that several factors that influence attachment to places are human factors (demographics) and place factors (physical characteristics, historical values and meanings, activities that occur, location). The process of identifying the physical elements of tourist attractions can give the most impression on the identity of Labuan Bajo area, by where the identity of the place can give an impression to visitors, visitors will commit to other people about the experiences they get at these tourist attractions. This is supported by research conducted by Fachrudin and Syaodih [13] showing the results that the existing relationship describes a strong place identity but there is a shift in urban identity towards tourists. The same thing was also investigated by

Ernawati et al. [27-30] showing the results that Place Identity has a significant effect on Experiential commitment. In this case, customers who want more experience, when using a product or service must also be considered by marketers so that customers have an emotional bond with the place or service and will find it difficult to move to other place or tourist destination. Thus, Place Identity has a significant effect on Experiential commitment.

Experiential Commitment is a tourism experience to continue the relationship in the future [31]. In this case, when tourists can commit to a destination it will help the destination's sustainable success and build a strong destination brand. This is because experiential commitment to a place is a vital element in maintaining and developing tourist loyalty. As research conducted by Pujiastuti et al. [17] shows the results that the impression of tourists (MTE) has a significant effect on Experiential Commitment. The same thing was also investigated by Jamu et al. [32] showing the results that experiential commitment and tourist satisfaction have a positive and significant effect on the interest of returning tourists.

Place dependence is a dependence on place (functional attachment) reflecting the importance of a place in providing facilities and features that support specific goals or desired activities. Where, visitors will be committed to a tourist spot, it depends on the place, if the better the place is, the more committed visitors are about the experience at the tourist spot. This is supported by research conducted by De Quelyu and Santoso [33] showing the results that Place Dependence has a positive effect on Experiential Commitment. The same thing was also investigated by Artanti et al. [34-36] showing the results that Place Dependence has a positive effect on Experiential Commitment. Therefore, in order for tourists to become repeat visitors, the destination manager must make tourists have behavioral intentions.

Behavioral intentions toward the destination are defined as the extent to which a person has formulated a conscious plan to do or not to perform certain behaviors in the future [37]. In this case, if tourists have behavior intentions, tourists will have the desire to visit again, the desire to tell other people, the desire to recommend to others. Behavior intention can appear in tourists if there is a good relationship between tourists and destination managers. This, as research conducted by Pujiastuti et al. [38] shows that there is a direct influence between tourist experience, satisfaction, trust and behavior intention. The same thing was also investigated by Aktaş et al. [39] showing the results that there is a significant relationship between destination attributes, tourist satisfaction and behavioral intentions. It was also investigated by Pujiastuti et al. [40] showing the results that the image of the goal has a significant effect on behavioral intentions post-visit. Thus, if tourists are willing to recommend services to others, means tourists are willing to commit the experience to others. This is supported by research [41] showing the results that the quality of experience has a positive and significant effect on behavioral intentions, perceived value and happiness. The same thing was also investigated by Sukwadi et al. [42-44] showing the results that Experiential Commitment has a significant effect on Behavioral Intentions toward the destination.

Furthermore, it was also investigated by Pujiastuti [45] showing the results that destination image has a significant influence on novelty seeking, satisfaction and behavioral intention.

Therefore, if destination image has a significant relation with novelty seeking, then to build a positive destination image, it can be done by tourists who has the desire to seek new experience at destination. In this digital era, the experience they had for sure creates their willingness to document it by taking photos or videos and share them by posting it on the internet. By tourists doing this, it gives an advantage for destination to promote or convey the messages or image driven by the visualization posted and create interaction with people who sees their post and generate comments about the place or activities on their pictures. The desire to post photos is a measurement of maximum value from the tourists who have sacrifice their time and what they have or done to produce something of value for them and for others.

In relation with Experiential Commitment, by seeing photos posted by the tourists, it can arouse the desire of other people (as tourist) who have once visited the destination before but have not been to the place where they saw the posted photos from others. This creates the intention or wanting to visit again the destination triggered by the post they saw from other visitors.

