

**TOURISM TELEVISION PROGRAM EFFECTS ON TOURIST VISIT INTENTION
TO BALI AS A DESTINATION CHOICE**

A THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department



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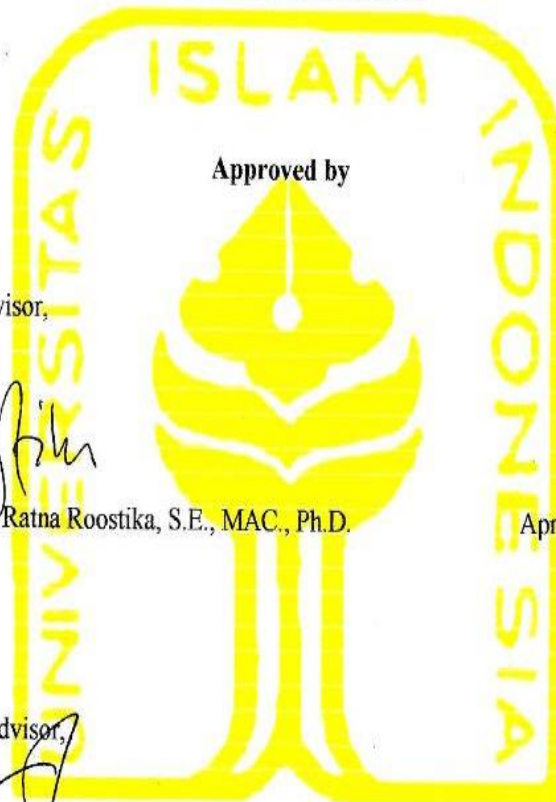
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DECLARATION OF AUTHENTICITY

Here in I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, April 17th, 2018



Dea Lupita Galuh Winahyu

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Assalamualaikum Wr. Wb.

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TOURISM TELEVISION PROGRAM EFFECTS ON TOURIST VISIT INTENTION TO BALI AS A DESTINATION CHOICE

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ABSTRACT

Film-Induced Tourism has a significant role as a powerful marketing media in marketing a tourism destination place. Film-Induced Tourism use visual media such us television program, movies, YouTube, and other media to spread the content. The aim of this research is to prove the effect on Film-Induced Tourism through tourism television program in affecting people or tourist intention to visit the destination place. The variable that examine in this study is empathy, nostalgia, perceived risk, place familiarity, place image that will affect the tourist visit intention. This research is conducted in Yogyakarta. The data is collected by using questionnaire based on Likert scale. The method of sample is using purposive sampling with 251 respondents were chosen to represent overall users. The data was then analyzed by using Structural Equation Modeling analysis with the helping of SPSS and AMOS. The result of this study model shows the relationship between the effect of tourism television program and tourists' visit intention to Bali as a destination choice is positive and significant.

Keyword: *Empathy, Nostalgia, Perceived Risk, Place Familiarity, Place Image, Visit Intention.*

PENGARUH PROGRAM TELEVISI PARIWISATA TERHADAP NIAT BERKUNJUNG WISATAWAN KE BALI SEBAGAI PILIHAN DESTINASI WISATA

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Abstrak

Film-Induced Tourism memiliki peran pemasaran yang kuat di pasar. *Film-Induced Tourism* menggunakan media visual seperti program televisi, film, YouTube, dan media lainnya. Tujuan dari penelitian ini adalah untuk membuktikan pengaruhnya *Film-Induced Tourism* melalui program televisi pariwisata terhadap niat berkunjung seseorang atau wisatawan ke Bali sebagai pilihan destinasi wisata. Variabel yang diteliti dalam penelitian ini adalah empati, nostalgia, persepsi resiko, familiaritas tempat, dan citra tempat wisata yang akan mempengaruhi niat kunjungan wisatawan. Penelitian ini dilakukan di Yogyakarta. Data dikumpulkan dengan menggunakan kuesioner berdasarkan *likert-scale*. Metode pengambilan sampel menggunakan *purposive sampling* dengan 251 responden. Data kemudian dianalisis dengan menggunakan analisis Structural Equation Modeling dengan bantuan SPSS dan AMOS. Hasil dari model penelitian yang meneliti tentang hubungan pengaruh program televisi pariwisata terhadap niat berkunjung wisatawan ke Bali sebagai pilihan destinasi wisata ini adalah positif dan signifikan.

Kata Kunci: *Empati, Nostalgia, Persepsi Resiko, Familiaritas Tempat, Citra Tempat Wisata,*

Niat Berkunjung

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is an action that offer transportation, settlement, food and beverage, and other accommodation administration for individual or groups that do travel activity (Goeldner & Ritchie, 2009). Tourism is also defined as an activity of a person travelling to or staying at the place outside their usual environment not in consecutive years and the reason of the activity more for individual leisure (UNWTO, 2011). Here, tourism activity has given the implication for economic, social, cultural, psychological, geographical, environmental and political sector in the world (Cunha, 2014). Tourism sector has become very important because it gives several benefits such as the increasing income for the country, expand social, economic, cultural, and scientific corporation, and enhance understanding among people, provide employment opportunities, needed of foreign exchange supply, develops the infrastructure that will also help stimulate local commerce and industry, and so on (Bonarou, 2011; Goeldner & Ritchie, 2009).

There are a lot of factors that can enhance the development of tourism sector, one of them is promotion factor. Promotion is needed as a socialization media for tourist in getting all information about the tourism that they are interested in (Chamdani, 2016). Tourism promotion also helps the industry to encourage the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in tourism marketing (Hasan, 2015). Tourism industry highly depends on media promotional access. Media contribute to 80% of tourism revenue and tourism contributes to 25% of media's revenue. Effective use of communication media can give a better promotion for the tourism industry (PraveenKumar, 2014). The promotion activity in tourism industry are influenced by

several factors such as nature of demand, emotional factor of the service, complexity of the service, distribution channel, and the offering of the tourism service (Ravar, 2011).

One media that have a big influence on tourism promotion is visual media that consist of TV programs and news, YouTube videos and films. Visual media can increase people awareness of the destination and it can affect potential tourist behavior and their decision making (Stylidis & Kim, 2016). People now less depend on printed media, as a promotional tools visual media can give more advantages than printed media. The longer format that motion picture gives, the longer the exposure period that allows the viewer to have vicarious interaction with the destination. The phenomenon of using motion picture as the promotional tool for tourism is called movie-induced tourism or film-induced tourism (Quintal & Phau, 2014).

Film-induced tourism or movie-induced tourism is an activity of tourist in visiting a destination featured in television, or cinema scene also includes participation in activities such as visiting studios and film theme parks or attending film premiers and festivals (Millan, Garcia, & Diaz, 2016). Film-induced tourism or movie-induced tourism is also defined as tourist behavior through a destination because of the destination image that appears on television, video, or the cinema screen. Film-induced tourism gives marketing opportunity for tourism industry, when the motion picture is being premiered and distributed to the audience (Hudson & Ritchie, 2009).

Film-induced tourism has become an important communication tool on product placement. Product placement is a phenomenon that is defined as the planned entries of products into movies or television shows that may influence viewers' product beliefs and behaviors favorably and it makes films and TV programs to have an impact on consumers while perceiving destinations (Saltik, Cosar, & Kozak, 2010; Hudson & Ritchie, 2009). However other study stated that movie induced tourism will give a risk because of the real

situation in the place with what people have seen on the motion picture have big differences and it will affect people perception about the place image (Millan, Garcia, & Diaz, 2016).

The key objective in this study is to examine and test an integrated decision-making framework that empirically explains how television program about tourism place in Bali give an impact on people's intention to visit the destination choice. Based on the research by Quintal and Phau (2014), there are some factors that can influence the intention of tourist to visit the destination place. By watching the television program, people will develop their emotional part such as empathy, nostalgia, and perceived risk and those emotional factors will bring people's familiarity of the destination place. By becoming familiar with the place, the image of the destination place will easily develop on consumer's mind and it will direct them to visit the destination place.

The very first important variable that direct people to have an intention to visit a destination place is empathy. Empathy describes as individual desire to be mutually empathic, reciprocal, trusting and to form bonds. Empathy has a role in affecting people's familiarity of a destination place. Several studies stated that familiarity is affected by empathy, one of the study is done by Motomura, et all (2015). According to Motomura, et all (2015) familiarity is affected by empathy. Familiarity have a different effect from one person to another person depend on the level of their empathy.

The second variable is Nostalgia. According to Ray and McCain (2012) nostalgia is a memory for the past for tangible or intangible possessions and activities that linked with the past. There are several studies that stated if familiarity is also affected by nostalgia. One of the study is from Barrett, Grimm, Robins, Wildschut, Sedikides, and Janata (2010) that stated if a person's familiarity with a given picture is a context-level construct that may also influence the person's nostalgic experience.

The variable that have an indirect influence to people's intention to visit a destination place is perceived risk. Pérez-Cabañero (2007) stated that perceived risk is defined as a gap between expectation and reality and it can influence people's decision making. There are several studies stated that familiarity is also affected by perceived risk. One of the studies is by Reichel, Fuchs, and Uriely (2007), that stated that the perception Perceived risk of traveler will have a different form as how the traveler saw the destination place.

The fourth important thing that have an indirect influence on people intention to visit a destination place is familiarity. This variable might not have a direct influence to visit intention by leading people to have an image of a destination that will directly influence people's intention. Familiarity in general is defined as experience that consumer has with product or services. This familiarity can influence the image of a destination place. Several studies stated that Familiarity was essential for the development of destination image. Tan, Ismail, and Devinaga (2015) stated that familiarity is important because it enhances consumer process of brand image.

The last thing that will direct people to have an intention to visit a destination place is place image. Place image is defined as a mental construct developed by tourist based on their impression. This familiarity has a direct influence on people's visit intention. One study stated that overall image of destination place will influence tourist visit intention and this study is developed by Whang, Yong, and Ko (2016).

The purpose of this research is to investigate the effect of tourism television program on tourist intention to visit the destination place. This research is based on the research conducted by Quintal and Phau (2014). However, the results might be different. Since, the previous research was conducted in 2014 and in Australia. While this research is conducted in 2017, when television is not the only media to give an interactive promotion for tourism sector and this research is conducted in Indonesia. In previous

research there is one variable that connected destination place image and tourist visit intention, named tourist attitude toward destination place. To simplify the previous research, the researcher decided to omit the tourist attitude toward destination place, so the research will directly measure destination place image with tourist visit intention.

1.2 Research Problem

Based on study background about, the researcher has decided research problems that arise in this study, they are:

1. By watching a tourism and cultural program on television, can people empathy influence their familiarity of the place?
2. By watching a tourism and cultural program on television, can people nostalgia feeling influence their familiarity of the place?
3. By watching a tourism and cultural program on television, can people perceive risk toward a place influence their familiarity of the place?
4. By watching a tourism and cultural program on television, can people familiarity of the place influence place image?
5. By watching a tourism and cultural program on television, can people perception of place image influence people intention to visiting the place?

1.3 Limitations of the Study

Due to several conditions and limitations possibility during this research process, there are several limitations in this study, they are:

1. This research only takes Indonesian visitor in various range of background.
2. This research focuses on variables that indirectly and directly affect tourist visit intention they are empathy, nostalgia, perceived risk, familiarity, and destination image.

3. There is the possibility of bias answer from the respondent in fill in the questionnaire.

1.4 Research Objective

From research problem above, the researcher concludes the research objectives of this study are:

1. To prove that by watching a tourism and cultural program on television, people empathy can influence their familiarity of the place.
2. To prove that by watching a tourism and cultural program on television, people nostalgia feeling can influence their familiarity of the place.
3. To prove that by watching a tourism and cultural program on television, people perceive risk toward a place can influence their familiarity of the place.
4. To prove that by watching a tourism and cultural program on television, people familiarity of the place can influence place image.
5. To prove that by watching a tourism and cultural program on television, people perception of place image can influence people intention to visiting the place.

1.5 Research Contribution

1.5.1 Theoretical Benefit

This research helps explain an overview of the theoretical framework of the relationship between empathy, nostalgia, perceived risk, familiarity with place, place image, attitude toward visiting place, and intention to visit place. This research also provides a contribution for further research in giving additional literature in destination marketing especially in destination branding and promotion.

1.5.2 Managerial Benefit

This research has a benefit for manager in tourism sector to work together with motion-picture producer and government in using interactive media such as movie for provide consistent branding and promotion media of tourism place.

1.6 Systematics of Writing

This thesis consists of five chapters and each chapter consists of several sections. The formulation systematics and explanation of this thesis are as described below:

Chapter I: INTRODUCTION

This chapter discusses the research background, the problems formulation, the study limitation, the purpose of the study, the research contribution, and systematic research.

Chapter II: LITERATURE REVIEW

This chapter explain the theoretical foundation of the empathy, nostalgia, perceived risk, familiarity, destination image, and tourist visit intention. This chapter also provides the researcher's hypothesis and framework of the study.

Chapter III: RESEARCH METHOD

This chapter explains the models and methods used in this research in term of population, and sample, sampling technique, variables of the study and the testing methods used.

Chapter IV: DATA ANALYSIS AND DISCUSSIONS

This chapter shows data analysis and discussion of the results gathered from statistical measurement using theoretical concepts and interpretation of research on theories that has existed.

Chapter V: CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the conclusions on the results of the analysis and calculation of data obtained from the research. This chapter will also describe the weaknesses of the studies conducted and for future research.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

Nowadays, the quality of visual media has been increasing. Interactive media such as media visual become one of the most effective media to advertise many sector's products or services, especially in tourism sector. Television Program, YouTube, Film, and others become more popular in advertising activity. Tourism advertising implicitly can be spread through Television Program, YouTube, Film, and others. This effectiveness is increasing because the higher development of television and internet user.

Film-Induced Tourism is an activity that inserts the tourism place as the set of a motion picture such as program television. Film-induced tourism is also stated as an activity of tourist in visiting a destination featured in television, video, or cinema scene that also includes participation in activities such as visiting studios and film theme parks or attending film premiers and festivals (Millan, Garcia, & Diaz, 2016). Film-induced tourism or movie-induced tourism is also defined as tourist behavior through a destination because the destination image that appears on television, video, or the cinema screen. Film-induced tourism give marketing opportunity for tourism industry that generated when the film is being premiered and is distributed to the audience (Hudson & Ritchie, 2009).

To achieve the study's research objective, Quintal and Phau (2014) examined viewer responses to a movie served as an initial framework and was adapted. Quintal and Phau (2014) explored movie viewers' empathy, nostalgia, perceived risk, place familiarity, place image, attitude towards visiting a place, and intention to visit a place. In this study, the researcher uses the same variables as what previous study has been use however this study admitted the attitude toward visiting a place variable.

Later on, in this research, the researcher hypothesizes that the tourist intention can be influenced after watching a television program or other visual media. Hence, the following literature reviews strive to demonstrate and discuss previous studies to support the hypotheses. To make it clear, the literature review will be started by analyzing empathy, nostalgia, and perceived risk. Then, this chapter will present the explanation about place familiarity, place image, and purchase intentions.

2.1.1 Empathy

Empathy is described as the creation and maintenance of the relationship between two parties of exchange as an individual through the possession of the desire to be mutually empathic, reciprocal, trusting and to form bonds (Chattananon & Trimetsoontorn, 2009). The bonding here should be developed to keep the existing customers and encourage them to be better costumers (Geddie, DeFranco, & Geddie, 2005). Empathy is also defined as an ability of someone to understand and share another's emotional state (Wied, Boxtel, Matthys, & Meeus, 2011). Other researcher has defined empathy as a mental simulation of experience and imaginative simulation. Empathy is also a process of mind reading and film has a role to cue intentional empathy of audience while watching the film (Stadler, 2015).

In measuring empathy, there are three factors that can be used, cognitive empathy, emotional reactivity and social skills (Lawrence, Shaw, Baker, Baron-Cohen, & David, 2004). Another researcher also stated four indicators in measuring empathy they are Perspective Taking (PT), Fantasy (FS), Empathic Concern (EC), and Personal Distress (PD) (De Corte, Buysse, Verhofstadt, Roeyers, Ponnet, & Davis, 2007).

Previous study has found that empathy can influence the familiarity. A study found that familiarity has a different effect from one person to another person depends on the level of their empathy (Motomura, et all, 2015). Keen (2006) also stated that empathy establishes when someone has become familiar on something. Empathy gives an ability for someone to recognize others and it can increase someone attitude toward them (James, 2015). From the discussion above, the researcher presented the following hypothesis:

H1. Viewers empathy influences their familiarity of the place.

Table 2.1 Literature review of the relationship between empathy and familiarity with place.

No	Researchers	Research Title	Findings
1	Motomura, et all (2015)	Interaction Between Valence of Empathy and Familiarity: Is It Difficult to Empathize with The Positive Events of a Stranger?	Familiarity have a different effect from one person to another person depends on the level of their empathy.
2.	Keen (2006)	A Theory of Narrative Empathy	Empathy establishes when someone becomes familiar on something.
3	James (2015)	Personality, Character Strengths, Empathy, Familiarity and the Stigmatization of Mental Illness	Empathy gives an ability for someone to recognize others and it can increase someone's attitude toward them.

2.1.2 Nostalgia

Nostalgia is a yearning for the past for tangible or intangible possessions and activities that is linked with the past (Ray & McCain, 2012). Other researcher defined nostalgia as a sentimental yearning for an experience, product, or service from the past (Hunt & Johns, 2013). Nostalgia is an effective response produced by reflection of things associated with the past (Wang, Li, Chou, & Huang, 2014). In marketing literature, it is stated that nostalgia is an appeal in advertising and is proven to be highly effective and persuasive in several studies (Phau & Marchegiani, 2010). Nostalgia is quite hard to describe, a study stated that nostalgia gives a happy feeling to people but also gives other feeling such as pain, sadness, and other feeling (Hunt & John, 2013). Nostalgia may become the reason for the tourist to overcome the perceived travel constraint or return to the destination place (Rodrigues, 2012).

To measure nostalgia, there are several methods that can be use such as Hallbrook's Nostalgia Scale, Mckechnie's Antiquities Hobby Scale, Taylor's Experience Scale, and Pascal's Nostalgia Scale. Hallbrook's Nostalgia Scale is a method measures the influence preferences for product or service of the past was empirically supported. Mckechnie's Antiquities Hobby Scale and Taylor's Experience Scale also used in measuring the tendency of consumer nostalgia. Pascal's Nostalgia Scale of 10 items measures consumer attitudes toward advertising and brand, also used measure purchase possibilities of the customers (Hallegatte & Marticotte, 2014; Cui, 2015).

Previous study has found that nostalgia also influence people's familiarity. Nostalgia feeling can facilitate the emerging of past events and memorization of past advertisements that create familiarity and positive attitudes that can facilitate

the intention to purchase (Telford, 2013). A person's familiarity with a given picture may also influence the person's nostalgic experience (Barrett, Grimm, Robins, Wildschut, Sedikides, & Janata, 2010). Another study also stated that familiarity can generate nostalgia, like scents, it gives a greater proportion of positive or of negative emotions (Reid, Green, Wildschut, & Sedikides, 2014). There is a significant relationship between familiarity and how emotional people feel after remembering the memory (Maria & Ritchie, 2014) From the discussion above, the researcher presented the following hypothesis:

H2. Viewers nostalgia feeling influences their familiarity of the place.

Table 2.2 Literature review of the relationship between nostalgia and familiarity with place.

No	Researchers	Research Title	Finding
1	Reid, Green, Wildschut, & Sedikides (2014)	Scent-evoked Nostalgia	Familiarity can generate nostalgia, like scents, it gives a greater proportion of positive or of negative emotions.
2	Van den Tol & Ritchie (2014)	Emotion Memory and Music: A Critical Review and Recommendations for Future Research.	There is a significant relationship between familiarity and how emotional people feel after remembering the memory.
3	Telford (2013)	Does nostalgic advertising have a positive effect on Irish Consumer between the ages of 20-39 and over 40's?	Nostalgia feeling can facilitate the emerging of past events and memorization of past advertisements that create

			familiarity and positive attitudes that can facilitate the intention to purchase.
4	Barrett, Grimm, Robins, Wildschut, Sedikides, & Janata (2010)	Music-Evoked Nostalgia: Affect, Memory, and Personality	A person's familiarity with a given picture may also influence the person's nostalgic experience.