With tourists posting new photos, it can turn on many numbers of likes that can even reach millions. This can influence more other tourists to continue posting more photos of the places they visit in one's destination and again promotes and gain the intention from many others to visit the destination. This statement is also supported by research [35, 46-49] which shows that experience commitment has a significant effect on willingness to post photos.

This is what makes many people interact with social media. Every message uploaded on social media, both photos and videos, can be seen by many people, and this is what makes every photo posted by tourists becomes an information for everyone who sees it. Like posting photos of nature tourism uploaded on social media, whether or not these photos are able to provide information, it causes attraction and action on people who sees them. This is in accordance to the, research conducted by Warbung et al. [50] showed the results that in order to maintain customers' satisfaction and increase their intention to revisit the tourist attraction, the destination must improve the quality that can make tourists feel more comfortable when they carry out tourism activities.

As previous research has been carried out and conducted by Jin et al. [51] the results shows that destination image has a direct effect on Place Attachment, and it can affect behavioral intentions. The same thing also researched by Japutra and Keni [52] showed the results that the fulfillment of needs can affect the positive emotions of visitors and their attachment to the destination, so that it can increase the intention to visit again. This is also found in the evidenced on the research conducted by Patwardhan et al. [53] showing that place attachment directly affects loyalty. Furthermore, it is also proven by Kuo et al. [54] showing the results that place dependence directly affects place identity, place dependence and place identity both positively and directly affect responsible behavior towards the environment mediated by place attachment. Therefore it can be said there is a relationship between place attachment and the environment for responsible behavior.

Based on several previous studies that have been carried out only researches that finds out about the influence of the place identity factor, destination image on visitors' behavior mediated by place attachment has been conducted. little has or no one ever seek to research about the relation of Place Identity,

Place Dependence on Behavioral Intentions towards the destination, Willingness to Post Photo, mediated by Experiential Commitment.

In connection with these phenomena and gaps, Labuan Bajo can encourage tourists to post photos, where tourists simply post photos, because Labuan Bajo has tourist destinations that provides aesthetic, attractive objects, as is already popular as a means for tourists to take pictures. Philosophically, tourist posting photos is an attraction that tourists do, by taking pictures of themselves and then uploading them to social media is treated as a form of creating an attractive side as a fulfillment of tourist desires.

Based on the phenomena and previous studies above, this study aims to examine the destination image, Place Attachment, Place Identity, Place Dependence, Experiential Commitment, Behavioral Intentions toward the destination, and Willingness to post photo.

2. METHODS

This study was conducted using an explanatory research approach to see the intention of repeat visits by consumers [55]. Based on variables of destination image, Place Attachment, Place Identity, Place Dependence, Experiential Commitment of tourists who visit Labuan Bajo tourism destination [56]. This research is a quantitative research, the data is a variable whose value is numerical (Likert scale 1-7) where on a scale of 1 strongly disagree or very poor and a scale of 7 strongly agree or very good. The data collection tool is administered by an online questionnaire distributed to Indonesian tourists, namely domestic tourists who have visited Labuan Bajo as respondents using the non Probability Sampling approach. According to Sugiyono [57] non probability sampling is the probability of selected population elements is unknown, this technique does not provide equal opportunities/safety for each population element/member to be selected as a sample. Therefore, the sample in question is domestic tourist visiting Labuan Bajo consisting of 200 respondents as samples. The sampling technique is purposive sampling a method for determining the sample which is done by determining the target of the population elements that are estimated to be the most suitable for collecting data which selects 200 local tourists who have experience visiting Labuan Bajo at least once within a year.

The research analysis used structural equation modeling (SEMPLS) to correct for measurement errors by including the interaction effect in the model [58] with SMARTPLS 3.3 software. SEMPLS was used to examine the check estimate and the implications of resampling (Bootstrap Method). PLS SEM estimation aims to form the best score component of the endogenous variable, in this case the travel choice variable. In addition, SEM PLS is used to predict the relationship between variables and indices through an internal model, namely the relationship between latent variables and external models, which is called the relationship between latent variables and external models, Latent variables and indicators [58].

Hair et al. [59] describes the steps in SEM as follows: (1) development of a theory-based model, (2) constructing path diagrams for causal relationships, (3) converting path diagrams into structural models and measurement models, (4) selecting the input matrix and model estimation, (5) assessing the identification of the structural model, (6) evaluating the suitability of the model based on the goodness-of-fit criteria

and (7) interpreting and modifying the model.

3. DISCUSSION

3.1 Convergent validity

The results of the convergent validity test show that all items measuring the research variables have a loading factor value greater than 0.6 which indicates that all items are considered valid. Convergent validity testing with loading factor (correlation between item scores/component scores and construct chords) indicators that measure the construct whose value is > 0.5 considered significant [58] Average variance value extracted (AVE) must be > 0.5 or the model has a high discriminant sufficient if the root (AVE) for each construct is greater than correlation between constructs with other constructs in the model and research in the early stages of developing a measurement scale, the value of loading factor 05-0.6 is still considered sufficient. Convergent validity is related to the principle that measure (manifest variable) of a construct should be highly correlated while the discriminant validity relates to the principle that constructs that measure different should not be highly correlated. While the AVE value can be seen in Table 1.

Based on Table 1 shows all work with Cronbach alpha and composite reliability values greater than 0.70. Based on table 1 above, it shows that all AVE root values, all constructs have

an AVE value greater than 0.50. Discriminant validity occurs when two instruments are measures two predictable but uncorrelated constructs and resulted in uncorrelated scores The method of assessing discriminant validity is to test discriminant validity by looking at the cross loading value for each variable must be > 0.7. Another way that can be used is to compare value of square root average variance extracted (AVE) for each construct with correlations between other constructs in the model. If the value of the AVE root value of each construct is greater than the correlation value between construct with other constructs in the model, then it is said have a good discriminant validity value [58]. Therefore, we can conclude that all the measurement constructs are reliable and valid.

3.2 Structural Model Evaluation (Inner Model)

Evaluation of the Inner Structural Model aims to test the presence or absence of influence between constructs and R Square. The structural model was evaluated using P-Value to determine the significance of the structural path parameter coefficients and R Square is used to determine whether the independent latent variable has a substantive effect on the dependent latent variable. R squared is a number ranging from 0 to 1 that represents the magnitude of the interaction of independent variables that affect the value of the dependent variable. The regression model produced by the regression will be better if it is closer to one.

Table 1. Reliability and validity test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Behavioral Intention Toward the Destination	0.814	0.841	0.875	0.638
Destination Image	0.886	0.893	0.911	0.596
Experiential Commitment	0.885	0.896	0.916	0.686
Place Identity	0.858	0.859	0.891	0.540
Place Attachment	0.755	0.756	0.844	0.576
Place Dependence	0.757	0.754	0.846	0.579
Willingness to Post Photo	0.755	0.760	0.843	0.574