2.1.3 Perceived risk

Traveler safety has recently become a significant issue as travelers are increasingly concerned about risk factors at travel destinations. Here perceived risk of the travel destination become a critical factor which affects passengers' travel decisions. (An, Lee, & Noh, 2010). Perceived risk is described as the probability of uncertain outcomes after a purchase (Chang & Ko, 2017). Perceived risk is also defined as a gap between expectation and reality that can influence people's decision making (Pérez-Cabañero, 2007). Another researcher also defined perceived risk as an expectation of loss and it has a powerful power to explain how consumer behave about something since consumers are motivated to avoid any mistake in purchasing products or services (Mitchell, 1998). Some study stated that perceived risk has a relation with destination image because lower risk will increase destination image of a place (Lepp, Gibson, & Lane, 2011).

In measuring perceived risk, some researchers have found several scales. First scale is using probability of loss and the importance of loss to define various perceived risk dimension (Chen, 2015). Other researchers stated that to measure perceived risk, the researcher needs to consider two indicators, expected utility framework and risk

return framework (Weber, Blais, & Betz, 2002). Different researcher also stated to measure perceived risk there are three indicators that should be considered, they are heuristic of availability, heuristic of representativeness, and heuristic of anchoring (Weerd, 2005).

Risk perception might give an influence on people's destination choice. Once the destination has a higher perceived risk, it has a serious implication for the development of the tourism itself (Garg, 2015). Different demographic background such as age and intention serve a different perspective of tourist about the risk (Dolnicar, 2005; Reichel, Fuchs, & Uriely, 2007). Different perspective of risk can be explained by self-efficacy, this theory concern about a person's belief in their ability to influence events that affect their lives (Bandura, 2010). Somehow, there are some tourists that are willing to come to a destination place eventhough they have higher perceived risk (Mura, 2010). Although disaster happened in that place people still want to go to that destination place or become more curious about that place because sometimes risk can fulfil the desire to travel (Hunter-Jones, Jeff, & Smiths, 2008). However, another researcher found that there is not a significant effect of perceived risk on people's destination choice (Quintal & Phau, 2014; Quintal & Phau, 2014). From the discussion above, the researcher presented the following hypothesis:

H3. Viewers perceive risk toward a place influences their familiarity of the place.

This hypothesis is not consistent because several studies stated that it is not the perceived risk that influence familiarity but familiarity that influence the perceived risk. Behrens (2014) stated that Being familiar with something can create trust, a perception of less financial risk, higher intention to purchase, greater word of mouth intentions and less information seeking intentions. Another study also stated that People's familiarity

with the product and their perceptions of the product's inherent risk had a significant effect on the number of safe behaviors from the warning with which they complied (Ortiz, Resnick & Kengskool, 2000). Rose, Cho, and Smith (2016) also stated that people who are familiar with a brand is likely to perceive a low level of risk, leading to positive and strong attitude and purchase intentions toward that brand. The perceived familiarity or novelty of a stimulus can serve as a heuristic cue in intuitive judgments of risk, as indicated by mediation analyses (Song & Schwarz, 2009).

Table 2.3 Literature review of the relationship between perceived risk and familiarity with place.

No	Researchers	Research Title	Finding
1	Garg (2015)	Travel Risks vs Tourist Decision Making: A Tourist Perspective	Risk perception might give a great impact on people's destination choice. Once the destination has a higher perceived risk it has a serious implication for the development of the tourism itself.
2	Dolnicar (2005)	Understanding barriers to leisure travel: tourist fears as a marketing basis	Different demographic background such as age serve a different perspective of tourist about the risk

3	Reichel, Fuchs, & Uriely (2007)	Perceived risk and the non-institutionalized tourist role: the case of Israeli student ex-backpackers	The perception Perceived risk of traveler will have a different form as how the traveler saw the destination place.
4	Bandura (2010)	Self-efficacy	Different perspective of risk can be explained by self-efficacy, this theory concern about a person's belief in their ability to influence events that affect their lives
5	Mura (2010)	Scary [. . .] but I like it!' Young tourists' perceptions of fear on holiday	tourist still have a willingness to come to a destination place whether they have higher perceived risk
6	Hunter-Jones, Jeff, & Smiths (2008)	Backpacking your way into crisis	Risk can fulfil the desire to travel
7	Quintal & Phau (2014)	The role of movie images and its impact on destination choice	There is not a significant effect of perceived risk on people destination choice.

8	Quintal & Phau (2014)	Romancing ‘friends with benefits’: does it benefit New York as a travel destination?	Perceived risk does not play a significant role in influencing people’s familiarity.
9	Behrens (2014)	The Effect of Familiarity and Online Consumer Reviews on Consumers’ Trust, Risk Perception, and Behavioral Intentions.	Being familiar with something can create trust, a perception of less financial risk, higher intention to purchase, greater word of mouth intentions and less information seeking intentions.
10	Ortiz, Resnick & Kengskool (2000)	The Effects of Familiarity and Risk Perception on Workplace Warning Compliance	People’s familiarity with the product and their perceptions of the product’s inherent risk had a significant effect on the number of safe behaviors from the warning with which they complied.
11	Song & Schwarz (2009)	If It’s Difficult to Pronounce, It Must Be Risky: Fluency, Familiarity, and Risk Perception	The perceived familiarity can serve a heuristic cue in intuitive

			judgments of risk, as indicated by mediation analyses.
12	Rose, Cho, & Smith (2016)	The Effects of Brand Familiarity on Perceived Risk, Attitude, and Purchase Intentions toward an Intimate Apparel Brand	Consumers who are familiar with a brand is likely to perceive a low level of risk.

2.1.4 Familiarity with place

Familiarity is defined as experience that consumer has with product or services. It can be considered a measure of the extent of a consumer's direct experience and indirect experience (Martí-Parreño, Bermejo-Berros, & Aldás-Manzano, 2017). Familiarity also can be defined as the knowledge of what, why, where, and when others do what they do. From the point of view of tourism, it is very important that a place is considered to be more familiar than others. Familiarity has a very important role in tourists' decisions making (Artigas, Vilches-Montero, & Yrigoyen, 2015). Place Familiarity is also defined as how much that traveler knows about various destination alternative they consider to and what attributes that link to the destination (Gursoy, Chiappa, & Zhang, 2017).

Familiarity have several dimensions, previous study stated that familiarity have four main dimensions, locational knowledge, visual recognition, place name recognition, and interaction with the place (Ujang, 2008). Another study also stated that familiarity have several dimensions such as person, psychological, process, and place dimension (Scannell & Gifford, 2010). Previous study had also stated that place familiarity has a relation with place attachment, place attachment here

has two dimensional of measurement, place dependence and place identity (Williams & Vaske, 2002).

Familiarity becomes the construction of destination image. It has a key role in influencing the destination image (Martins, 2015). One study stated that educational and informational familiarity have an effect to people’s destination image. Educational familiarity gives more effect to the non-visitor and informational familiarity gives more effect to the one who has visited to the destination place (Tan & Wu, 2016). Another study discussed if experiential familiarity gives a different perspective on someone’s view and their purchase intention (Seo, Kim, Oh, & Yun, 2013). Experiential familiarity affects how visitors, when facing constraints, view a destination (Tan, 2016). Familiarity was essential because it can enhance consumer process of brand image (Tan, Ismail, & Devinaga, 2015). From the discussion above, the researcher presented the following hypothesis:

H4. Viewers familiarity of the place influences their place image perception of movie set.

Table 2.4 Literature review of the relationship between familiarity and place image.

No	Researchers	Research Title	Finding
1	Tan & Wu (2016)	An Investigation of The Relationships among Destination Familiarity, Destination Image and Future Visit Intention	Educational and informational familiarity have an effect to people’s destination image. Educational familiarity gives more effect to the non-visitor and informational familiarity gives

			more effect to the one who has visited to the destination place.
2	Seo, Kim, Oh, & Yun (2013)	Influence of Informational and Experiential Familiarity on Image of Local Foods	Experimental familiarity gives a different perspective on someone view and their purchase intention.
3	Tan, Ismail, Devinaga (2015)	Malaysian Fast Food Brand Equity	Familiarity was essential because it enhances consumer process of brand image.
4	Arslan & Altuna (2010)	The effect of brand extensions on product brand image	Perceived quality of the brand, consumers' brand familiarity, fit perceived by the consumer, consumers' attitudes towards the extension have a positive effect on the product brand image after the extension.
5	Tan (2016)	Repeat visitation: A Study from The Perspective of Leisure Constraint, Tourist Experience, Destination Images, and Experiential Familiarity	Experiential familiarity (number of past visits) affects how visitors, when facing constraints, view a destination.
6	Martin (2015)	The Tourist Imagery, The Destination Image and The Brand Image	Travel in a group, length of stay, familiarity with the destination, source of information, vacation plan, and alternative of destination

			play a key role in constituting and influencing the destination image.
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2.1.5 Place image

Brand image is defined as a mental construct developed by tourist based on their impression. Brand image also makes potential tourists to translate their perception of a destination in formulation their decision making. Image will influence tourist when they choose a destination and the evaluation of their experience can be their references for the future decision (Mohamed, 2008).

Destination image is a multi-dimensional. Previous study stated that the dimension of destination image is functional characteristic, holistic imagery, unique, psychological characteristic, destination attribute, and common (Jenkins, 1998). Another study stated that destination image has two dimensions, personal factors that consist of psychological and social factors and stimulus factor that consist of information source, pervious experience, and distribution (Banyai, 2009). There is also another study stated that destination image has two dimensions, they are consumer's rationality and emotionality (Lopes, 2011).

Many study have found the relationship between destination image and visit intention. One study stated that Image can be a motivation for tourist that can influence destination image formation and their final decision (Nicoletta & Servidio, 2012). Overall image of destination place will influence tourist visit intention (Whang, Yong, & Ko, 2016). Holistic image of destination place and its mediating role have a power in predicting tourist revisit intention (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). Another study stated marketer must promote country medial tourism with publicity together with image that influence people indulgence and trust that can encourage visits from foreign tourists (Na,

Onnb, & Mengc, 2016). Overall image of destination positively affect revisit intention of tourist (Qu, Kim, & Im, 2011). Here, there is a positive relationship between private brands image and purchase intention for a private label brand (Abdolhossein, Bahareh, & Ahmadinejad, 2014). Brand image has a positive effect or influence on purchase intention (Wu, 2015). Brand image is not a mediator that can influence purchase intention (Bian & Moutinho, 2009). From the discussion above, the researcher presented the following hypothesis:

H5. Viewers place image perception of the place influences their intention towards visiting the place.

Table 2.5 Literature review of the relationship between place image and visit intention.

No	Researchers	Research Title	Finding
1	Nicoletta & Servidio (2012)	Tourists' Opinions and Their Selection of Tourism Destination Images: An Affective and Motivational Evaluation	Image can be a motivation for tourist that can influence destination image formation and their final decision.
2	Whang, Yong, Ko (2016)	Pop Culture, Destination Images, and Visit Intentions: Theory and Research on Travel Motivations of Chinese and Russian Tourists	Overall image of destination place will influence tourist visit intention.
3	Stylos, Vassiliadis,	Destination Images, Holistic Images and Personal	Holistic image of destination place and its mediating role

	Bellou, & Andronikidis (2016)	Normative Beliefs: Predictors of Intention to Revisit a Destination	have a power in predicting tourist revisit intention.
4	Na, Onnb, Mengc (2016)	Travel Intentions among Foreign Tourists for Medical Treatment in Malaysia: An Empirical Study	Marketer must promote Malaysian medial tourism with publicity together with image that influence people indulgence and trust that can encourage visits from foreign tourists.
5	Qu, Kim, Im (2011)	A Model of Destination Branding: Integrating the Concepts of the Branding and Destination Image	Overall image of destination positively affect revisit intention of tourist.
6	Abdolhossein, Bahareh, Ahmadinejad (2014)	Purchase Intention for a Private Label Brand: Direct Impact of Factors Including Price Sensitivity, Understanding Brand, Image of Private Brands and Mental Image of Store (Case Study: Etko Chain Stores)	There is a positive relationship between private brands image and purchase intention for a private label brand

7	Wu (2015)	A Study on Consumers' Attitude Towards Brand Image, Athletes' Endorsement, And Purchase Intention	Brand image has a positive effect or influence on purchase intention.
8	Bian & Moutinho (2009)	The Role of Brand Image, Product Involvement, and Knowledge in Explaining Consumer Purchase Behavior of Counterfeits direct and indirect effects	Brand image is not a mediator that can influence purchase intention.

2.1.6 Intention to visit place

In tourism sector intention refers to consumer visit intention, visit intention is a willingness of people to visit the place. Visit intention is a combination of consumers' interest in and possibility of visiting a place (Wu, 2015). Intention is the positive results from attitude that increase tourist's belief about the place (Hultman, Kazeminia, & Ghasemi, 2015). The higher level of someone attitude will increase the individual intention to perform the behavior (Jalilvand, Samiei, Dini, & Manzari, 2012). One research stated that sources of information play significant role in development of attitude also people intention, and directly affected consumer behavior (Khan, Chelliah, & Haron). To investigate this decision-making process leading to the choice of a travel destination, the theory of

planned behavior is often used as a research framework to predict the behavioral intention of choosing a destination (Phau, Quintal, & Shanka, 2014).

2.2 Framework

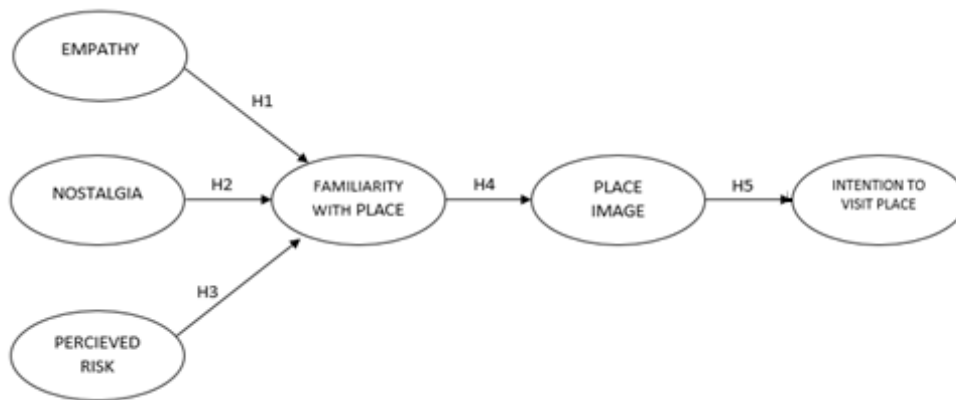


Figure 2.1 Study Framework

This study framework is based on Quintal and Phau (2014) study. Here, Quintal and Phau (2014) examined viewer responses to a movie served as an initial framework and was adapted. Quintal and Phau (2014) explored movie viewers' empathy, nostalgia, perceived risk, place familiarity, place image, attitude towards visiting a place, and intention to visit a place. In this study, the researcher uses the same variables as what previous study has been use however this study admitted the attitude toward visiting a place variable.

In this research study framework, the researcher found out several variables to support this study. The independent variable of this study consists of empathy, nostalgia, and perceived risk. The mediating variable of this research consists of familiarity with place, place image, and attitude toward visiting place. The dependent variable of this study consists of intention to visit place.

CHAPTER III

RESEARCH METHOD

3.1 Type of Study

The purpose of this study is to examine the relationship between one hypothesis to another hypothesis or can be called as casual study which is used to examine the nature of several relationship. In this study, the researcher will examine the relationship between the attributes of empathy, nostalgia, perceived risk, familiarity, destination image, and tourist visit intention. The results of this research is expected to examine the variables of this study, to verify their relationships and to provide better understanding of an effective indirect marketing of tourism place through television program. This study used a quantitative approach, conducted by spreading questionnaire and used Likert Scale as the itemized rating scale to assess data from 251 respondents who have experienced in watching tourism and cultural television program.

3.2 Population and Sample

Population is any complete group that share some common characteristics that are needed for this study. Sample is a part of population that is used to estimate an unknown characteristic of the population (Zikmund, Babin, Carr, & Griffin, 2009). The sample that is used in this study is a purposive sampling. Purposive sampling is a sampling technique that selects the sample based on personal judgment about some appropriate characteristics of the sample member (Zikmund, Babin, Carr, & Griffin, 2009).

The population of this study is people that have already watched some destination television program series associated with Bali such as Indonesia Bagus, Jejak Petualang, My Trip My Adventure, Jalan Jalan Men, and Celebrity on Vacation, and other similar television programs. The method of sample selection in this research is non-probability sampling with convenience sampling as the technique. The sample in this study amounted

to 251 respondents. The determination of the number of samples is based on analysis tool that is used to test the hypothesis, which is Structural Equation Modeling (SEM). SEM required the sample size to be 5-10 times the number of observations for each of the estimated parameters or indicators used (Ferdinand, 2006).

3.3 Data Collection Method

This research is a quantitative research and the data collection method of this study is using primary data. Primary data is data that are directly gathered from the object of study (Zikmund, Babin, Carr, & Griffin, 2009). The data gathered by spreading questionnaire to 251 respondents. Closed question will be used in the questionnaire. The data will be distributed directly to respondents by using print-out questionnaire or spread online by using google forms. The research uses purposive data collection method since this study needs respondents that have already watched any kind of destination and culture programs on television.

The variables that will be analyzed in this study are empathy, nostalgia, and perceived risk as independent variable, familiarity with place, place image, and attitude toward visiting place as mediating variable, and intention to visit place as dependent variable. To measure those variables, this study uses Six-Point Likert Scale ranging from strongly disagree (1) and strongly agree (6).

3.4 Operational Definition and Measurement of Variable

3.4.1 Independent Variable

1. Empathy

Empathy is defined as an ability of someone to understand other parties emotional state (Wied, Boxtel, Matthys, & Meeus, 2011) this ability will increase the bonding between those parties (Chattananon & Trimetsoontorn, 2009). In tourism marketing context, the bonding that rise by people empathy

should be developed to encourage them to be a better customer (Geddie, DeFranco, & Geddie, 2005). The variables are described by the following indicators:

- a) While watching the TV series, I became very involved in the Bali setting.
- b) While watching the TV series, I experienced the vibe of Bali.
- c) While watching the TV series, I could feel as if the events taking place in Bali were happening to me.
- d) While watching the TV series, I really got involved with the feel of the place.

2. Nostalgia

Nostalgia is defined as a memory that people have related to the past activity (Ray & McCain, 2012). In marketing literature stated that nostalgia is an appeal in advertising that is shown to be highly effective and persuasive in several studies (Phau & Marchegiani, 2010). Tourism sector use nostalgia to be a reason from someone to have an intention to visit a destination place (Rodrigues, 2012). The variables are described by the following indicators:

- a) If I do visit Bali, the television program will help me imagine what previous generations were like.
- b) If I do visit Bali, I will experience events from past eras.
- c) If I do visit Bali, I will experience a time before I was born.
- d) If I do visit Bali, I will experience positive feelings about a time before I was born.
- e) If I do visit Bali, I will experience the good old days before I was born.