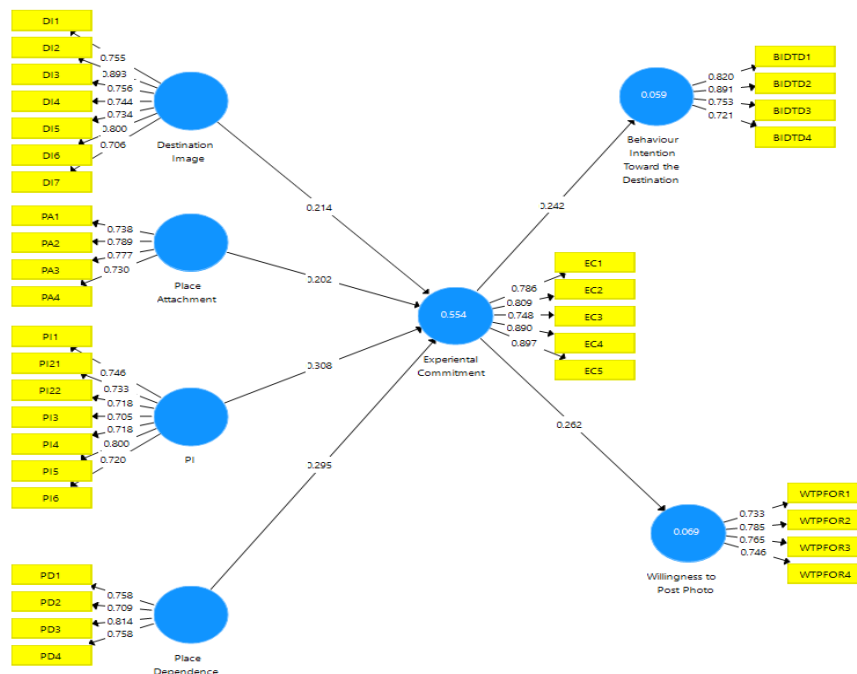**Figure 1.** Inner model evaluation

	Behavioral Intention Toward the Destination	Destination Image	Experiential Commitment	Place Identity	Place Attachment	Place Dependence	Willingness to Post Photo
BIDTD1	0.820						
BIDTD2	0.891						
BIDTD3	0.753						
BIDTD4	0.721						
DI1		0.755					
DI2		0.893					
DI3		0.756					
DI4		0.744					
DI5		0.734					
DI6		0.800					
DI7		0.706					
EC1			0.786				
EC2			0.809				
EC3			0.748				
EC4			0.890				
EC5			0.897				
PA1					0.738		
PA2					0.789		
PA3					0.777		
PA4					0.730		
PD1						0.758	
PD2						0.709	
PD3						0.814	
PD4						0.758	
PI1				0.746			
PI21				0.733			
PI22				0.718			
PI3				0.705			
PI4				0.718			
PI5				0.800			
PI6				0.720			
WTPFOR1							0.733
WTPFOR2							0.785
WTPFOR3							0.765
WTPFOR4							0.746

Source: Processed Data (2022)

In hypothesis testing, the p value measures the test's sensitivity. The greater the sensitivity, the lower the p value. If the significance level is set to 0.05, a p value of 0.001 indicates a high likelihood that the test result is correct.

P value is a statistical measure that scientists use to determine whether their hypotheses are correct or not. P values are used to determine whether the results of their experiment fall within the expected range of values for the events being observed. Typically, if the P value of a data set is less than a predetermined amount (say, 0.05), scientists will reject the "null hypothesis" of their experiment - that is, the hypothesis that the variables in their experiment had no meaningful effect on the results. Nowadays, p values are typically found on a reference table by first computing a chi square value. The P value was calculated in seven steps. The first step is to determine the expected outcomes of the experiment. Determine the observed results of the experiment, Determine the degrees of freedom for your experiment. Using chi square, compare expected and observed results. Select a level of significance. To estimate your p-value, consult a chi square distribution table.

Decide whether to reject or keep your null hypothesis. This can be seen in Figure 1.

Based on Figure 1, it can also be seen that all paths have reached a significant 95%. This is a request in a review with a loading factor that is carried out to assess the significance of the latent construct with its construction.

From Table 2, it shows that the value of the HTMT To be accepted as valid in the discriminant validity test, the ratio in the variables must be greater than the value between variables. In this study, several indicators with the lowest loading factor values must be removed in order for each variable to meet the validity of the Fornell-Larcker criteria. These indicators are destination image, Place Identity, place attachment, Place Dependence, Experiential Commitment, Behavioral Intentions toward the destination, and willingness to post photos. With the values listed in table, the research instrument meets the Fornell-Larcker criteria of discriminant validity after the indicator is removed below.

Table 3 shows the results of the cross loading value on the research instrument can be checked after the final discriminant validity test. The correlation value between each indicator and all variables in the research instrument is the cross loading value. The cross loading value is considered valid if the correlation value between indicators and variables containing indicators is greater than the correlation value between indicators and other indicators.

Table 3. Fornell-Larcker criterion

	Behavioural Intention Toward the Destination	Destination Image	Experiential Commitment	Place Identity	Place Attachment	Place Dependence	Willingness to Post Photo
BIDTD1	0.820	0.201	0.237	0.217	0.117	0.400	0.012
BIDTD2	0.891	0.184	0.206	0.209	0.126	0.578	0.042
BIDTD3	0.753	0.214	0.130	0.209	0.082	0.645	0.097
BIDTD4	0.721	0.400	0.173	0.273	0.117	0.629	0.115
DI1	0.216	0.755	0.487	0.430	0.290	0.303	0.227
DI2	0.231	0.893	0.496	0.595	0.292	0.232	0.274
DI3	0.383	0.756	0.449	0.490	0.250	0.322	0.233
DI4	0.233	0.744	0.507	0.529	0.337	0.254	0.294
DI5	0.211	0.734	0.401	0.486	0.236	0.228	0.264
DI6	0.209	0.800	0.404	0.514	0.243	0.216	0.250
DI7	0.136	0.706	0.334	0.427	0.123	0.205	0.157
EC1	0.091	0.493	0.786	0.458	0.369	0.345	0.168
EC2	0.380	0.446	0.809	0.553	0.475	0.461	0.294
EC3	0.161	0.423	0.748	0.451	0.329	0.337	0.124
EC4	0.178	0.498	0.890	0.561	0.365	0.401	0.199
EC5	0.144	0.536	0.897	0.581	0.427	0.367	0.264
PA1	0.150	0.199	0.345	0.330	0.738	0.108	0.577
PA2	0.078	0.252	0.388	0.406	0.789	0.018	0.641
PA3	0.173	0.230	0.317	0.476	0.777	0.102	0.634
PA4	0.044	0.329	0.396	0.481	0.730	0.127	0.633
PD1	0.417	0.169	0.365	0.150	0.060	0.758	-0.004
PD2	0.480	0.257	0.392	0.196	0.098	0.709	-0.033
PD3	0.619	0.247	0.306	0.225	0.079	0.814	0.025
PD4	0.555	0.327	0.339	0.204	0.113	0.758	0.079
PI1	0.190	0.523	0.439	0.746	0.401	0.137	0.383
PI21	0.255	0.466	0.474	0.733	0.419	0.252	0.399
PI22	0.240	0.531	0.411	0.718	0.368	0.155	0.389
PI3	0.270	0.585	0.459	0.705	0.323	0.197	0.288
PI4	0.154	0.401	0.486	0.718	0.457	0.174	0.533
PI5	0.197	0.430	0.490	0.800	0.433	0.194	0.448
PI6	0.152	0.407	0.493	0.720	0.461	0.192	0.537
WTPFOR1	0.047	0.199	0.181	0.362	0.597	-0.029	0.733
WTPFOR2	0.028	0.251	0.211	0.406	0.649	-0.040	0.785
WTPFOR3	0.082	0.249	0.157	0.481	0.646	0.029	0.765
WTPFOR4	0.069	0.261	0.230	0.509	0.599	0.089	0.746

Source : Processed Data (2022)

Table 4. R square

	R Square	R Square Adjusted
Behavioral Intention Toward the Destination	0.059	0.054
Experiential Commitment	0.554	0.545
Willingness to Post Photo	0.069	0.064

Source : Processed Data (2022)