3. Perceived risk

Perceived risk described as the probability distribution of uncertain outcomes after a purchase (Chang & Ko, 2017). In tourism sector, traveler safety has recently become a significant issue as travelers are increasingly concerned about risk factors at travel destinations. Here perceived risk of the travel destination become a critical factor which affects passengers' travel decisions. (An, Lee, & Noh, 2010). The variables are described by the following indicators:

1) Financial Risk

- a) When I think about visiting Bali, the experience would not provide the benefits I expect.
- b) When I think about visiting Bali, the trip may not really “perform” the way it is supposed to.
- c) When I think about visiting Bali, Bali cannot be relied upon to give me a good experience.
- d) When I think about visiting Bali, it could involve important financial losses for me.
- e) When I think about visiting Bali, the visit would not live up to my expectations.
- f) All things considered, I think I would be making a mistake if I go to Bali
(Dursun, Kabadayi, Alan, & Sezen, 2011)

2) Social Risk

- g) When I think about visiting Bali, my decision would make others see me in an unfavorable light.

- h) When I think about visiting Bali, travelling to Bali would make others think less of me.
 - i) When I think about visiting Bali, the esteem my family/friends have for me will decline.
 - j) When I think about visiting Bali, I will be ridiculed by my friends.
- (Jalilvand & Samiei, 2012)

3) Physical Risk

- k) When I think about visiting Bali, I could be confronted by a hostile environment.
- l) When I think about visiting Bali, I could be exposed to violence and/or terror (Jalilvand & Samiei, 2012)
- m) When I think about visiting Bali, I could get sick.
- n) When I think about visiting Bali, I may get hurt.

3.4.2 Intervening Variable

1. Place familiarity

Place Familiarity is defined as how much that traveler know about various destination alternative they consider to and what are the attribute that link to the destination (Gursoy, Chiappa, & Zhang, 2017). The variables are described by the following indicators:

- a) I am familiar with the cultural/historical attractions in Bali.
- b) I am familiar with the entertainment in Bali.
- c) I am familiar with the landscapes in Bali.
- d) I am familiar with the lifestyle of the people in Bali.

2. Place image

Destination image or place image that is generally interpreted as a compilation of beliefs and impressions based on information processing from various sources over time that result in a mental representation of the attributes and benefits sought of a destination (Zhang, Fu, Cai, & Lu, 2014). The variables are described by the following indicators:

- a) Iconic buildings.
- b) Trendy shopping facilities.
- c) Extensive range of entertainment.
- d) Tasty cuisine.
- e) Vibrant surroundings.
- f) Interesting cultural/historical activities.
- g) Good variety of outdoor activities.

3.4.3 Dependent Variable

1. Intention to visit Bali

Visit intention is a combination of consumers' interest in and possibility of visiting a place (Wu, 2015). The higher level of someone attitude will increase the individual intention to perform the behavior (Jalilvand, Samiei, Dini, & Manzari, 2012). The variables are described by the following indicators:

- a) I plan to visit Bali in the next 12 months.
- b) I intend to visit Bali in the next 12 months.
- c) I will expend effort to visit Bali in the next 12 months.

- d) If everything goes as I think, I will plan to visit Bali in the future (Jalilvand, Samiei, Dini, & Manzari, 2012)
- e) I would visit Bali rather than any other tourism destination (Jalilvand, Samiei, Dini, & Manzari, 2012).

3.5 Validity and Reliability Test of Research Instrument

Validity test indicate the indicators that are used to measure the accuracy of a measurement. Reliability test is used as an indicator of a measure's internal consistency (Zikmund, Babin, Carr, & Griffin, 2009). The data is categorized as valid when correlation value of the data is greater than 0.3 (≥ 0.30). The reliability of the instrument was ensured through acceptable values of Cronbach 's Alpha. To have a valid data, the indicator should have value corrected item with total corellation above 0.6 (≥ 0.6).

Before distributing the questionnaire, the researcher will conduct a Pilot Test to test the valiability and reliability of the variables and indicators of the study. For the pilot test, questionnaire will be distributed to 35 repondents. The data that are collected from the respondent will be analyzed for validity and reliability based on the limitation describe above. The variables and indicators that will be analyzed including:

- 1) Empathy has four indicators.
- 2) Nostalgia has five indicators.
- 3) Perceived risk has fourteen indicators.
- 4) Familiarity has four indicators.
- 5) Place Image has seven indicators.
- 6) Visit intention has five indicators.

Below Table 3.1 presents the detail result of validity test and reliability test that have been tested by using SPSS.

Table 3.1 Validity and Reliability for The Questionnaire 1

Constructs/Indicator	Corrected Item- Total Correlation	Cronbach Alpha	Minimal Score	Status
Empathy		0.924	0.6	Reliable
While watching the TV series, I became very involved in the Bali setting.	0.855		0.3	Valid
While watching the TV series, I experienced the vibe of Bali	0.859		0.3	Valid
While watching the TV series, I could feel as if the events taking place in Bali were happening to me	0.805		0.3	Valid
While watching the TV series, I really got involved with the feel of the place	0.798		0.3	Valid
Nostalgia		0.896	0.6	Reliable
If I do visit Bali, it will be to help me imagine what previous generations were like	0.627		0.3	Valid
If I do visit Bali, it will be to experience events from past eras	0.582		0.3	Valid
If I do visit Bali, it will be to experience a time before I was born	0.889		0.3	Valid

If I do visit Bali, it will be to experience positive feelings about a time before I was born	0.882		0.3	Valid
If I do visit Bali, it will be to experience the good old days before I was born	0.769		0.3	Valid
Perceived Risk		0.953	0.6	Reliable
When I think about visiting Bali, the experience would not provide the benefits I expect	0.778		0.3	Valid
When I think about visiting Bali, the trip may not really “perform” the way it is supposed to	0.740		0.3	Valid
When I think about visiting Bali, Bali cannot be relied upon to give me a good experience	0.826		0.3	Valid
When I think about visiting Bali, it could involve important financial losses for me	0.742		0.3	Valid
When I think about visiting Bali, the visit would not live up to my expectations	0.756		0.3	Valid
All things considered, I think I would be making a mistake if I go to Bali	0.835		0.3	Valid
When I think about visiting Bali, my decision would make others see me in an unfavorable light	0.615		0.3	Valid

When I think about visiting Bali, travelling to Bali would make others think less of me	0.713		0.3	Valid
When I think about visiting Bali, the esteem my family/friends have for me will decline	0.715		0.3	Valid
When I think about visiting Bali, Ridiculed by your friends	0.764		0.3	Valid
When I think about visiting Bali, I could be confronted by a hostile environment	0.711		0.3	Valid
When I think about visiting Bali, being exposed to violence and/or terror	0.794		0.3	Valid
When I think about visiting Bali, I could get sick	0.861		0.3	Valid
When I think about visiting Bali, I may get hurt	0.763		0.3	Valid
Place Familiarity		0.809	0.6	Reliable
I am familiar with the cultural/historical attractions in Bali	0.577		0.3	Valid
I am familiar with the entertainment in Bali	0.664		0.3	Valid
I am familiar with the landscapes in Bali	0.516		0.3	Valid
I am familiar with the lifestyle of the people in Bali	0.762		0.3	Valid
Place Image		0.893	0.6	Reliable

Iconic buildings	0.710		0.3	Valid
Trendy shopping facilities	0.723		0.3	Valid
Extensive range of entertainment	0.820		0.3	Valid
Tasty cuisine	0.732		0.3	Valid
Vibrant surroundings	0.417		0.3	Valid
Interesting cultural/historical activities	0.672		0.3	Valid
Good variety of outdoor activities	0.770		0.3	Valid
Visit Intention		0.925	0.6	Reliable
I plan to visit Bali in the next 12 months	0.894		0.3	Valid
I intend to visit Bali in the next 12 months	0.913		0.3	Valid
I will expend effort to visit Bali in the next 12 months	0.887		0.3	Valid
If everything goes as I think, I will plan to visit Bali in the future	0.720		0.3	Valid
I would visit Bali rather than any other tourism destination	0.632		0.3	Valid

Source: SEM data processing results, 2017

The data in Table 3.1 show that all item that have been tested are considered valid and reliable because the score of corrected item in total correlation is greater than 0.30 and the Cronbach Alpha is greater than 0.6.

3.6 Statistical Tool For analysis

For scale of reliability and validity, internal consistency measures (i.e. Cronbach alpha and average variance extracted (AVE)), convergent validity (i.e. indicator loadings and critical ratios), and discriminant validity (i.e. inter-factor correlations) were tested. The tools that will be used for pilot test is SPSS and for the hypothesis testing, this study used structural equation model (SEM) test by SPSS and AMOS. Structural Equation Model (SEM) test is analytical tools that can estimate a series separate interdependent multiple regression equation simultaneously by specifying the structural model (Ishak, 2017).

3.7 Analysis Technique

This research used AMOS and SPSS to conduct data analysis. This research consists of two steps of data analysis. The first step of analysis is conduct the pilot test. Pilot test is conducted to test the validity and reliability of the indicators used in the questionnaire. Pilot test was conducted by spreading questionnaire for 35 respondents, and the results was analyzed by using SPSS. Once the pilot test completed, the next step is measuring the error, testing the structural model as well as research hypotheses, and analyzing the model fitness by using AMOS.

Structural equation modeling (SEM) is used as the technical analysis in this research, by considering the conceptual model of this research in which, it has one dependent variable, the three mediating variables, and one independent variable. This model cannot be analyzed using multiple regression analysis. Therefore, this research used AMOS, which is one of the programs of SEM. It is an analysis technique that allows the researcher to analyze the influence of several variables against other variables simultaneously (Ghozali & Fuad, 2008). This technique is conducted to analyze the relationship among Empathy, Nostalgia, Perceived Risk, Place Familiarity, Place Image and Visit Intention.

3.7.1 Respondents' Characteristics

In this part, this research will describe the demographic characteristic of the respondents. The demographic characteristics that will be explained are gender, age, spending, occupation, latest education, frequency in watching the tourism television program, tourism television program preferences, respondents thought about the tourism television program.

3.7.2 Descriptive Analysis

Descriptive analysis is a set of a descriptive explanation that can summarize a given set of data that can represent the entire population or a sample. According to Setyosari (cited by Rusydina 2017), descriptive research is a kind of research which aims to explain or describe a situation, event, and object or people, or anything that is associated with variable of the study and it can be explained in form of number or word.

3.7.3 Model Development on Theory

According to Bollen (cited by the Rusydina, 2017), "SEM is sets of equations that encapsulate the relationships among the latent variables, observed variables, and error variables ". SEM can be used to answer research questions in a systematic and comprehensive analysis. SEM is the evolution of multi-equation modeling that has been developed principally in econometrics and merged with the principle of measurement from psychology and sociology, SEM has developed as an integral tool in both managerial and academic research (Ishak, 2017). According to Hox & Bechger (cited by the Rusydina, 2017) the assessments of the model include regression analysis, path analysis and confirmatory factor analysis.

3.7.3.1 Path Diagram and Structural Equations

There are two kinds of variables in SEM, latent variable and observe variable. In latent variables there are two kinds of variable, endogenous describe as “eta” and exogenous describe as "ksi". In graphic form, exogenous become the target of a line with two arrows or the correlation or covariance. Endogenous variable is into a target of at least one of the arrows or regression relationship. Exogenous variable here is known as independent variables that are not influenced or predicted by other variables in the model and endogenous variable known as dependent variable, which means it is influenced by other variables (Mahdaria, 2016).

In the SEM calculation model, there are two types of models, structural model and measurement model. Structural model is a set of relationships between latent variables and this relationship can be considered linear. Measurement model is a model, which is a part of model SEM regularly connected with latent variable and the indicators. The relationship in this model is done through confirmatory factor examination (CFA) in which unmeasured covariates between variables. (Rusyidina, 2017).

3.7.3.2 Choosing Input Matrix and Estimation Model

Wijaya (cited from Rusydina 2018) stated that Structural Equation Modeling (SEM) has two main objectives in its analysis. First is to determine if the model is fit or not and to test several hypotheses that have been made before. SEM uses the data input in the form of variants or covariance matrix or correlation metrics. The goodness of fit model is determined by minimizing the differences between the sample covariance matrix and implied covariance matrix (Ghozali, 2008).

Estimation technique consists of two phases. The first is measurement estimation model, this phase is used to test the constructs of exogenous and endogenous the techniques. The second is Structural Equation Model estimation (SEM), this phase is used to analyze the appropriateness of the model and causality built into this model, this phase is done through a full model analysis (Wijaya, 2011).

3.7.3.3 Structural Equation Model (SEM) Identification

SEM identification is a stage where a unique value must be obtained for all parameters of the obtained data. If the unique value cannot be found, then the modification of the model may be needed to identify the unique value prior to parameter estimation. There are three categories of identification in SEM (Rusydina, 2017):

1. *Unidentified model* is a model that the value of estimated parameter is greater than the value of known data.
2. *Just Identified* is a model that the value of estimated parameter is equal to the value of known data and it can be concluded that the model has zero degree of freedom.
3. *Over Identified* is a model that the estimated parameter value is smaller than the value of known data.

3.7.3.4 Goodness of Fit Criteria

3.7.3.4.1 Chi-Square (X^2) and Normed X^2

Chi-square is one of basic test for statistical significance and it is also appropriate for testing hypotheses about frequencies arranged in a frequency or contingency (Zikmund, Babin, Carr, & Griffin, 2009). The chi-square will be valid if only the data research reached the assumption of

normality and have large number of sample size. When the value of chi-square in a model reach 0, it means that the model has a perfect fit (Rusydina, 2017). Normed Tests X^2 is a ratio of X^2 divided with its degree of freedom. A model can be stated as a good model if the Normed X^2 between 1 and 2 even though when the normed X^2 is in the ratio 2 and 3, the model still can be stated as a good model (Holmes-Smith, 2001).

Probability (P value) is a function that is used to get large deviation indicated by the value of chi-square. P Value for Test of Close Fit (RMSEA < .05) indicates the probability of RMSEA fall < .05. P value > .50 indicates fit model (Byrne, 1998). When the probability of insignificant chi-square value has fulfilled the requirements, it indicates that the empirical data are in accordance with the model.

- a) If H_0 : Empirical data are identical to model, it means hypothesis will be accepted if $p \geq 0,05$
- b) H_a : Empirical data are not identical to model, it means hypothesis will be accepted if $p \geq 0,05$

3.7.3.4.2 Goodness of Fit Indices (GFI)

GFI is measurement of the accuracy of a model in generating observed covariance matrix. The range of GFI value should be between 0 and 1. Miles and Shevlin (cited Hooper, Coughlan, & Mullen 2008) stated that a model can be stated as a good fit model if the GFI value ≥ 0.95 . Joreskog and Sorbom theory (cited in Ghazali & Fuad, 2008) stated if GFI also have a negative value indicates that the model is an inappropriate model.

3.7.3.4.3 Root Mean Square Error of Approximation (RMSEA)

In statistical test, RMSEA is the most informative indicator compared to other indicators. RMSEA served as a criterion of model fit that considering the near-population (Sarwono, 2008). The standard of RMSEA indicators are as follows:

- a) If $RMSEA \leq 0,5$, it indicates that the model is fit (Byrne, 1998).
- b) If $RMSEA = 0,8 - 1,0$, it indicates that the model is fit enough (McCallum *et al*, 1996).
- c) If $RMSEA \geq 1$, it indicates a poor model (McCallum *et al*, 1996).

3.7.3.4.4 Comparative Fit Index (CFI)

CFI value has a range between 0 to 1. When the value of CFI is near 1 it means the model is fit and if the value of CFI is near to 0 it means the model is not fit (Sarwono, 2008). Kasanah (cited in Rusydina, 2017) stated that if the value of CFI is ≥ 0.90 , it indicates as good fit and if the value of CFI is in between $0.80 \leq CFI \leq 0.90$, often referred to as marginal fit. Bentler (cited in Ghozal & Fuad, 2008) stated that the CFI is recommended as a tool to measuring the fit of a model.

3.7.3.4.5 AGFI (Adjusted Goodness of Fit)

Schermelleh (as cited in Alldila 2016) stated that Adjusted Goodness-of-Fit Index (AGFI) is used to adjust bias because complexity of the model. The AGFI approaches the GFI. AGFI can be stated as good fit if the index is 0.90, while the value which is greater than 0.85 may be considered as an acceptable fit.

3.7.3.4.6 TLI (Tucker Lewis Index)

Tucker–Lewis index (TLI) is a tool that is used to evaluate the factor analysis that has been developed in SEM (Alldila, 2016). According to Haryono & Wardoyo (as cited in Alldila, 2016), the value of TLI ranges from 0 to 1.0. TLI value can be said as a good fit when it is equal to or greater than 0,09.

3.7.3.4.7 CMIN/DF

CMIN/DF is the minimum discrepancy, divided by its degrees of freedom. Several studies have suggested the use of this ratio as a measure of fit. For every estimation criterion the ratio should be close to one for correct models. The trouble is that it is not clear how far from one, the ratio can be gained before concluding that a model is unsatisfactory. If the value of CMIN/DF is ≤ 2.00 it means that the value of CMIN/DF is good fit (Byrne, 1989).

Table 3.2 Goodness Fit Index Summary

Goodness of Fit Index	Cut off Value
Degree of Freedom (DF)	Positive
X ² (Chi-Square)	≥ 0.05
Probability	≤ 0.05
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08
GFI (Goodness of Fit Index)	≥ 0.90
AGFI (Adjusted Goodness of Fit)	≥ 0.90
CMIN/DF	≤ 2.00

TLI (Tucker Lewis Index)	≥ 0.90
CFI (Comparative Fit Index)	≥ 0.90

3.7.3.5 Model Interpretation and Modification

The model interpretation and modification is needed to recover goodness of fit if the goodness of fit still do not meet the requirements. The aims of doing model interpretation and modification is to identify if the modification that is made can give a better result in fitness of the model (Baiquni, 2017). The model can be stated as successfully modified if all or several goodness of fit index already meet the requirements (Nuriski, 2017). After doing the modification of model, the researcher can continue to test the hypothesis used the modification model.

CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

This chapter explains the data analysis of “Tourism Television Program Effect on Tourist Visit Intention on Bali As a Destination Choice”. The result of this study analysis presented through descriptive analysis of respondents’ characteristics, descriptive analysis of respondents’ responses, and SEM analysis. Structural Equation Modeling (SEM) was used as data analysis tool in this study, this study used AMOS 22 as the SEM program.

In this research study, the analysis was conducted based on the stages in the SEM analysis as described in the previous chapter. SEM is used to evaluate the proposed model. After obtaining all the results from data processing, this research obtained proof of the hypotheses that have been developed previously. This research also found additional findings as a result of research model modification, which are then summarized into a few conclusions.

As what have already been explained in the previous chapter, 251 questionnaires have been spread out to 251 respondents to collect the data. The details of the questionnaire can be seen in the appendix. Population of this research is people who live in Yogyakarta, and have watched tourism television program about Bali as a destination place. The method of sample selection in this research is non-probability random sampling with convenient technique.

4.1 Statistic Descriptive

This section explained the descriptive data of the respondents that are obtained from the survey. Descriptive data are presented to see the profile of the research data and its relationship to the variables that are used in this study.

4.1.1 Respondents Classification Based on Gender

On respondents' classification based on gender, respondents are classified as follows:

Table 4.1 Respondents Classification Based on Gender

NO	Gender	Number (Person)	Percentage
1	Male	108	43
2	Female	143	57
Total		251	100%

Source: SEM data processing results, 2018

Based on table 4.1 it can be seen that respondents of this study are mostly women. Here, there are 143 women respondents with the percentage 57% and there are 108 male respondents with the percentage 43%. It shows that the viewers of tourism television program are mostly women.

4.1.2 Respondents Classification Age

On respondents' classification based on age, respondents are classified as follows:

Table 4.2 Respondents Classification Based on Age

NO	Age	Number (Person)	Percentage
1	15 - 24 years	161	64
2	25 – 44 years	50	20
3	45 – 64 years	40	16
4	> 64 years	0	0
Total		251	100%

Source: SEM data processing results, 2018

From the table it can be seen that the highest percentage of the respondents' age is between 15-24 years old, that is in 64%, 25-44 years old is 20%, and 45-64 years old is 16%. It can be concluded that most viewers of tourism television program are those whose age are between 15-24 years old.

4.1.3 Respondents Classification Based on Monthly Money Spending

On respondents' classification based on respondents' monthly money spending, are classified as follows:

Table 4.3 Respondents Classification Based on Monthly Money Spending

No	Spending/month	Number (Person)	Percentage
1	< Rp 500,000	23	9
2	Rp 500,000 - Rp 1,000,000	58	23
3	Rp 1,000,001 - Rp 3,000,000	101	40
4	Rp 3,000,001 - Rp 5,000,000	30	12
5	> Rp 5,000,000	39	16
Total		251	100%

Source: SEM data processing results, 2018

Based on Table 4.3, it can be concluded that the respondents in this research mostly have monthly spending between Rp 1,000,001 - Rp 3,000,000, with the total number 101 respondents or 40% of the total respondents. On the other side, the smallest percentage is for respondents whose monthly spending is under Rp 500.000, which is 9% of the total respondents or 23 respondents.

4.1.4 Respondents Classification Based on Occupation

On respondents' classification based on respondents' occupation, are classified as follows:

Table 4.4 Respondents Classification Based on Occupation

No	Occupation	Number (Person)	Percentage
1	High School Student	9	4
2	University Student	146	58
3	PNS/TNI/POLRI	21	8
4	Private employee	20	8
5	Entrepreneur	9	4
6	House wife	9	4
7	Retirement	21	8
8	Teacher	16	6
Total		251	100%

Source: SEM data processing results, 2018

Based on Table 4.4, it can be concluded that the respondents in this research are mostly university students, with the total number 146 respondents or 58% of the total respondents. On the other side, the smallest percentage is high school student, entrepreneur, and house wife with the total number of 9 respondents and the percentage is 4%

4.1.5 Respondents Classification Based on Latest Education

On respondents' classification based on respondents' classification latest education, the respondents are classified as follows:

Table 4.5 Respondents Classification Based on Latest Education

No	Latest Education	Number (Person)	Percentage
1	Elementary School	0	0
2	Middle High School	6	2

3	High School	121	48
4	Diploma	14	6
5	Undergraduate	69	27
6	Graduate	41	16
Total		251	100%

Source: SEM data processing results, 2018

Based on Table 4.5, it can be concluded that the latest education of respondents in this research are mostly graduates of high school, with the total numbers of 121 respondents or 48% of the total respondents. On the other side, the smallest percentage is middle high school level with the total number for all are 6 and the percentage is 2%.

4.1.6 Respondents' Classification Based on Frequency in Watching Tourism Television Program

On respondents' classification based on frequency in watching tourism television program, the respondents are classified as follows:

Table 4.6 Respondents Classification Based on Frequency in Watching Tourism Television Program

No	Frequency	Number (Person)	Percentage
1	Very Often	10	4
2	Often	67	27
3	Rarely	116	46
4	Once in a time	58	23
Total		251	100%

Source: SEM data processing results, 2018

Based on Table 4.6, it can be concluded that most of respondents in this research rarely watch tourism television program with the numbers of 116 respondents or 46% of the total respondents, 67 respondents or 27% percentage of respondents often or frequently watch the tourism television program, 58 respondents or 23% percentage of respondents watch the tourism television program once in a time, and only 10 respondents or 4% percentage of respondents watch the tourism television program very often.

4.1.7 Television Program Preferences

On respondents' classification based on respondents' television program preferences, the respondents are classified as follows:

Table 4.7 Respondents Classification Based on Television Program Preferences

No	Program Preferences	Number (Person)	Percentage
1	My Trip My Adventure	182	32.4%
2	Celebrity on Vacation	100	17.8%
3	Jejak Petualang	98	17.43%
4	Jejak si Gundul	28	4.98%
5	Indonesia Bagus	51	9.07%
6	Si Bolang	91	16.19%
7	Others	12	2.13%
Total		562	100%

Source: SEM data processing results, 2018

Based on Table 4.7, it can be concluded that the respondents in this research mostly watch My Trip My Adventure with 182 respondents or 32.4% of the total respondents, followed by Celebrity on Vacation with 100 respondents or 17.8% of

the total respondents, Jejak Petualang with 98 respondents or 17.43% of the total respondents, Si Bolang with 91 respondents or 16.19% of the total respondents, Indonesia Bagus with 51 respondents or 9.07%, Jejak si Gundul with 28 respondents or 4.98% of the total respondents, and other television program preferences that are not mentioned in the questionnaire with 12 respondents or 2.13% of the total respondents. These evidences present that respondents mostly watch My Trip My Adventure rather than other tourism television programs.

4.1.8 Respondents' Opinion about The Television Program

On respondents' classification based on respondents' opinion about the television program, the respondents are classified as follows:

Table 4.8 Respondents Classification

Based on Respondents' Opinion about The Television Program

No	Thought	Number (Person)	Percentage
1	Very Interesting	50	20
2	Interesting	143	57
3	Quite Interesting	58	23
4	Not Quite Interesting	0	0
5	Not Interesting	0	0
6	Not Very Interesting	0	0
Total		251	100%

Source: SEM data processing results, 2018 (APPENDIX C)

Based on Table 4.8, it can be concluded that most of the respondents of this study think that the tourism television program that they watch is interesting with the numbers of 143 and the percentage is 57% and none of respondents think that tourism television programs that they watch is not interesting.

4.2 Descriptive Analysis

Descriptive analysis is a set of a descriptive explanation that can summarize the value-average score to determine the respondents' assessment criteria. The value-average score interval can be found by using the following formula:

Lowest perception score = 1

Highest perception score = 6

$$\text{Interval} = \frac{6 - 1}{5} = 1$$

With the detail interval as follows:

1.00 – 2.00 = Very Bad

2.01 – 3.00 = Bad

3.01 – 4.00 = Fair (Neutral)

4.01 – 5.00 = Good

5.01 – 6.00 = Very Good

4.2.1 Empathy

For the empathy variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.9 below:

Table 4.9 Descriptive Analysis of Empathy

Attributes of Empathy	Mean	Category
While watching the TV series, I became very involved in the Bali setting	4.0199	Good
While watching the TV series, I experienced the vibe of Bali	4.0000	Fair
While watching the TV series, I could feel as if the events taking place in Bali were happening to me	3.6414	Fair
While watching the TV series, I really got involved with the feel of the place	3.5896	Fair
Mean	3.813	Fair

Source: SEM data processing results, 2018

Based on the descriptive analysis results as presented in Table 4.9, the average assessment of 251 respondents' empathy is 3.813. The highest mean is "While watching the TV series, I became very involved in the Bali setting" with 4.0199 or is considered as good. The lowest mean is "While watching the TV series, I really got involved with the feel of the place" with 3.5896. Therefore, this result indicates that respondents' empathy toward tourism television program is fair or neutral.

4.2.2 Nostalgia

For the nostalgia variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.10 below:

Table 4.10 Descriptive Analysis of Nostalgia

Attributes of Nostalgia	Mean	Category
If I do visit Bali, it will help me imagine what previous generations were like	4.1474	Good
If I do visit Bali, it will be to experience events from past eras	4.0956	Good
If I do visit Bali, it will be to experience a time before I was born	4.3108	Good
If I do visit Bali, it will be to experience positive feelings about a time before I was born	4.4064	Good
If I do visit Bali, it will be to experience the good old days before I was born	4.2829	Good
Mean	4.249	Good

Source: SEM data processing results, 2018

Based on the descriptive analysis results as presented in Table 4.10, the average assessment of 251 respondents' nostalgia is 4.349. The highest mean is "If I do visit Bali, it will be to experience positive feelings about a time before I was born" with 4.4064 or is considered as good. The lowest mean is "If I do visit Bali, it will be to experience events from past eras" with 4.0956. Therefore, this result indicates that respondents' nostalgia toward tourism television program is good.

4.2.3 Perceived Risk

For the perceived risk variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.11 below:

Table 4.11 Descriptive Analysis of Perceived Riks

Attributes of Perceived Risk	Mean	Category
Financial Risk		
When I think about visiting Bali, the experience would not provide the benefits I expect	4.8207	Good
When I think about visiting Bali, the trip may not really “perform” the way it is supposed to	4.7570	Good
When I think about visiting Bali, Bali cannot be relied upon to give me a good experience	4.9880	Good
When I think about visiting Bali, it could involve important financial losses for me	4.8088	Good
When I think about visiting Bali, the visit would not live up to my expectations	4.8287	Good
All things considered, I think I would be making a mistake if I go to Bali	5.0239	Very Good
Mean	4.871	Bad
Social Risk		
When I think about visiting Bali, my decision would make others see me in an unfavorable light	4.6090	Good
When I think about visiting Bali, travelling to Bali would make others think less of me	5	Good
When I think about visiting Bali, the esteem my family/friends have for me will decline	5.1076	Very Good

When I think about visiting Bali, I will be ridiculed by my friends	5.1753	Very Good
Mean	4.973	Good
Physical Risk		
When I think about visiting Bali, I could be confronted by a hostile environment	4.7211	Good
When I think about visiting Bali, being exposed to violence and/or terror	4.9641	Good
When I think about visiting Bali, I could get sick	4.9283	Good
When I think about visiting Bali, I may get hurt	4.9522	Good
Mean	4.891	Good

Source: SEM data processing results, 2018

Based on the descriptive analysis results as presented in Table 4.11, the average assessment of 251 respondents' perceived risk in financial risk is 4.871, perceived risk in social risk is 4.973, and perceived risk in physical risk is 4.891. The highest mean in financial risk is "All things considered, I think I would be making a mistake if I go to Bali" with 5.0239 or is considered as very good and the lowest mean is "When I think about visiting Bali, the trip may not really "perform" the way it is supposed to" with 4.7570 or is considered as good. The highest mean in social risk is "When I think about visiting Bali, I will be ridiculed by my friends" with 5.1753 or is considered as very good and the lowest mean is "When I think about visiting Bali, my decision would make others see me in an unfavorable light" with 4.6090 or is considered as good. The highest mean in physical risk is "When I think about visiting Bali, being exposed to violence and/or terror" with 4.9641 or is considered as good and the lowest mean is "When I think about visiting Bali, I could be confronted by a hostile environment"

with 4.7211 or is considered as good. Therefore, this result indicates that accumulation of respondents' perceived risk toward tourism television program is good.

4.2.4 Place Familiarity

For the place familiarity variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.12 below:

Table 4.12 Descriptive Analysis of Place Familiarity

Attributes of Place Familiarity	Mean	Category
I am familiar with the cultural/historical attractions in Bali	4.4701	Good
I am familiar with the entertainment in Bali	4.5139	Good
I am familiar with the landscapes in Bali	4.1952	Good
I am familiar with the lifestyle of the people in Bali	4.5060	Good
Mean	4.421	Good

Source: SEM data processing results, 2018

Based on the descriptive analysis results as presented in Table 4.12, the average assessment of 251 respondents' place familiarity is 4.421. The highest mean is "I am familiar with the entertainment in Bali" with 4.5139 or is considered as good. The lowest mean is "I am familiar with the landscapes in Bali" with 4.1952 or is considered as good. Therefore, this result indicates that respondents' familiarity toward Bali as a destination choice is good.

4.2.5 Place Image

For the place image variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.14 below:

Table 4.13 Descriptive Analysis of Place Image

Attributes of Place Image	Mean	Category
Iconic buildings	5.1195	Very Good
Trendy shopping facilities	4.8167	Good
Extensive range of entertainment	5.1394	Very Good
Tasty cuisine	4.4502	Good
Vibrant surroundings	5.3745	Very Good
Interesting cultural/historical activities	5.2988	Very Good
Good variety of outdoor activities	5.4183	Very Good
Mean	5.088	Very Good

Source: SEM data processing results, 2018

Based on the descriptive analysis results as presented in Table 4.13, the average assessment of 251 respondents' place image is 5.088. The highest mean is "Good variety of outdoor activities" with 5.4183 or is considered as very good. The lowest mean is "Tasty cuisine" with 4.4502 or is considered as good. Therefore, this result indicates that respondents' image toward Bali as a destination choice is very good.

4.2.6 Visit Intention

For the visit intention variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.15 below:

Table 4.14 Descriptive Analysis of Visit Intention

Attributes of Visit Intention	Mean	Category
I plan to visit Bali in the next 12 months	4.1434	Good
I intend to visit Bali in the next 12 months	4.1793	Good

I will expend effort to visit Bali in the next 12 months	4.2072	Good
If everything goes as I think, I will plan to visit Bali in the future	3.6932	Fair
I would visit Bali rather than any other tourism destination	4.5020	Good
Mean	4.145	Good

Source: SEM data processing results, 2018

Based on the descriptive analysis results as presented in Table 4.14, the average assessment of 251 respondents' visit intention is 4.145. The highest mean is "I would visit Bali rather than any other tourism destination" with 4.5020 or is considered as good. The lowest mean is "I plan to visit Bali in the next 12 months" with 4.1434 or is considered as good. Therefore, this result indicates that respondents' intention to visit Bali is good.

4.3 Reliability and Validity Analysis

Before jumping in to SEM analysis using AMOS, the reliability and validity of the measurement has already been tested by SPSS. After finishing the reliability and validity using SPSS, the reliability and validity of this study should be retested using AMOS. This test was constructing to confirm either the data were valid and reliable. The respondents of this test are 251 respondents. The retest of reliability and validity of the measurement here use AMOS 22.0 as the software that help do this statistic test. Confirmatory Factor Analysis (CFA) or also known as factor analysis is used to assess the evaluation of measurement model. CFA is used to illustrate how good the variable can be used to measure the construct, the requirement is if the value of loading factor from each construct is more than 0.5 ($\lambda > 0.5$), it is considered as valid and if the value of construct reliability from each construct is more than 0.7, it can be stated as reliable. The formula is as follows:

$$\text{Construct reliability} = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \epsilon_i}$$

Table 4.15 Validity and Reliability Test (AMOS) 1

Variable	Indicator	Loading Factor (λ)	Standard Error (ϵ)	$\Sigma(\lambda)$	$\Sigma(\epsilon)$	Construct Reliability	Label
Empathy				3.318	1.534	0.877702	Reliable
	EM1	0.764	0.489				Valid
	EM2	0.838	0.353				Valid
	EM3	0.877	0.309				Valid
	EM4	0.857	0.383				Valid
Nostalgia				3.871	2.618	0.851272	Reliable
	NOS1	0.697	0.728				Valid
	NOS2	0.736	0.647				Valid
	NOS3	0.805	0.466				Valid
	NOS4	0.785	0.422				Valid
	NOS5	0.848	0.355				Valid
Perceived Risk							
Financial Risk				5.012	1.974	0.933018	Reliable
	PR1	0.817	0.434				Valid
	PR2	0.799	0.389				Valid
	PR3	0.913	0.156				Valid
	PR4	0.791	0.463				Valid
	PR5	0.841	0.286				Valid

	PR6	0.851	0.246				Valid
Social Risk				3.056	1.37	0.85155	Reliable
	PR7	0.598	1.054				Valid
	PR8	0.803	0.433				Valid
	PR9	0.824	0.320				Valid
	PR10	0.831	0.316				Valid
Physical Risk				3.41	1.122	0.91468	Reliable
	PR11	0.819	0.424				Valid
	PR12	0.888	0.188				Valid
	PR13	0.906	0.170				Valid
	PR14	0.797	0.340				Valid
Place Familiarity				3.097	1.428	0.87041	Reliable
	PF1	0.792	0.303				Valid
	PF2	0.837	0.23				Valid
	PF3	0.721	0.489				Valid
	PF4	0.747	0.406				Valid
Place Image				4.956	2.380	0.911662	Reliable
	PI1	0.675	0.374				Valid
	PI2	0.695	0.361				Valid
	PI3	0.798	0.223				Valid
	PI4	0.437	0.774				Not Valid
	PI5	0.720	0.286				Valid
	PI6	0.847	0.179				Valid

	PI7	0.784	0.183				Valid
Visit Intention				4.173	2.597	0.870221	Reliable
	VI1	0.902	0.348				Valid
	VI2	0.912	0.305				Valid
	VI3	0.869	0.461				Valid
	VI4	0.674	0.964				Valid
	VI5	0.816	0.519				Valid

Source: SEM data processing results, 2018

Table 4.15 indicates that all items in every variable are valid because the loading factors were more than 0.5 ($\lambda > 0.5$), except one indicator in place image variable, that is PI4. PI4 is not valid because the loading factors were lower than 0.5 ($\lambda > 0.5$). For that reasons those indicators are not valid. Thus, the authors deleted one indicators and tested the validity and reliability of place image. The results of the retest are as follows:

Table 4.16 Validity and Reliability Test (AMOS) 2

Variable	Indicator	Loading Factor (λ)	Standard Error (ϵ)	$\Sigma(\lambda)$	$\Sigma(\epsilon)$	Construct Reliability	Label
Empathy				3.318	1.534	0.877702	Reliable
	EM1	0.764	0.489				Valid
	EM2	0.838	0.353				Valid
	EM3	0.877	0.309				Valid
	EM4	0.857	0.383				Valid
Nostalgia				3.871	2.618	0.851272	Reliable

	NOS1	0.697	0.728				Valid
	NOS2	0.736	0.647				Valid
	NOS3	0.805	0.466				Valid
	NOS4	0.785	0.422				Valid
	NOS5	0.848	0.355				Valid
Perceived Risk							
Financial Risk				5.012	1.974	0.933018	Reliable
	PR1	0.817	0.434				Valid
	PR2	0.799	0.389				Valid
	PR3	0.913	0.156				Valid
	PR4	0.791	0.463				Valid
	PR5	0.841	0.286				Valid
	PR6	0.851	0.246				Valid
Social Risk				3.056	1.37	0.85155	Reliable
	PR7	0.598	1.054				Valid
	PR8	0.803	0.433				Valid
	PR9	0.824	0.320				Valid
	PR10	0.831	0.316				Valid
Physical Risk				3.41	1.122	0.91468	Reliable
	PR11	0.819	0.424				Valid
	PR12	0.888	0.188				Valid
	PR13	0.906	0.170				Valid
	PR14	0.797	0.340				Valid
Place Familiarity				3.097	1.428	0.87041	Reliable

	PF1	0.792	0.303				Valid
	PF2	0.837	0.23				Valid
	PF3	0.721	0.489				Valid
	PF4	0.747	0.406				Valid
Place Image				4.52	1.607	0.737718	Reliable
	PI1	0.676	0.373				Valid
	PI2	0.690	0.366				Valid
	PI3	0.793	0.228				Valid
	PI5	0.726	0.281				Valid
	PI6	0.847	0.179				Valid
	PI7	0.788	0.180				Valid
Visit Intention				4.173	2.597	0.870221	Reliable
	VI1	0.902	0.348				Valid
	VI2	0.912	0.305				Valid
	VI3	0.869	0.461				Valid
	VI4	0.674	0.964				Valid
	VI5	0.816	0.519				Valid

Source: SEM data processing results, 2018

Table 4.16 indicates that all items in every variable are valid because the loading factors are more than 0.5 ($\lambda > 0.5$) after the retest. The data shown in Table 4.16 also indicate that all variables in the questionnaire for hypothesis testing model 1 is reliable, because the construct reliability is more than 0.7.