Table 5. Hypothesis test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Destination Image -> Experiential Commitment	0.214	0.212	0.094	2.279	0.023
Experiential Commitment -> Behavioral Intention Toward the Destination	0.242	0.258	0.066	3.678	0.000
Experiential Commitment -> Willingness to Post Photo	0.262	0.280	0.071	3.713	0.000
Place Identity -> Experiential Commitment	0.308	0.307	0.090	3.417	0.001
Place Attachment -> Experiential Commitment	0.202	0.204	0.066	3.065	0.002
Place Dependence -> Experiential Commitment	0.295	0.300	0.059	4.998	0.000

Source: Processed Data (2022)

3.3 R square test

Based on data processing that has been carried out using the smartPLS 3.3 program, the R-Square value is obtained as

Table 4.

Table 4 shows that from the aspect explanatory power the variable willingness to post photo and behavioral intention toward the destination as the dependent variable of this

research model can be explained by 6.9% and 5.9% by the independent variables, while the remaining 93.1% and 94.1% can explained by other variable outside this research model. In Table 4 the value of R square for the experiential commitment as mediation variable was found 0.554. From the aspect of predictive accuracy, the value of R squared can conclude moderate to strong predictive accuracy [59]. Therefore, it can be said that the 4 independent variable in this research model are concurrently can predict moderate to strong the mediating variable of experiential commitment. Thus, this research model which has been tested on tourist in Labuan Bajo population can be used or replicated in future studies related to tourist experiential commitment with different population coverage.

3.4 Hypothesis test

Following the model analysis, hypothesis testing is performed by comparing the T Statistics values generated by the results of bootstrapping in PLS. If the value of T Statistics is greater than the value of T Table (1.65) with a significant level of 5% or through P Value = 0.05, the hypothesis is accepted (supported) [59]. It can be seen in Table 5.

Based on Table 5, it can be concluded that showing the results of destination image, Place Identity, place attachment, Place Dependence, there is a significant effect on Experiential Commitment and the Experiential Commitment variable also has a significant effect on Behavior Intention Toward the Destination and Willingness to Post Photo.

The results showed that the destination image construct towards Experiential Commitment. Based on Table 5 above, the destination image has a positive and significant effect on the Experiential Commitment variable. This shows that the destination image by tourists has an important role in influencing the experiential commitment of tourist visitors, where a positive image in the minds of tourists will provide a separate experience commitment for tourist visitors in Labuan Bajo with a significant value or P value of 0.023. Thus, it can be explained that visitors are very committed to the experience of image destinations in Labuan Bajo tourism. This is supported by research conducted by Damanik et al. [6, 7] showing the results that there is a relationship between the Destination Image variable and the Experiential Commitment of tourist visits. Research on destination image is also strengthened by Fadiryana and Chan [8] showing the results that destination image has a significant effect on experiential commitment. Furthermore, the researches [9-11] showed that destination image had a significant effect on experiential commitment.

The results showed that the construct of Place Attachment on Experiential Commitment. Based on Table 5 above, Place Attachment has a positive and significant effect on the Experiential Commitment variable. This is because the attachment that arises from a person to a place is due to an important component in the place that can affect attachment with a significant value or a P value of 0.002. Thus, it can be explained that tourists are interested in Labuan Bajo tourism, so tourists are committed to the experience they get in Labuan Bajo tourism. This is in accordance with research conducted by Salsabila and Yanuvanti [16] showing the results that Place Attachment has a significant effect on experiential commitment. The same thing is also supported by research [17] which shows the results that [18-20] show the results that Place Attachment has a significant effect on Experiential

commitment.