4.4 Goodness of Fit Measurement

This study used Structural Equation Model (SEM), SEM is an obligation uses technique in doing the social science research. In SEM there is a goodness of fit measurement that is needed to find out whether the model is good or not. The measurement of goodness of fit use Degree of Freedom, Probability, CMIN/DF, RMSEA, GFI, AGFI, TLI, and CFI to determine good criteria or goodness of fit of the measurement model. The result of Goodness of Fit evaluation can be seen in Table 4.17 below:

Table 4.17 Goodness of Fit Analysis

Goodness of Fit Index	Cut off Value	Result	Model Valuation
Degree of Freedom (DF)	Positive	313	Good Fit
X ² (Chi-Square)	≥ 0.05	624.686	Good Fit
Probability	≥ 0.05	0.000	Good Fit
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08	0.063	Good Fit
GFI (Goodness of Fit Index)	≥ 0.90	0.843	Not Good Fit
AGFI (Adjusted Goodness of Fit)	≥ 0.90	0.810	Not Good Fit
CMIN/DF	≤ 2.00	1.998	Good Fit
TLI (Tucker Lewis Index)	≥ 0.90	0.923	Good Fit

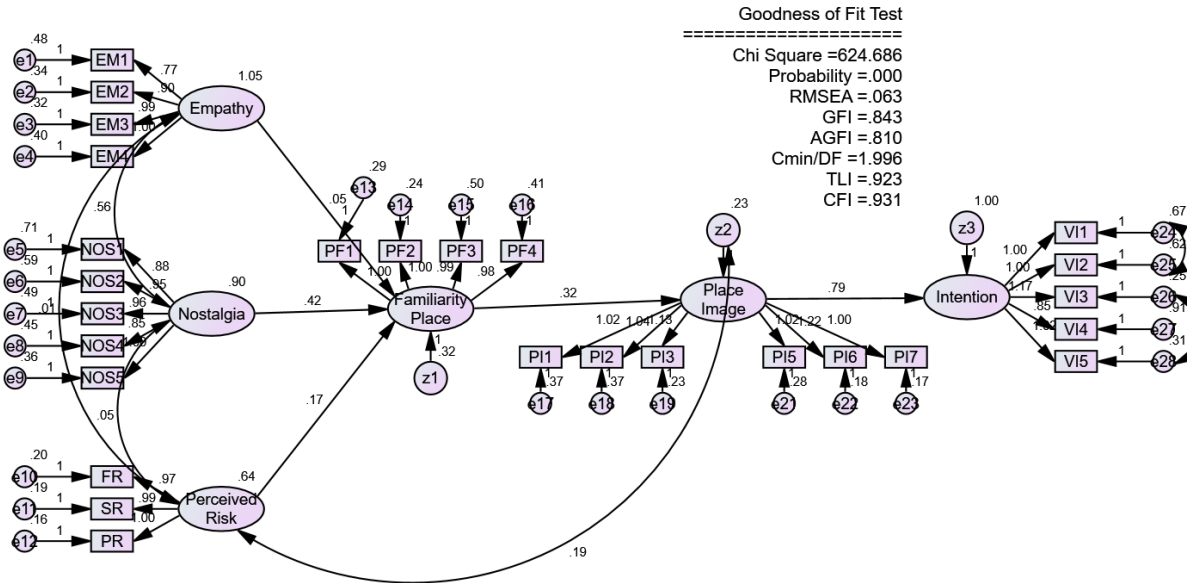
CFI (Comparative Fit Index)	≥ 0.90	0.931	Good Fit
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Source: SEM data processing results, 2018

Table 4.17 shows the result of goodness of fit measurement in data analysis. The model of this study can be considered has fulfilled the minimum criteria of the goodness of fit index, however there are three measurements that do not fit the minimum value of the index probability, GFI, and AGFI. The result of this analysis shows that Degree of Freedom is positive with score of 313, X^2 (Chi-Square) 624.686, Probability 0.000, RMSE 0.063, GFI 0.843, AGFI 0.810, CMIN/DF 1.998, TLI 0.923, and CFI 0.931.

4.5 Hypothesis Testing (Framework Model)

There are five hypotheses in this research and to find out whether the hypotheses are supported or not, the model was tested using Structural Equation Model (SEM) with AMOS as the software. Here, the hypothesis can be supported if the value of probability is less than 0.05 ($p < 0.05$). The testing result of the research model could be seen in the model below:



Source: SEM data processing results, 2018

Figure 4.1 Hypothesis Testing Model

According to the model analysis by AMOS 22, the following table was the hypothesis testing that indicated the casual relationship among the variables:

Table 4.18 Hypothesis Testing Result Model

Hypothesis	Variable Relationship	Estimate	P	Label
H1	Empathy → Place Familiarity	0.053	0.326	Not Supported
H2	Nostalgia → Place Familiarity	0.417	0.000	Supported
H3	Perceived Risk → Place Familiarity	0.169	0.002	Supported
H4	Place Familiarity → Place Image	0.317	0.000	Supported
H5	Place Image → Visit Intention	0.791	0.000	Supported

Source: SEM data processing results, 2018

Based on Table 4.18, the description for hypothesis testing result model are:

The first hypothesis proposed that empathy has positive but not significant influence on place familiarity. In Table 4.18, the testing of empathy on place familiarity is not significant because the value probability was 0.326 ($p < 0.05$) and the path estimate was 0.053 (H1 not supported). In conclusion, the effect of empathy on people familiarity with place is not significant and the hypothesis is **not accepted**.

The second hypothesis proposed that nostalgia has positive and significant influence on place familiarity. In Table 4.18, the testing of nostalgia on place familiarity is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.417 (H2 supported). In conclusion, the effect of nostalgia on place familiarity is positive and the hypothesis is **accepted**.

The third hypothesis proposed that perceived risk has positive and significant influence on place familiarity. In Table 4.18, the testing of perceived risk on place familiarity is proven significant because the value probability was 0.002 ($p < 0.05$) and the path estimate was 0.169 (H3 supported). In conclusion, the effect of perceived risk on place familiarity is positive and the hypothesis is **accepted**.

The fourth hypothesis proposed that place familiarity has positive and significant influence on place image. In Table 4.18, the testing of place familiarity on place image is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.315 (H4 supported). In conclusion, the effect of place familiarity on place image is positive and the hypothesis is **accepted**.

The fifth hypothesis proposed that place image has positive and significant influence on visit intention. In Table 4.18, the testing of place image on visit intention is proven

significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.792 (H5 supported). In conclusion, the effect of place image on visit intention is positive and the hypothesis is **accepted**.

4.6 Result Discussion

4.6.1 The Influence of Empathy to Familiarity

The result of this study proves that impact of people empathy toward tourism television program on people's familiarity with Bali as a destination place is positive but not significant. Thus, this hypothesis, which states that people empathy toward tourism television program have a positive impact on people familiarity, is unacceptable. The result was measured by AMOS. This result is not aligned with the research by Quintal & Phau (2014) as the basis of this research. Quintal & Phau (2014) proved that people empathy toward tourism television program have a significant impact on people familiarity.

Van der Graaff, *et al* (as cited in Tone & Tully, 2014) stated that empathy level between one person to another is different. Familiarity can be influenced by empathy, however a different level of people empathy toward a place will bring different level of their familiarity to the place (Motomura, et all, 2015). When people have a lower empathic level, people might have an unclear process in processing their familiarity level. This uncertainty on people's familiarity might give the same outcome in people's mind but will have a different outcome in people's behavior (Bower in Kinoshita & Norris, 2011). Cao et al. (as cited in Agrawal, 2012) stated that unclear process of familiarity might also happen because the information that people get from the television program is not adequate. The unclear process of familiarity can reduce the benefit because it enhances the wrong

perception that is generated by masked priming (Bower in Kinoshita & Norris, 2011).

Based on those evidences, therefore, the result of this study is not corresponding to the previous researches because this study proves that the impact of people empathy toward tourism television program on people's familiarity with Bali as a destination place is positive but not significant.

4.6.2 The Influence of Nostalgia to Familiarity

The result of this study proves that impact of people nostalgia toward tourism television program on people's familiarity with Bali as a destination place is positive and significant. The result was measured by AMOS. The greater of people nostalgia toward tourism television program, the greater people familiarity to Bali as a destination place. Moreover, the lower of people nostalgia toward tourism television program, the lower people familiarity to Bali as a destination place.

Nostalgia as stated by Sedikides, Wildschut, Arndt, & Routledge (as cited in Sedikides, Wildschut, Arndt, & Routledge, 2014) is an emotional feel about the past, it can be negative or positive feeling, nostalgia refers to something that people felt before. In marketing literature, expert stated that the rise of nostalgia can persuade people to have something in mind about the product that marketer sell (Phau & Marchegiani, 2010). Nostalgia stirs someone's familiarity, nostalgia gives someone a memory about past event, this familiarity can derive someone a positive or negative act (Telford, 2013). Maria and Ritchie (2014) stated that there is a significant relationship between people's nostalgia feeling and people familiarity. So that people who have a good nostalgia feeling toward something will also give a great familiarity toward something, on the other hand, people who have a bad

nostalgia feeling toward something will also give a bad familiarity toward something.

Based on those explanations, the result of this study is corresponding with the previous study, that the impact of people nostalgia toward tourism television program on people's familiarity with Bali as a destination place is positive and significant.

4.6.3 The Influence of Perceived Risk to Familiarity

The result of this study proves that Perceived risk has positive effect on people's familiarity. The result was measured by AMOS. The lesser of people perceived risk with Bali as a destination place, the higher people familiarity toward Bali. The result of this study is not correlated with a study by Quintal and Phau (2014). Quintal and Phau (2014) found if people perceived risk have a negative and not significant correlation with people's familiarity of the place and this study found that perceived risk has positive effect on people's familiarity.

This study shows that the lesser people perceived risk of a place, the higher people familiarity of place. The more positive people perceived the place is save (the lesser risk), the higher people familiarity of place. Here, perceived risk variable has three dimensions financial risk, social risk, and physical risk. Perceived risk is described as a gap between someone's expectation and the reality and this gap relates only with the probability of occurrence of negative events (Pérez-Cabañero, 2007). The knowledge of the people about risk can be depend on what kind of place attraction that the destination place serves to the people (Pérez-Cabañero, 2007). Amara (2012) stated that people have different perception of their destination choice, one tends to be risk-taker and the other tend to be risk averse (Bandura, 2010). However mostly, when someone has higher perceived risk of a place, it will

give a big implication for people destination choice (Garg, 2015) and most people choose a destination place that more safety (Bandura, 2010). Hall, Timothy, and Duval (2003) stated that tourist's perspective that the need of safety and security become the main factors while choosing a travel destination (Garg, 2015) because tourists usually travel the place with good impression (Garg, 2015).

Based on those evidences found that people perceived risk have a positive and significant correlation with people familiarity of the place.

4.6.4 The Influence of Familiarity to Place Image

The result of this study proves that the impact of people's familiarity with Bali as a destination place on Bali place image is positive and significant. The result of this study was measured using AMOS. The greater the people familiarity with Bali as a destination place, the greater the place image of Bali. Moreover, the lower of people familiarity with Bali as a destination place, the lower the place image of Bali.

A study stated that familiarity is a knowledge or thought that people know about something that they have already seen, heard, or experienced. In a tourism sector, familiarity refers to the indirect or direct stimulus that give a feeling to the people if they have done something before like what they do in the current situation (Artigas, Vilches-Montero, & Yrigoyen, 2015). Ujang (2008) also stated that familiarity is a recognition about the past in the current situation. In marketing, people's familiarity can give a great impact on someone's image perception about a product, place, or service. Martin (2015) stated that familiarity has become a base in influencing people's image perception. Familiarity has given more effects to the non-visitor (tourists who never come to the destination place) (Tan & Wu, 2016).

Based on those evidences, therefore, the result of this study correspond with the previous researches, in which that impact of people familiarity with Bali as a destination place on Bali place image is positive and significant.

4.6.5 The Influence of Place Image to Visit Intention

The result of this study proves that impact of Bali place image on people's visit intention to Bali as a destination place is positive and significant. The result was measured by AMOS. The greater the Bali's place image, the greater the people's visit intention to Bali as a destination place. Moreover, the lower the Bali's place image, the lower the people's visit intention to Bali as a destination place.

Destination image is a multi-dimensional. Previous study stated that the dimension of destination image is functional characteristic, holistic imagery, unique, psychological characteristic, destination attribute, and common (Jenkins, 1998). One study stated that Image can be a motivation for tourist that can influence destination image formation and their final decision (Nicoletta & Servidio, 2012). Overall image of destination place will influence tourist visit intention (Whang, Yong, & Ko, 2016). Another study stated that marketers must promote country medial tourism with publicity together with image that influence people's indulgence and trust that can encourage visits from foreign tourists (Na, Onn, & Meng, 2015).

Based on those evidences, therefore, the result of this study correspond with the previous researches, in which that the impact of Bali place image on people visit intention to Bali as a destination place is positive and significant.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This research examined whether Tourism program that aired on television can affect people visit intention after watching that television program. This research examined the psychological effect that people feel such as empathy, nostalgia, and perceived risk that influence people familiarity about Bali. This research also examined the effect of the influence of people familiarity about Bali with Bali image on people perception. Then, this research also examined the influence of Bali place image with people visit Intention to Bali. Based on the data analysis results, from 5 hypotheses that are proposed, there were 3 accepted hypotheses, which are H₂, H₃, H₄, and H₅. Meanwhile, the other two hypotheses, which are H₁ was rejected.

5.1. Conclusions

From the result of this study, it can be seen that nostalgia (NOS), peceived risk (PR), place familiarity (PF), and place image (PI) positively and significantly affected people's intention to visit Bali as their destination choice that correspondent with the study by Quintal & Phau (2014). However there is also a different result from this study with the study by Quintal & Phau (2014), that showed the result of Empathy (EMP) is study significant, however for this study, empathy does not significantly affect people intention to visit Bali as their destination choice.

For hypothesis that not supported shows that for H₁ the significant value is 0.326 ($p < 0.05$) that means if the hypothesis is not supported. This finding research shows even though people have a good empathy toward the tourism television program it does not mean people will have a great familiarity about Bali as destination place. Empathy is an abstract feeling that people might have and this abstraction can develop biases on people. Those biases will lead to a different decision either people familiar with Bali or not.

For hypothesis that have a supported result shows that for H2 the significant value is 0.000 ($p < 0.05$) that means if the hypothesis is supported, H3 the significant value is 0.002 ($p < 0.05$) that means if the hypothesis is supported, for H4 the significant value is 0.000 ($p < 0.05$) that means if the hypothesis is supported, and for H5 the significant value is 0.000 ($p < 0.05$) that means if the hypothesis is supported. H2 shows that the greater nostalgia feeling that people might have will affect the greater place familiarity that people will have about Bali. H3 shows that the lesser perceived risk that people have, the higher place familiarity that people will have about Bali. H4 shows that the greater people's place familiarity about Bali will affect the greater the Bali's place image that people will have. H5 shows that the greater Bali place image in people mind will direct the greater place familiarity that people have will direct people to have greater intention to visit Bali.

5.2. Research Limitations

The limitations of the research are as follow:

1. The result of this study might be bias because this research collecting random sampling for doing the survey.
2. The sample of this research still might not represent all audience of tourism television program that shows Bali as a destination choice.
3. This study was conducted in Indonesia and necessarily limited to the study's context. If this research is conducted in another place the result might have a big gap on its differences.

5.3. Suggestions

For further empirical studies, the researcher suggests to examine the other element such as trust, stress level, attention, and other elements of audience of tourism

television program by considering the effect of familiarity bias while watching the tourism television program.

For marketers, this study will contribute in giving understanding about the effects of tourism television program for marketing in tourism sector. This study can give a big picture about the psychological elements (empathy, nostalgia, and perceived risk) that arise while people watching those kinds of tourism television program. The marketers can consider using another media such as YouTube, social media, movie, and other media in spreading the promotion of a destination place because based on this study nowadays people tend to look for all information they want by surfing on the internet than by watching television. Therefore, marketers should be able to use the benefit of media visual in doing a marketing for destination place. Thus, the company will understand more about what can bring people intention to visit Bali as their destination choice.

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APPENDIX A

KUESIONER PENELITIAN

PENGARUH PROGRAM TELEVISI PARIWISATA TERHADAP NIAT BERKUNJUNG WISATAWAN TERHADAP BALI SEBAGAI PILIHAN DESTINASI WISATA

Assalamuallaikum Wr. Wb.

Saya Dea Lupita Galuh Winahyu, Mahasiswa International Program, Jurusan Manajemen, Fakultas Ekonomi, Universitas Islam Indonesia, Yogyakarta.

Saat ini saya sedang melaksanakan penelitian "Pengaruh Program Televisi Pariwisata Terhadap Niat Berkunjung Wisatawan Terhadap Bali Sebagai Pilihan Destinasi Wisata"

Penelitian ini bermaksud meneliti pengaruh dari tayangan program wisata budaya di televisi terhadap niat wisatawan untuk melakukan kunjungan wisata ke Bali.

Kuesioner ini berisikan 53 pertanyaan yang terdiri dari 8 pertanyaan demografik (Personal Data) dan 45 pertanyaan variabel yang terbagi kedalam 7 bagian (Empathy, Nostalgia, Perceived Risk, Place Familiarity, Place Image, Tourist Attitude, dan Visit Intention).

Dalam mengisi kuesioner ini Anda diminta untuk mengisi kuesioner dengan jujur dan sesuai dengan apa yang Anda rasakan untuk keakurasian penelitian ini.

Section A: Personal Data

1. Jenis Kelamin : Laki-Laki Perempuan
2. Umur : 15 - 24 tahun 25-44 tahun
 45 – 64 tahun > 64 tahun
3. Pengeluaran/bulan : < Rp 500.000
 Rp 500.000 – Rp 1.000.000
 Rp 1.001.000 – Rp 3.000.000
 Rp 3.001.000 – Rp 5.000.000
 > Rp 5.000.000
4. Pekerjaan : Pelajar
 Mahasiswa
 PNS/ TNI/POLRI
 Pegawai swasta
 Wiraswasta
 Ibu Rumah Tangga
 Tenaga Pendidik
 Pensiunan
Lain-lain:
5. Tingkat Pendidikan : SD SMP SMA

Diploma Sarjana

Pasca Sarjana

6. Seberapa sering Anda menonton program wisata budaya tentang Bali di televisi?

- Sangat sering Sering Jarang
 Sese kali

7. Program televisi wisata budaya tentang Bali apa yang pernah Anda tonton? (Boleh pilih lebih dari satu)

- My Trip My Adventure (Trans TV)
 Celebrity on Vacation (Trans TV)
 Jejak Petualang (Trans 7)
 Jejak si Gundul (Trans 7)
 Indonesia Bagus (Net TV)
 Si Bolang (Trans 7)
 Lainnya:

8. Bagaimana pendapat Anda tentang program televisi tersebut?

- Sangat menarik menarik Cukup menarik
 Cukup tidak menarik Tidak menarik Sangat tidak menarik

Keterangan:

Untuk menjawab pertanyaan dibawah ini, pilihlah salah satu dari nomor yang tersedia dengan contoh keterangan:

- (1) Sangat tidak setuju (2) Tidak setuju (3) Agak tidak setuju
(4) Agak Setuju (5) Setuju (6) Sangat Setuju

Section B: Empathy

Kode	Pernyataan	Sangat tidak setuju					Sangat setuju
Berilah penilaian Anda tentang rasa empati yang Anda rasakan saat menonton program televisi tersebut:							
EM1	Saat Saya menonton program wisata budaya tersebut, Saya merasa terlibat dalam acara itu.	1	2	3	4	5	6
EM2	Saat Saya menonton program wisata budaya tersebut, Saya merasa ikut berpetualang di Bali.	1	2	3	4	5	6
EM3	Saat Saya menonton program wisata budaya tersebut, Saya merasa kejadian yang Saya tonton terjadi pada diri Saya.	1	2	3	4	5	6
EM4	Saat Saya menonton program wisata budaya tersebut, Saya benar-benar merasa sedang berada di Bali.	1	2	3	4	5	6

Section C: Nostalgia

Kode	Pernyataan	Sangat Tidak setuju	Sangat setuju
Berilah penilaian Anda tentang rasa nostalgia yang Anda miliki tentang Bali saat menonton program televisi tersebut			
NOS1	Dengan menonton program wisata budaya tersebut, Saya memiliki gambaran tentang kehidupan di Bali di masa lalu.	1	2 3 4 5 6
NOS2	Dengan menonton program wisata budaya tersebut, Saya dapat ikut merasakan kejadian-kejadian yang pernah terjadi di Bali.	1	2 3 4 5 6
NOS3	Dengan menonton program wisata budaya tersebut, Saya dapat memahami sejarah Bali.	1	2 3 4 5 6
NOS4	Dengan menonton program wisata budaya tersebut, Saya dapat memahami hal positif yang terjadi di Bali pada masa lampau.	1	2 3 4 5 6
NOS5	Dengan menonton program wisata budaya tersebut, Saya dapat membayangkan peristiwa-peristiwa menyenangkan yang terjadi di Bali pada masa lampau.	1	2 3 4 5 6

Section D: Perceived Risk

Kode	Pernyataan	Persepsi Resiko Tinggi	Persepsi Resiko Rendah
Berilah penilaian Anda tentang persepsi resiko Anda tentang Bali yang Anda miliki saat menonton program televisi tersebut dengan angka:			
PR1	Program wisata budaya tersebut membuat Saya berpikir Saya tidak akan mendapatkan keuntungan apapun jika mengunjungi Bali.	1	2 3 4 5 6
PR2	Program wisata budaya tersebut membuat Saya berpikir kunjungan Saya ke Bali tidak akan berjalan sesuai rencana.	1	2 3 4 5 6
PR3	Program wisata budaya tersebut membuat Saya berpikir pengalaman Saya saat mengunjungi Bali tidak akan menarik.	1	2 3 4 5 6
PR4	Program wisata budaya tersebut membuat Saya berpikir akan mengalami kerugian finansial jika Saya berkunjung ke Bali.	1	2 3 4 5 6

PR5	Program wisata budaya tersebut membuat Saya berpikir kunjungan Saya ke Bali tidak akan sesuai dengan ekspektasi.	1	2	3	4	5	6
PR6	Program wisata budaya tersebut membuat Saya berpikir Saya akan membuat kesalahan jika pergi ke Bali.	1	2	3	4	5	6
PR 7	Saat Saya berpikir untuk mengunjungi Bali setelah menonton program wisata budaya tersebut, orang lain akan berpikir Saya boros.	1	2	3	4	5	6
PR 8	Saat Saya berpikir untuk mengunjungi Bali setelah menonton program wisata budaya tersebut, orang lain tidak akan peduli lagi dengan Saya.	1	2	3	4	5	6
PR 9	Saat Saya berpikir untuk mengunjungi Bali setelah menonton program wisata budaya tersebut, orang terdekat Saya tidak lagi menghargai keputusan yang Saya ambil.	1	2	3	4	5	6
PR 10	Saat Saya berpikir untuk mengunjungi Bali setelah menonton program wisata budaya tersebut, Saya akan diejek teman-teman Saya.	1	2	3	4	5	6
PR 11	Setelah menonton program wisata budaya tersebut, Saya berpikir mungkin akan dihadapkan pada lingkungan yang tidak baik saat mengunjungi Bali.	1	2	3	4	5	6
PR 12	Setelah menonton program wisata budaya tersebut, Saya akan merasa tidak aman saat mengunjungi Bali.	1	2	3	4	5	6
PR 13	Setelah menonton program wisata budaya tersebut dan berpikir untuk mengunjungi Bali, Saya merasa tidak suka dengan apa yang Saya pikirkan.	1	2	3	4	5	6
PR 14	Setelah menonton program wisata budaya tersebut dan berpikir untuk mengunjungi Bali, Saya merasa tidak nyaman dengan apa yang Saya pikirkan.	1	2	3	4	5	6

Section E: Place Familiarity

Kode	Pernyataan	Sangat tidak setuju	Sangat setuju
Berilah penilaian Anda tentang ke-familiaran Anda tentang Bali setelah menonton program televisi tersebut:			

PF1	Setelah menonton program wisata budaya tersebut, Saya menjadi familiar dengan kebudayaan dan sejarah Bali.	1	2	3	4	5	6
PF2	Setelah menonton program wisata budaya tersebut, Saya menjadi familiar dengan tempat hiburan di Bali.	1	2	3	4	5	6
PF3	Setelah menonton program wisata budaya tersebut, Saya menjadi familiar dengan tata kota di Bali.	1	2	3	4	5	6
PF4	Setelah menonton program wisata budaya tersebut, Saya menjadi familiar dengan gaya hidup masyarakat Bali.	1	2	3	4	5	6

Section F: Place Image

Kode	Pernyataan	Sangat tidak setuju					Sangat setuju
Berilah penilaian Anda tentang image dari Bali yang Anda dapatkan setelah menonton program televisi tersebut:							
PI1	Bangunan-bangunan ikonik di Bali sangat dikenal oleh masyarakat luas.	1	2	3	4	5	6
PI2	Bali memiliki fasilitas belanja terkini.	1	2	3	4	5	6
PI3	Berbagai macam tempat hiburan yang menarik dapat ditemui di Bali.	1	2	3	4	5	6
PI4	Kuliner khas Bali merupakan makanan yang lezat.	1	2	3	4	5	6
PI5	Kuliner khas Bali merupakan makanan yang lezat.	1	2	3	4	5	6
PI6	Bali memiliki tempat wisata sejarah dan budaya yang menarik.	1	2	3	4	5	6
PI7	Bali menawarkan berbagai aktifitas luar ruangan yang menarik bagi wisatawan.	1	2	3	4	5	6

Section G: Tourist Attitude

Kode	Pernyataan	Sangat tidak setuju					Sangat setuju
Berilah penilaian Anda tentang sikap Anda terhadap Bali setelah menonton program televisi tersebut:							
ATT1	Saya suka berwisata di Bali	1	2	3	4	5	6

ATT2	Bali adalah tempat wisata yang menyenangkan	1	2	3	4	5	6
ATT3	Berwisata di Bali dapat dinikmati	1	2	3	4	5	6

Section H: Visit Intention

Kode	Pernyataan	Sangat tidak setuju					Sangat setuju
Berilah penilaian Anda tentang niatan Anda untuk berkunjung ke Bali setelah menonton program televisi tersebut:							
VI1	Saya berencana mengunjungi Bali dalam satu tahun kedepan.	1	2	3	4	5	6
VI2	Saya berniat untuk mengunjungi Bali dalam satu tahun kedepan.	1	2	3	4	5	6
VI3	Saya akan berusaha agar dapat mengunjungi Bali dalam satu tahun kedepan.	1	2	3	4	5	6
VI4	Saya akan memilih berwisata di Bali daripada kota lainnya.	1	2	3	4	5	6
VI5	Jika semua berjalan dengan baik, Saya berencana untuk berwisata ke Bali.	1	2	3	4	5	6

APPENDIX B

VALIDITY & RELIABILITY TEST OF RESEARCH INSTRUMENTS RESULTS

A. Empathy

Case Processing Summary

		N	%
Cases	Valid	251	100.0
	Excluded ^a	0	.0
	Total	251	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.898	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EM1	11.2311	9.834	.705	.531	.892
EM2	11.2510	9.149	.796	.639	.860
EM3	11.6096	8.695	.813	.677	.853
EM4	11.6614	8.609	.783	.662	.865

B. Nostalgia

Case Processing Summary

		N	%
Cases	Valid	251	100.0
	Excluded ^a	0	.0
	Total	251	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.882	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NOS1	17.0956	14.639	.670	.501	.867
NOS2	17.1474	14.390	.706	.548	.859
NOS3	16.9323	14.463	.729	.585	.853
NOS4	16.8367	15.257	.708	.565	.859
NOS5	16.9602	14.318	.773	.612	.843

C. Perceived Risk

Case Processing Summary

		N	%
Cases	Valid	251	100.0
	Excluded ^a	0	.0
	Total	251	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.953	14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	63.8645	113.982	.778	.949
PR2	63.9283	116.603	.740	.950
PR3	63.6972	116.084	.826	.948
PR4	63.8765	115.277	.742	.950
PR5	63.8566	117.083	.756	.950
PR6	63.6614	116.345	.835	.948
PR7	64.0757	115.670	.615	.954
PR8	63.6853	116.065	.713	.951
PR9	63.5777	117.757	.715	.951
PR10	63.5100	116.563	.764	.950
PR11	63.9641	115.643	.711	.951
PR12	63.7211	117.170	.794	.949
PR13	63.7570	115.265	.861	.947
PR14	63.7331	117.372	.763	.950

D. Place Familiarity

Case Processing Summary

		N	%
Cases	Valid	251	100.0
	Excluded ^a	0	.0
	Total	251	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.857	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PF1	13.2151	5.954	.697	.528	.816
PF2	13.1713	5.919	.740	.569	.800
PF3	13.4900	5.627	.667	.457	.830
PF4	13.1793	5.732	.694	.484	.817

E. Place Image

Case Processing Summary

		N	%
Cases	Valid	251	100.0
	Excluded ^a	0	.0
	Total	251	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.874	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI1	30.4980	13.595	.634	.442	.848
PI2	30.8008	13.392	.664	.488	.844
PI3	30.4781	13.259	.750	.592	.833
PI4	31.1673	14.180	.410	.193	.886
PI5	30.2430	13.889	.640	.486	.848
PI6	30.3187	13.090	.771	.641	.830
PI7	30.1992	14.096	.693	.577	.843

F. Visit Intention

Case Processing Summary

		N	%
Cases	Valid	251	100.0
	Excluded ^a	0	.0
	Total	251	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.921	.921	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VI1	16.5817	21.516	.827	.774	.897
VI2	16.5458	21.553	.838	.787	.895
VI3	16.5179	21.307	.843	.728	.894
VI4	17.0319	23.487	.667	.470	.928
VI5	16.2231	22.662	.810	.681	.901

APPENDIX C

TABELS OF RESPONDENTS' CHARACTERISTICS AND CLASSIFICATION

A. Respondents Classification Based on Gender

No	Gender	Number (Person)	Percentage
1	Male	108	43
2	Female	143	57
Total		251	100%

B. Respondents Classification Age

NO	Age	Number (Person)	Percentage
1	15 - 24 years	161	64
2	25 – 44 years	50	20
3	45 – 64 years	40	16
4	> 64 years	0	0
Total		251	100%

C. Respondents Classification Monthly Money Spending

No	Spending/month	Number (Person)	Percentage
1	< Rp 500,000	23	9
2	Rp 500,000 - Rp 1,000,000	58	23

3	Rp 1,000,001 - Rp 3,000,000	101	40
4	Rp 3,000,001 - Rp 5,000,000	30	12
5	> Rp 5,000,000	39	16
Total		251	100%

D. Respondents Classification Occupation

No	Occupation	Number (Person)	Percentage
1	High School Student	9	4
2	University Student	146	58
3	PNS/TNI/POLRI	21	8
4	Private employee	20	8
5	Entrepreneur	9	4
6	House wife	9	4
7	Retirement	21	8
8	Teacher	16	6
Total		251	100%

E. Respondents Classification Latest Education

No	Latest Education	Number (Person)	Percentage
1	Elementary School	0	0
2	Middle High School	6	2
3	High School	121	48
4	Diploma	14	6
5	Undergraduate	69	27
6	Graduate	41	16
Total		251	100%

F. Respondents Classification Based on Frequency in Watching Tourism Television Program

No	Frequency	Number (Person)	Percentage
1	Very Often	10	4
2	Often	67	27
3	Rarely	116	46
4	Once in a time	58	23
Total		251	100%

G. Television Program Preferences

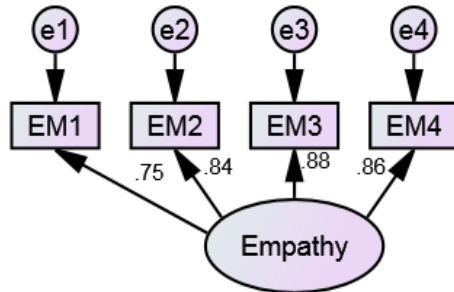
No	Program Preferences	Number (Person)	Percentage
1	My Trip My Adventure	182	32.4%
2	Celebrity on Vacation	100	17.8%
3	Jejak Petualang	98	17.43%
4	Jejak si Gundul	28	4.98%
5	Indonesia Bagus	51	9.07%
6	Si Bolang	91	16.19%
7	Others	12	2.13%
Total		562	100%

H. Respondent Thought about The Television Program

No	Thought	Number (Person)	Percentage
1	Very Interesting	50	20
2	Interesting	143	57
3	Quite Interesting	58	23
4	Quite Not Interesting	0	0
5	Not Interesting	0	0
6	Very Not Interesting	0	0
Total		251	100%

APPENDIX D

THE RESULT OF INDICATOR MEASUREMENT BEFORE MODIFICATION



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
EM1 <--- Empathy	1.000				
EM2 <--- Empathy	1.166	.088	13.290	***	
EM3 <--- Empathy	1.295	.093	13.889	***	
EM4 <--- Empathy	1.316	.097	13.600	***	

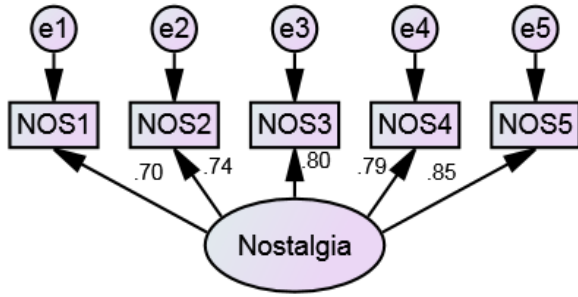
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
EM1 <--- Empathy	.746
EM2 <--- Empathy	.838
EM3 <--- Empathy	.877
EM4 <--- Empathy	.857

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Empathy	.614	.092	6.676	***	
e1	.489	.050	9.694	***	
e2	.353	.043	8.304	***	
e3	.309	.044	7.099	***	
e4	.383	.049	7.770	***	

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
EM1	0.746	0.489	3.318	1.534	0.877702	0.642952
EM2	0.838	0.353				
EM3	0.877	0.309				
EM4	0.857	0.383				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
NOS1 <--- Nostalgia	1.000				
NOS2 <--- Nostalgia	1.053	.099	10.606	***	
NOS3 <--- Nostalgia	1.115	.097	11.494	***	
NOS4 <--- Nostalgia	.994	.088	11.253	***	
NOS5 <--- Nostalgia	1.148	.096	11.992	***	

Standardized Regression Weights: (Group number 1 - Default model)

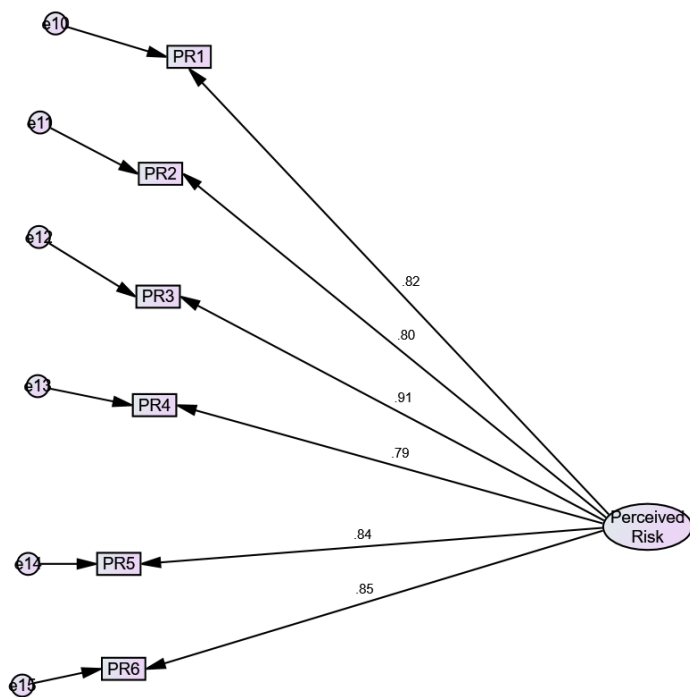
	Estimate
NOS1 <--- Nostalgia	.697
NOS2 <--- Nostalgia	.736
NOS3 <--- Nostalgia	.805
NOS4 <--- Nostalgia	.785
NOS5 <--- Nostalgia	.848

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Nostalgia	.688	.114	6.030	***	
e1	.728	.074	9.854	***	
e2	.647	.068	9.517	***	
e3	.466	.054	8.550	***	
e4	.422	.047	8.886	***	
e5	.355	.047	7.526	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
NOS1	0.697	0.728	3.871	2.618	0.851272	0.534897
NOS2	0.736	0.647				
NOS3	0.805	0.466				
NOS4	0.785	0.422				
NOS5	0.848	0.355				



	Estimate	S.E.	C.R.	P	Label
PR3 <--- Perceived_Risk	1.000				
PR2 <--- Perceived_Risk	.939	.055	17.189	***	
PR1 <--- Perceived_Risk	1.055	.059	17.940	***	
PR4 <--- Perceived_Risk	.997	.059	16.848	***	
PR5 <--- Perceived_Risk	.943	.049	19.092	***	
PR6 <--- Perceived_Risk	.910	.046	19.573	***	

Standardized Regression Weights: (Group number 1 - Default model)

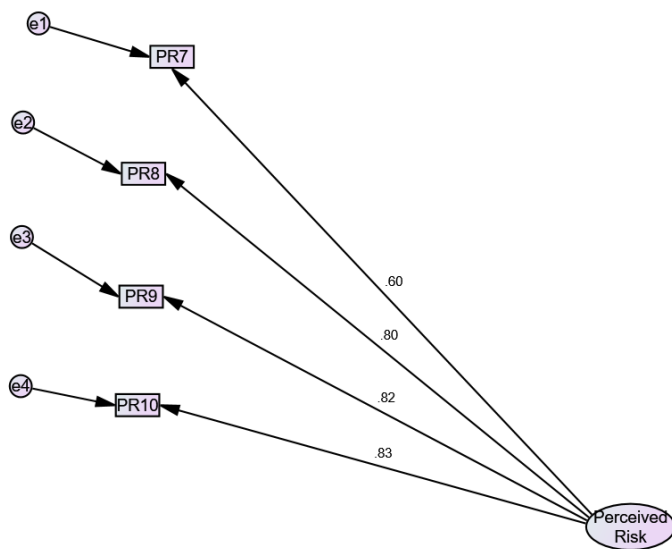
	Estimate
PR3 <--- Perceived_Risk	.913
PR2 <--- Perceived_Risk	.799
PR1 <--- Perceived_Risk	.817
PR4 <--- Perceived_Risk	.791
PR5 <--- Perceived_Risk	.841
PR6 <--- Perceived_Risk	.851

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Perceived_Risk	.780	.084	9.282	***	
e12	.156	.021	7.477	***	
e11	.389	.039	9.879	***	
e10	.434	.045	9.703	***	
e13	.463	.047	9.951	***	
e14	.286	.030	9.385	***	
e15	.246	.027	9.230	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PR1	0.817	0.434	5.012	1.974	0.933018	0.699437
PR2	0.799	0.389				
PR3	0.913	0.156				
PR4	0.791	0.463				
PR5	0.841	0.286				
PR6	0.851	0.246				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PR9 <--- Perceived_Risk	1.000				
PR8 <--- Perceived_Risk	1.078	.080	13.412	***	
PR7 <--- Perceived_Risk	.931	.098	9.510	***	
PR10 <--- Perceived_Risk	1.021	.074	13.824	***	

Standardized Regression Weights: (Group number 1 - Default model)

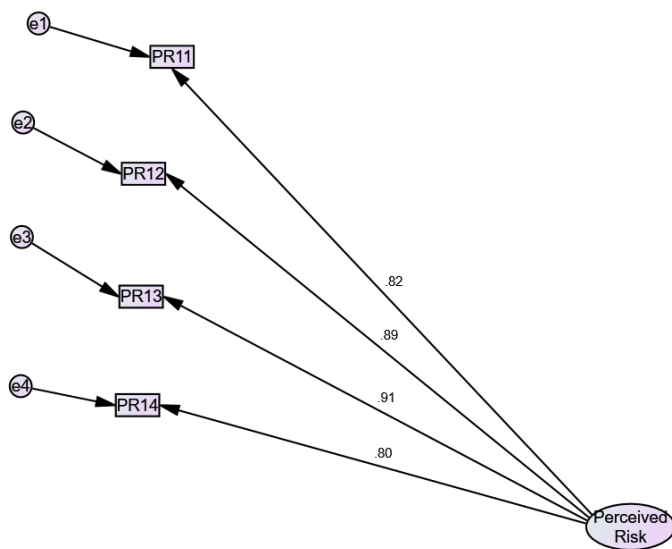
	Estimate
PR9 <--- Perceived_Risk	.824
PR8 <--- Perceived_Risk	.803
PR7 <--- Perceived_Risk	.598
PR10 <--- Perceived_Risk	.831