The results showed that the construct of place identity on Experiential Commitment. Based on Table 5 above, place identity has a positive and significant effect on the Experiential Commitment variable. This is because the physical identification of tourist attractions can give an impression of the identity of the Labuan Bajo area with a significant value or P value of 0.001. Thus, it can be said that the identity of the Labuan Bajo tourist spot can give an impression to visitors, so that visitors will be committed to others about the experience they get at the tourist spot. This is supported by research conducted by Fachrudin and Syaodih [13] showing the results that the existing relationship describes a strong place identity but there is a shift in urban identity towards tourists. The same thing was also investigated by Ernawati et al. [27-30] showing the results that Place Identity has a significant effect on Experiential commitment. The results showed that the construct of Place Dependence on Experiential Commitment. Based on Table 5 above that Place Dependence has a positive and significant effect on the Experiential Commitment variable. In this case, Labuan Bajo tourism provides facilities and features that support specific goals or activities that tourists want with a significant value or P value of 0.000. Thus, Labuan Bajo tourism visitors will be committed to a facility that exists in Labuan Bajo tourism, because tourists feel that Labuan Bajo tourism is complete with the facilities they want, so tourists are committed to the experience of Labuan Bajo tourism. This is supported by research conducted by De Quelyu and Santoso [33] showing the results that Place Dependence has a positive effect on Experiential Commitment. The same thing was also investigated by Artanti et al. [34-36] showing the results that Place Dependence has a positive effect on Experiential Commitment.

The results showed that the Experiential Commitment construct on Behavior Intention Toward the Destination. Based on Table 5 above, Experiential Commitment has a positive and significant effect on the Behavior Intention Toward the Destination variable. This is because visitors get a feeling with Labuan Bajo tourism with attractive destinations with a significant value or P value of 0.000. Thus, tourists are willing to recommend to others about Labuan Bajo tourists, so tourists are willing to commit experiences to others about Labuan Bajo tourist spots. This is supported by research [41] showing the results that the quality of experience has a positive and significant effect on behavioral intentions, perceived value and happiness. The same thing was also investigated by Sukwadi et al. [42-44] showing the results that Experiential Commitment has a significant effect on Behavioral Intentions toward the destination.

The results showed that the Experiential Commitment construct on Willingness to Post Photo. Based on Table 5 above, Experiential Commitment has a positive and significant effect on the Willingness to Post Photo variable. This is because tourists have the desire to post photos to social media about Labuan Bajo tourism with a significant value or P value of 0.000. Thus, tourists are willing to post photos and videos to social media, making it very easy to convey messages and interact with others about the beauty of Labuan Bajo tourism. This is supported by research [45] showing the results that destination image has a significant influence on novelty seeking, satisfaction and behavioral intention. This is also supported by research [35, 46-49] which show that experiential commitment has a significant effect on willingness to post photos.

4. CONCLUSIONS

Based on the results of the discussion, it can be concluded that:

The first hypothesis testing shows that there is a significant effect between destination image on experiential commitment. The second hypothesis shows that there is a positive influence between place attachment on experiential commitment. The third hypothesis shows that there is a positive influence of place identity on experiential commitment. The fourth hypothesis shows that Place Dependence has a positive effect on experiential commitment. In the fifth hypothesis testing experiential commitment has a positive effect on Behavioral Intentions toward the destination and in the sixth hypothesis experiential commitment has a positive effect on Willingness to Post Photo. So from all hypotheses there is a significant effect, meaning all hypotheses are accepted.

Labuan Bajo have plenty to offer as an experience for tourist visiting the destination, starting from adventure tourism activities (such as diving, trekking, hiking, water sports), cultural tourism, culinary (cruise dining, dining with a view), lots of beautiful spots and scenery for photo taking. These resources are potential to be develop by stake holders by paying attention to create such quality place that it will attract visitors to come and promote the place by posting positive picture image that can provoke their followers or others to have the intention and willingness to put Labuan Bajo on their next destination to visit.

Future research may consider using a larger sample, where a larger sample is more likely to strengthen and generalize the findings. Further research can also consider adding another variable on other tourism commitments to see how the results of further research will be.

Research can be carried out in other tourist areas as well to compare research results from Labuan Bajo tourism destination to other tourism destination, to see if there are similarities or differences. Future research can add moderating variables too such as social media usage and experience sharing trip.

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