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Perceived_Risk	.677	.090	7.482	***	
e3	.320	.043	7.385	***	
e2	.433	.054	7.949	***	
e1	1.054	.103	10.236	***	
e4	.316	.044	7.181	**	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PR7	0.598	1.054	3.056	1.37	0.85155	0.592988
PR8	0.803	0.433				
PR9	0.824	0.320				
PR10	0.831	0.316				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PR13 <--- Perceived_Risk	1.000				
PR12 <--- Perceived_Risk	.946	.047	20.158	***	
PR11 <--- Perceived_Risk	1.050	.061	17.311	***	
PR14 <--- Perceived_Risk	.869	.053	16.472	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PR13 <--- Perceived_Risk	.906
PR12 <--- Perceived_Risk	.888
PR11 <--- Perceived_Risk	.819
PR14 <--- Perceived_Risk	.797

Variances: (Group number 1 - Default model)

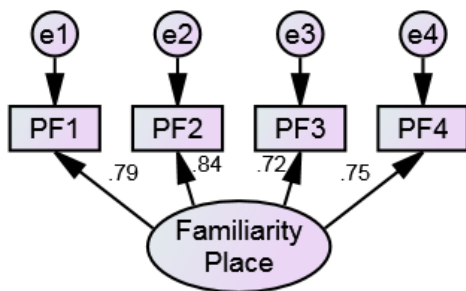
	Estimate	S.E.	C.R.	P	Label
Perceived_Risk	.781	.086	9.057	***	
e3	.170	.026	6.609	***	
e2	.188	.025	7.422	***	

	Estimate	S.E.	C.R.	P	Label
e1	.424	.046	9.212	***	
e4	.340	.036	9.508	***	

Matrices (Group number 1 - Default model)

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PR11	0.819	0.424	3.41	1.122	0.91468	0.728838
PR12	0.888	0.188				
PR13	0.906	0.17				
PR14	0.797	0.34				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PF1 <--- Familiarity_Place	1.000				
PF2 <--- Familiarity_Place	1.025	.078	13.113	***	
PF3 <--- Familiarity_Place	1.017	.089	11.375	***	
PF4 <--- Familiarity_Place	1.001	.085	11.823	***	

Standardized Regression Weights: (Group number 1 - Default model)

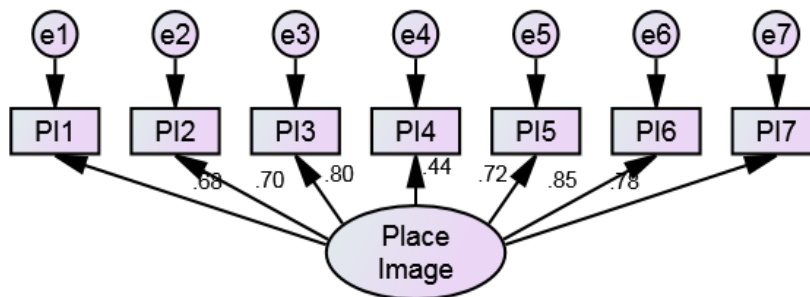
	Estimate
PF1 <--- Familiarity_Place	.792
PF2 <--- Familiarity_Place	.837
PF3 <--- Familiarity_Place	.721
PF4 <--- Familiarity_Place	.747

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Familiarity_Place	.512	.073	7.045	***	
e1	.303	.038	8.010	***	
e2	.230	.034	6.836	***	
e3	.489	.053	9.196	***	
e4	.406	.046	8.850	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PF1	0.792	0.303	3.097	1.428	0.87041	0.627512
PF2	0.837	0.23				
PF3	0.721	0.489				
PF4	0.747	0.406				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PI1 <--- Place_Image	1.000				
PI2 <--- Place_Image	1.039	.105	9.853	***	
PI3 <--- Place_Image	1.117	.101	11.093	***	
PI4 <--- Place_Image	.764	.119	6.411	***	
PI5 <--- Place_Image	.990	.097	10.156	***	
PI6 <--- Place_Image	1.202	.103	11.632	***	
PI7 <--- Place_Image	.965	.088	10.935	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PI1 <--- Place_Image	.675
PI2 <--- Place_Image	.695
PI3 <--- Place_Image	.798
PI4 <--- Place_Image	.437
PI5 <--- Place_Image	.720
PI6 <--- Place_Image	.847
PI7 <--- Place_Image	.784

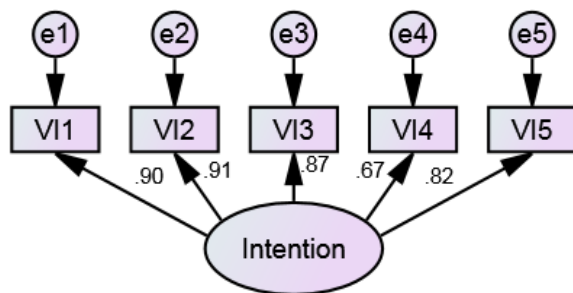
Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Place_Image	.313	.054	5.814	***	
e1	.374	.037	10.121	***	
e2	.361	.036	9.996	***	
e3	.223	.025	8.939	***	
e4	.774	.071	10.884	***	
e5	.286	.029	9.818	***	
e6	.179	.023	7.940	***	

	Estimate	S.E.	C.R.	P	Label
e7	.183	.020	9.141	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PI1	0.675	0.374	4.956	2.380	0.911662	0.603127
PI2	0.695	0.361				
PI3	0.798	0.223				
PI4	0.437	0.774				
PI5	0.720	0.286				
PI6	0.847	0.179				
PI7	0.784	0.183				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
VI1 <--- Intention	1.000				
VI2 <--- Intention	.998	.045	22.240	***	
VI3 <--- Intention	.968	.048	19.985	***	
VI4 <--- Intention	.729	.057	12.691	***	
VI5 <--- Intention	.828	.047	17.579	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
VI1 <--- Intention	.902
VI2 <--- Intention	.912
VI3 <--- Intention	.869
VI4 <--- Intention	.674

	Estimate
VI5 <--- Intention	.816

Variances: (Group number 1 - Default model)

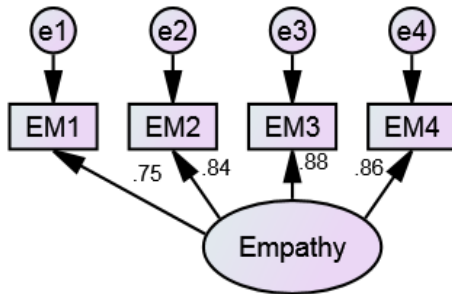
	Estimate	S.E.	C.R.	P	Label
Intention	1.512	.167	9.082	***	
e1	.348	.045	7.795	***	
e2	.305	.042	7.349	***	
e3	.461	.052	8.820	***	
e4	.964	.091	10.561	***	
e5	.519	.054	9.669	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
VI1	0.902	0.348	4.173	2.597	0.870221	0.57549
VI2	0.912	0.305				
VI3	0.869	0.461				
VI4	0.674	0.964				
VI5	0.816	0.519				

APPENDIX E

THE RESULT OF INDICATORS MEASUREMENT AFTER MODIFICATION



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
EM1 <--- Empathy	1.000				
EM2 <--- Empathy	1.166	.088	13.290	***	
EM3 <--- Empathy	1.295	.093	13.889	***	
EM4 <--- Empathy	1.316	.097	13.600	***	

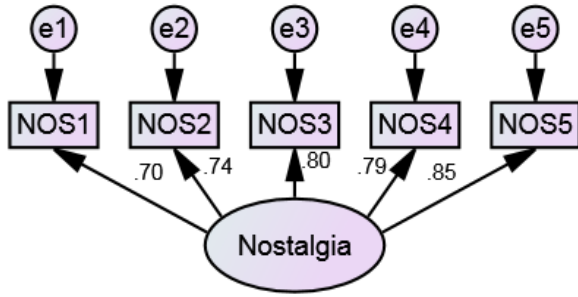
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
EM1 <--- Empathy	.746
EM2 <--- Empathy	.838
EM3 <--- Empathy	.877
EM4 <--- Empathy	.857

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Empathy	.614	.092	6.676	***	
e1	.489	.050	9.694	***	
e2	.353	.043	8.304	***	
e3	.309	.044	7.099	***	
e4	.383	.049	7.770	***	

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
EM1	0.746	0.489	3.318	1.534	0.877702	0.642952
EM2	0.838	0.353				
EM3	0.877	0.309				
EM4	0.857	0.383				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
NOS1 <--- Nostalgia	1.000				
NOS2 <--- Nostalgia	1.053	.099	10.606	***	
NOS3 <--- Nostalgia	1.115	.097	11.494	***	
NOS4 <--- Nostalgia	.994	.088	11.253	***	
NOS5 <--- Nostalgia	1.148	.096	11.992	***	

Standardized Regression Weights: (Group number 1 - Default model)

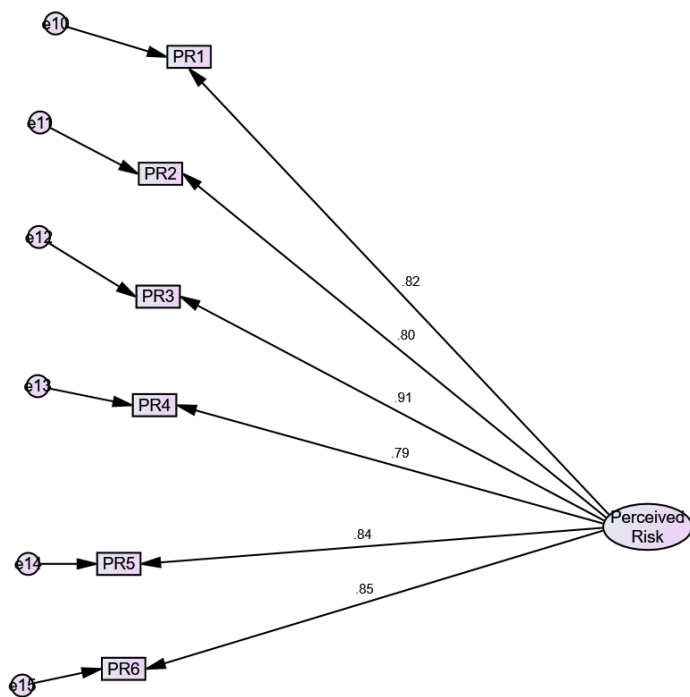
	Estimate
NOS1 <--- Nostalgia	.697
NOS2 <--- Nostalgia	.736
NOS3 <--- Nostalgia	.805
NOS4 <--- Nostalgia	.785
NOS5 <--- Nostalgia	.848

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Nostalgia	.688	.114	6.030	***	
e1	.728	.074	9.854	***	
e2	.647	.068	9.517	***	
e3	.466	.054	8.550	***	
e4	.422	.047	8.886	***	
e5	.355	.047	7.526	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
NOS1	0.697	0.728	3.871	2.618	0.851272	0.534897
NOS2	0.736	0.647				
NOS3	0.805	0.466				
NOS4	0.785	0.422				
NOS5	0.848	0.355				



	Estimate	S.E.	C.R.	P	Label
PR3 <--- Perceived_Risk	1.000				
PR2 <--- Perceived_Risk	.939	.055	17.189	***	
PR1 <--- Perceived_Risk	1.055	.059	17.940	***	
PR4 <--- Perceived_Risk	.997	.059	16.848	***	
PR5 <--- Perceived_Risk	.943	.049	19.092	***	
PR6 <--- Perceived_Risk	.910	.046	19.573	***	

Standardized Regression Weights: (Group number 1 - Default model)

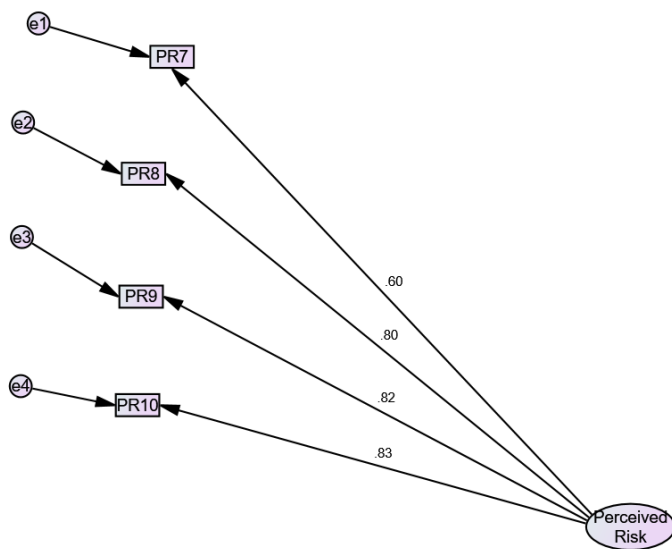
	Estimate
PR3 <--- Perceived_Risk	.913
PR2 <--- Perceived_Risk	.799
PR1 <--- Perceived_Risk	.817
PR4 <--- Perceived_Risk	.791
PR5 <--- Perceived_Risk	.841
PR6 <--- Perceived_Risk	.851

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Perceived_Risk	.780	.084	9.282	***	
e12	.156	.021	7.477	***	
e11	.389	.039	9.879	***	
e10	.434	.045	9.703	***	
e13	.463	.047	9.951	***	
e14	.286	.030	9.385	***	
e15	.246	.027	9.230	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PR1	0.817	0.434	5.012	1.974	0.933018	0.699437
PR2	0.799	0.389				
PR3	0.913	0.156				
PR4	0.791	0.463				
PR5	0.841	0.286				
PR6	0.851	0.246				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PR9 <--- Perceived_Risk	1.000				
PR8 <--- Perceived_Risk	1.078	.080	13.412	***	
PR7 <--- Perceived_Risk	.931	.098	9.510	***	
PR10 <--- Perceived_Risk	1.021	.074	13.824	***	

Standardized Regression Weights: (Group number 1 - Default model)

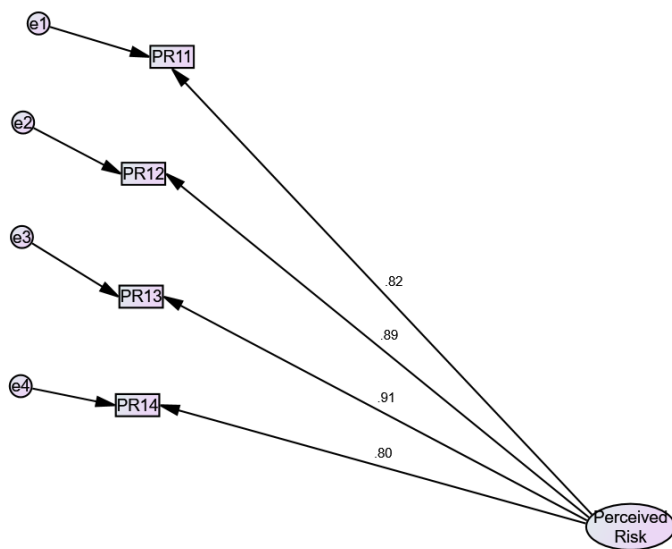
	Estimate
PR9 <--- Perceived_Risk	.824
PR8 <--- Perceived_Risk	.803
PR7 <--- Perceived_Risk	.598
PR10 <--- Perceived_Risk	.831

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Perceived_Risk	.677	.090	7.482	***	
e3	.320	.043	7.385	***	
e2	.433	.054	7.949	***	
e1	1.054	.103	10.236	***	
e4	.316	.044	7.181	**	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PR7	0.598	1.054	3.056	1.37	0.85155	0.592988
PR8	0.803	0.433				
PR9	0.824	0.320				
PR10	0.831	0.316				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PR13 <--- Perceived_Risk	1.000				
PR12 <--- Perceived_Risk	.946	.047	20.158	***	
PR11 <--- Perceived_Risk	1.050	.061	17.311	***	
PR14 <--- Perceived_Risk	.869	.053	16.472	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PR13 <--- Perceived_Risk	.906
PR12 <--- Perceived_Risk	.888
PR11 <--- Perceived_Risk	.819
PR14 <--- Perceived_Risk	.797

Variances: (Group number 1 - Default model)

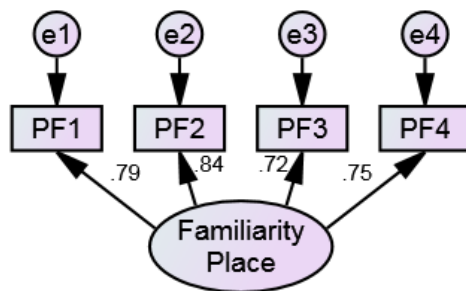
	Estimate	S.E.	C.R.	P	Label
Perceived_Risk	.781	.086	9.057	***	
e3	.170	.026	6.609	***	
e2	.188	.025	7.422	***	

	Estimate	S.E.	C.R.	P	Label
e1	.424	.046	9.212	***	
e4	.340	.036	9.508	***	

Matrices (Group number 1 - Default model)

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PR11	0.819	0.424	3.41	1.122	0.91468	0.728838
PR12	0.888	0.188				
PR13	0.906	0.17				
PR14	0.797	0.34				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PF1 <--- Familiarity_Place	1.000				
PF2 <--- Familiarity_Place	1.025	.078	13.113	***	
PF3 <--- Familiarity_Place	1.017	.089	11.375	***	
PF4 <--- Familiarity_Place	1.001	.085	11.823	***	

Standardized Regression Weights: (Group number 1 - Default model)

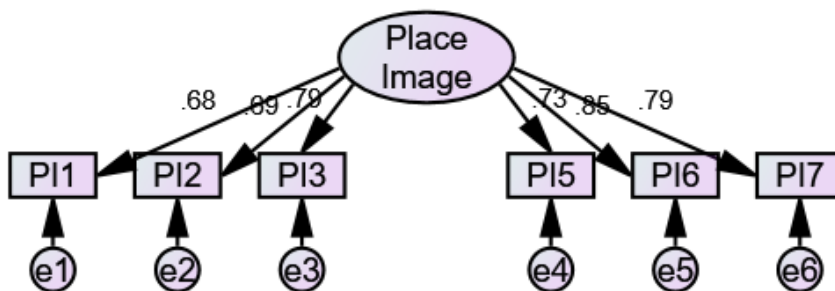
	Estimate
PF1 <--- Familiarity_Place	.792
PF2 <--- Familiarity_Place	.837
PF3 <--- Familiarity_Place	.721
PF4 <--- Familiarity_Place	.747

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Familiarity_Place	.512	.073	7.045	***	
e1	.303	.038	8.010	***	
e2	.230	.034	6.836	***	
e3	.489	.053	9.196	***	
e4	.406	.046	8.850	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PF1	0.792	0.303	3.097	1.428	0.87041	0.627512
PF2	0.837	0.23				
PF3	0.721	0.489				
PF4	0.747	0.406				



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PI7 <--- Place_Image	1.000				
PI6 <--- Place_Image	1.240	.087	14.301	***	
PI5 <--- Place_Image	1.029	.086	11.920	***	
PI3 <--- Place_Image	1.144	.086	13.248	***	
PI2 <--- Place_Image	1.063	.095	11.231	***	
PI1 <--- Place_Image	1.032	.094	10.963	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PI7 <--- Place_Image	.788
PI6 <--- Place_Image	.847
PI5 <--- Place_Image	.726
PI3 <--- Place_Image	.793
PI2 <--- Place_Image	.690
PI1 <--- Place_Image	.676

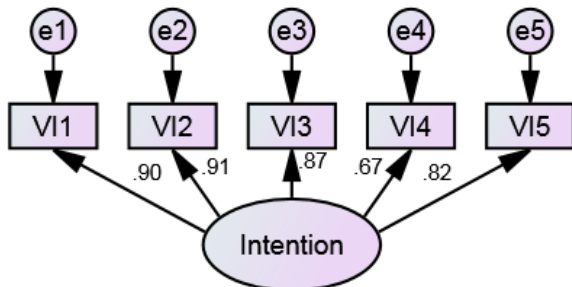
Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Place_Image	.295	.041	7.187	***	
e6	.180	.020	9.023	***	
e5	.179	.023	7.841	***	
e4	.281	.029	9.728	***	
e3	.228	.025	8.952	***	
e2	.366	.037	9.998	***	
e1	.373	.037	10.088	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
PI1	0.676	0.373	4.52	1.607	0.888161	0.428774
PI2	0.690	0.366				

PI3	0.793	0.228			
PI5	0.726	0.281			
PI6	0.847	0.179			
PI7	0.788	0.180			



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
VI1 <--- Intention	1.000				
VI2 <--- Intention	.998	.045	22.240	***	
VI3 <--- Intention	.968	.048	19.985	***	
VI4 <--- Intention	.729	.057	12.691	***	
VI5 <--- Intention	.828	.047	17.579	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
VI1 <--- Intention	.902
VI2 <--- Intention	.912
VI3 <--- Intention	.869
VI4 <--- Intention	.674
VI5 <--- Intention	.816

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Intention	1.512	.167	9.082	***	
e1	.348	.045	7.795	***	
e2	.305	.042	7.349	***	
e3	.461	.052	8.820	***	
e4	.964	.091	10.561	***	
e5	.519	.054	9.669	***	

RELIABILITY TEST

Indikator	Loading (λ)	Error (ϵ)	($\Sigma\lambda$)	($\Sigma\epsilon$)	Composite reliability	AVE
VI1	0.902	0.348	4.173	2.597	0.870221	0.57549
VI2	0.912	0.305				
VI3	0.869	0.461				
VI4	0.674	0.964				
VI5	0.816	0.519				

APPENDIX G

FINAL STRUCTURAL EQUATION MODEL FULL

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Familiarity_Place	<--- Empathy	.053	.054	.981	.326	
Familiarity_Place	<--- Nostalgia	.417	.064	6.538	***	
Familiarity_Place	<--- Perceived_Risk	.169	.055	3.087	.002	
Place_Image	<--- Familiarity_Place	.317	.051	6.241	***	
Intention	<--- Place_Image	.791	.140	5.649	***	
EM4	<--- Empathy	1.000				
EM3	<--- Empathy	.987	.058	17.062	***	
EM2	<--- Empathy	.901	.055	16.314	***	
EM1	<--- Empathy	.773	.056	13.718	***	
NOS5	<--- Nostalgia	1.000				
NOS4	<--- Nostalgia	.848	.061	13.789	***	
NOS3	<--- Nostalgia	.961	.066	14.477	***	
NOS2	<--- Nostalgia	.952	.070	13.667	***	
NOS1	<--- Nostalgia	.884	.072	12.303	***	
PF1	<--- Familiarity_Place	1.000				
PF2	<--- Familiarity_Place	1.001	.072	13.826	***	
PF3	<--- Familiarity_Place	.987	.085	11.591	***	
PF4	<--- Familiarity_Place	.980	.080	12.205	***	
PI7	<--- Place_Image	1.000				
PI6	<--- Place_Image	1.223	.084	14.564	***	

			Estimate	S.E.	C.R.	P	Label
PI5	<---	Place_Image	1.024	.084	12.154	***	
PI3	<---	Place_Image	1.129	.084	13.426	***	
PI2	<---	Place_Image	1.044	.093	11.260	***	
PI1	<---	Place_Image	1.023	.092	11.111	***	
VI1	<---	Intention	1.000				
VI2	<---	Intention	1.004	.042	23.920	***	
VI3	<---	Intention	1.170	.081	14.477	***	
VI4	<---	Intention	.851	.071	12.023	***	
VI5	<---	Intention	1.024	.074	13.783	***	
PR	<---	Perceived_Risk	1.000				
SR	<---	Perceived_Risk	.986	.053	18.641	***	
FR	<---	Perceived_Risk	.966	.052	18.469	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Familiarity_Place	<---	Empathy	.075
Familiarity_Place	<---	Nostalgia	.545
Familiarity_Place	<---	Perceived_Risk	.186
Place_Image	<---	Familiarity_Place	.421
Intention	<---	Place_Image	.397
EM4	<---	Empathy	.851
EM3	<---	Empathy	.872
EM2	<---	Empathy	.845
EM1	<---	Empathy	.752
NOS5	<---	Nostalgia	.846
NOS4	<---	Nostalgia	.767
NOS3	<---	Nostalgia	.794
NOS2	<---	Nostalgia	.762

		Estimate
NOS1	<--- Nostalgia	.706
PF1	<--- Familiarity_Place	.806
PF2	<--- Familiarity_Place	.831
PF3	<--- Familiarity_Place	.711
PF4	<--- Familiarity_Place	.743
PI7	<--- Place_Image	.795
PI6	<--- Place_Image	.842
PI5	<--- Place_Image	.727
PI3	<--- Place_Image	.788
PI2	<--- Place_Image	.683
PI1	<--- Place_Image	.675
VI1	<--- Intention	.799
VI2	<--- Intention	.813
VI3	<--- Intention	.931
VI4	<--- Intention	.698
VI5	<--- Intention	.894
PR	<--- Perceived_Risk	.897
SR	<--- Perceived_Risk	.873
FR	<--- Perceived_Risk	.867

Covariances: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Empathy	<--> Nostalgia	.555	.082	6.757	***	
Empathy	<--> Perceived_Risk	.013	.052	.245	.807	
Nostalgia	<--> Perceived_Risk	.045	.050	.898	.369	
z2	<--> Perceived_Risk	.194	.032	6.016	***	
e24	<--> e25	.399	.071	5.664	***	
e26	<--> e28	-.077	.064	-1.190	.234	

Correlations: (Group number 1 - Default model)

		Estimate
Empathy <-->	Nostalgia	.571
Empathy <-->	Perceived_Risk	.016
Nostalgia <-->	Perceived_Risk	.059
z2 <-->	Perceived_Risk	.511
e24 <-->	e25	.621
e26 <-->	e28	-.274

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Empathy	1.046	.129	8.124	***	
Nostalgia	.903	.113	7.997	***	
Perceived_Risk	.641	.073	8.835	***	
z1	.319	.047	6.716	***	
z2	.225	.032	6.989	***	
z3	1.000	.139	7.208	***	
e4	.399	.049	8.109	***	
e3	.319	.043	7.446	***	
e2	.339	.041	8.249	***	
e1	.479	.049	9.690	***	
e9	.360	.045	7.925	***	
e8	.453	.049	9.332	***	
e7	.488	.054	8.963	***	
e6	.590	.063	9.389	***	
e5	.711	.072	9.907	***	
e13	.285	.035	8.168	***	
e14	.237	.031	7.557	***	
e15	.502	.053	9.542	***	

	Estimate	S.E.	C.R.	P	Label
e16	.411	.045	9.198	***	
e23	.174	.019	9.118	***	
e22	.183	.022	8.246	***	
e21	.279	.028	9.836	***	
e19	.232	.025	9.204	***	
e18	.373	.037	10.138	***	
e17	.373	.037	10.181	***	
e24	.672	.080	8.362	***	
e25	.615	.076	8.050	***	
e26	.252	.080	3.128	.002	
e27	.906	.090	10.099	***	
e28	.311	.071	4.416	***	
e12	.156	.024	6.478	***	
e11	.195	.026	7.516	***	
e10	.197	.026	7.713	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.169	.417	.053	.000	.000	.000
Place_Image	.053	.132	.017	.317	.000	.000
Intention	.042	.104	.013	.250	.791	.000
FR	.966	.000	.000	.000	.000	.000
SR	.986	.000	.000	.000	.000	.000
PR	1.000	.000	.000	.000	.000	.000
VI5	.043	.107	.014	.256	.810	1.024
VI4	.036	.089	.011	.213	.673	.851

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
VI3	.049	.122	.016	.293	.925	1.170
VI2	.042	.105	.013	.251	.794	1.004
VI1	.042	.104	.013	.250	.791	1.000
PI1	.055	.135	.017	.324	1.023	.000
PI2	.056	.138	.018	.331	1.044	.000
PI3	.060	.149	.019	.357	1.129	.000
PI5	.055	.135	.017	.324	1.024	.000
PI6	.065	.161	.021	.387	1.223	.000
PI7	.053	.132	.017	.317	1.000	.000
PF4	.166	.408	.052	.980	.000	.000
PF3	.167	.411	.052	.987	.000	.000
PF2	.169	.417	.053	1.001	.000	.000
PF1	.169	.417	.053	1.000	.000	.000
NOS1	.000	.884	.000	.000	.000	.000
NOS2	.000	.952	.000	.000	.000	.000
NOS3	.000	.961	.000	.000	.000	.000
NOS4	.000	.848	.000	.000	.000	.000
NOS5	.000	1.000	.000	.000	.000	.000
EM1	.000	.000	.773	.000	.000	.000
EM2	.000	.000	.901	.000	.000	.000
EM3	.000	.000	.987	.000	.000	.000
EM4	.000	.000	1.000	.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.186	.545	.075	.000	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Place_Image	.078	.229	.031	.421	.000	.000
Intention	.031	.091	.012	.167	.397	.000
FR	.867	.000	.000	.000	.000	.000
SR	.873	.000	.000	.000	.000	.000
PR	.897	.000	.000	.000	.000	.000
VI5	.028	.081	.011	.149	.355	.894
VI4	.022	.064	.009	.117	.277	.698
VI3	.029	.085	.012	.155	.369	.931
VI2	.025	.074	.010	.136	.322	.813
VI1	.025	.073	.010	.133	.317	.799
PI1	.053	.155	.021	.284	.675	.000
PI2	.053	.157	.021	.287	.683	.000
PI3	.062	.181	.025	.332	.788	.000
PI5	.057	.167	.023	.306	.727	.000
PI6	.066	.193	.026	.354	.842	.000
PI7	.062	.182	.025	.334	.795	.000
PF4	.138	.405	.056	.743	.000	.000
PF3	.132	.388	.053	.711	.000	.000
PF2	.155	.453	.062	.831	.000	.000
PF1	.150	.439	.060	.806	.000	.000
NOS1	.000	.706	.000	.000	.000	.000
NOS2	.000	.762	.000	.000	.000	.000
NOS3	.000	.794	.000	.000	.000	.000
NOS4	.000	.767	.000	.000	.000	.000
NOS5	.000	.846	.000	.000	.000	.000
EM1	.000	.000	.752	.000	.000	.000
EM2	.000	.000	.845	.000	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
EM3	.000	.000	.872	.000	.000	.000
EM4	.000	.000	.851	.000	.000	.000

Direct Effects (Group number 1 - Default model)

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.169	.417	.053	.000	.000	.000
Place_Image	.000	.000	.000	.317	.000	.000
Intention	.000	.000	.000	.000	.791	.000
FR	.966	.000	.000	.000	.000	.000
SR	.986	.000	.000	.000	.000	.000
PR	1.000	.000	.000	.000	.000	.000
VI5	.000	.000	.000	.000	.000	1.024
VI4	.000	.000	.000	.000	.000	.851
VI3	.000	.000	.000	.000	.000	1.170
VI2	.000	.000	.000	.000	.000	1.004
VI1	.000	.000	.000	.000	.000	1.000
PI1	.000	.000	.000	.000	1.023	.000
PI2	.000	.000	.000	.000	1.044	.000
PI3	.000	.000	.000	.000	1.129	.000
PI5	.000	.000	.000	.000	1.024	.000
PI6	.000	.000	.000	.000	1.223	.000
PI7	.000	.000	.000	.000	1.000	.000
PF4	.000	.000	.000	.980	.000	.000
PF3	.000	.000	.000	.987	.000	.000
PF2	.000	.000	.000	1.001	.000	.000
PF1	.000	.000	.000	1.000	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
NOS1	.000	.884	.000	.000	.000	.000
NOS2	.000	.952	.000	.000	.000	.000
NOS3	.000	.961	.000	.000	.000	.000
NOS4	.000	.848	.000	.000	.000	.000
NOS5	.000	1.000	.000	.000	.000	.000
EM1	.000	.000	.773	.000	.000	.000
EM2	.000	.000	.901	.000	.000	.000
EM3	.000	.000	.987	.000	.000	.000
EM4	.000	.000	1.000	.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.186	.545	.075	.000	.000	.000
Place_Image	.000	.000	.000	.421	.000	.000
Intention	.000	.000	.000	.000	.397	.000
FR	.867	.000	.000	.000	.000	.000
SR	.873	.000	.000	.000	.000	.000
PR	.897	.000	.000	.000	.000	.000
VI5	.000	.000	.000	.000	.000	.894
VI4	.000	.000	.000	.000	.000	.698
VI3	.000	.000	.000	.000	.000	.931
VI2	.000	.000	.000	.000	.000	.813
VI1	.000	.000	.000	.000	.000	.799
PI1	.000	.000	.000	.000	.675	.000
PI2	.000	.000	.000	.000	.683	.000
PI3	.000	.000	.000	.000	.788	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
PI5	.000	.000	.000	.000	.727	.000
PI6	.000	.000	.000	.000	.842	.000
PI7	.000	.000	.000	.000	.795	.000
PF4	.000	.000	.000	.743	.000	.000
PF3	.000	.000	.000	.711	.000	.000
PF2	.000	.000	.000	.831	.000	.000
PF1	.000	.000	.000	.806	.000	.000
NOS1	.000	.706	.000	.000	.000	.000
NOS2	.000	.762	.000	.000	.000	.000
NOS3	.000	.794	.000	.000	.000	.000
NOS4	.000	.767	.000	.000	.000	.000
NOS5	.000	.846	.000	.000	.000	.000
EM1	.000	.000	.752	.000	.000	.000
EM2	.000	.000	.845	.000	.000	.000
EM3	.000	.000	.872	.000	.000	.000
EM4	.000	.000	.851	.000	.000	.000

Indirect Effects (Group number 1 - Default model)

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.000	.000	.000	.000	.000	.000
Place_Image	.053	.132	.017	.000	.000	.000
Intention	.042	.104	.013	.250	.000	.000
FR	.000	.000	.000	.000	.000	.000
SR	.000	.000	.000	.000	.000	.000
PR	.000	.000	.000	.000	.000	.000
VI5	.043	.107	.014	.256	.810	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
VI4	.036	.089	.011	.213	.673	.000
VI3	.049	.122	.016	.293	.925	.000
VI2	.042	.105	.013	.251	.794	.000
VI1	.042	.104	.013	.250	.791	.000
PI1	.055	.135	.017	.324	.000	.000
PI2	.056	.138	.018	.331	.000	.000
PI3	.060	.149	.019	.357	.000	.000
PI5	.055	.135	.017	.324	.000	.000
PI6	.065	.161	.021	.387	.000	.000
PI7	.053	.132	.017	.317	.000	.000
PF4	.166	.408	.052	.000	.000	.000
PF3	.167	.411	.052	.000	.000	.000
PF2	.169	.417	.053	.000	.000	.000
PF1	.169	.417	.053	.000	.000	.000
NOS1	.000	.000	.000	.000	.000	.000
NOS2	.000	.000	.000	.000	.000	.000
NOS3	.000	.000	.000	.000	.000	.000
NOS4	.000	.000	.000	.000	.000	.000
NOS5	.000	.000	.000	.000	.000	.000
EM1	.000	.000	.000	.000	.000	.000
EM2	.000	.000	.000	.000	.000	.000
EM3	.000	.000	.000	.000	.000	.000
EM4	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.000	.000	.000	.000	.000	.000
Place_Image	.078	.229	.031	.000	.000	.000
Intention	.031	.091	.012	.167	.000	.000
FR	.000	.000	.000	.000	.000	.000
SR	.000	.000	.000	.000	.000	.000
PR	.000	.000	.000	.000	.000	.000
VI5	.028	.081	.011	.149	.355	.000
VI4	.022	.064	.009	.117	.277	.000
VI3	.029	.085	.012	.155	.369	.000
VI2	.025	.074	.010	.136	.322	.000
VI1	.025	.073	.010	.133	.317	.000
PI1	.053	.155	.021	.284	.000	.000
PI2	.053	.157	.021	.287	.000	.000
PI3	.062	.181	.025	.332	.000	.000
PI5	.057	.167	.023	.306	.000	.000
PI6	.066	.193	.026	.354	.000	.000
PI7	.062	.182	.025	.334	.000	.000
PF4	.138	.405	.056	.000	.000	.000
PF3	.132	.388	.053	.000	.000	.000
PF2	.155	.453	.062	.000	.000	.000
PF1	.150	.439	.060	.000	.000	.000
NOS1	.000	.000	.000	.000	.000	.000
NOS2	.000	.000	.000	.000	.000	.000
NOS3	.000	.000	.000	.000	.000	.000
NOS4	.000	.000	.000	.000	.000	.000
NOS5	.000	.000	.000	.000	.000	.000
EM1	.000	.000	.000	.000	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
EM2	.000	.000	.000	.000	.000	.000
EM3	.000	.000	.000	.000	.000	.000
EM4	.000	.000	.000	.000	.000	.000
		M.I.	Par Change			
z3 <--> Nostalgia		12.318	.199			
e27 <--> e10		5.725	.076			
e25 <--> e12		5.020	.043			
e24 <--> e11		4.874	.047			
e24 <--> e12		4.593	-.043			
e17 <--> z3		5.029	-.094			
e18 <--> e17		11.006	.085			
e19 <--> e11		6.275	-.043			
e19 <--> e18		12.621	.074			
e21 <--> e26		5.062	-.057			
e21 <--> e19		4.033	-.037			
e22 <--> z1		6.067	-.049			
e22 <--> e25		4.451	-.041			
e23 <--> Perceived_Risk		5.176	.049			
e23 <--> e25		5.379	.042			
e23 <--> e17		8.710	-.054			
e23 <--> e18		8.388	-.053			
e16 <--> e22		10.280	-.069			
e15 <--> z3		6.758	.130			
e15 <--> e11		5.644	-.059			
e15 <--> e21		5.617	-.063			
e15 <--> e16		8.839	.098			
e14 <--> Nostalgia		6.512	-.079			

	M.I.	Par Change
e14 <--> z2	4.191	.034
e14 <--> e26	5.761	-.062
e13 <--> e17	4.736	.053
e13 <--> e19	15.750	-.080
e13 <--> e21	9.903	.068
e13 <--> e15	4.077	-.058
e5 <--> e28	4.908	-.088
e6 <--> Nostalgia	8.446	-.129
e6 <--> Empathy	26.751	.249
e6 <--> e28	12.301	-.130
e6 <--> e26	8.060	.107
e6 <--> e5	26.158	.236
e7 <--> Empathy	7.691	-.124
e7 <--> z2	4.672	.048
e7 <--> e23	4.069	-.045
e7 <--> e6	11.643	-.135
e8 <--> e28	12.592	.115
e8 <--> e5	5.008	-.091
e8 <--> e6	6.861	-.099
e8 <--> e7	17.484	.145
e9 <--> e17	6.506	-.071
e9 <--> e16	8.060	.087
e9 <--> e15	5.841	.080
e9 <--> e13	4.804	-.058
e1 <--> e7	4.466	.076
e2 <--> z3	4.255	-.090
e2 <--> e27	6.516	-.104
e2 <--> e17	6.405	.067

		M.I.	Par Change
e2	<--> e1	6.088	.075
e3	<--> Perceived_Risk	6.462	-.081
e3	<--> e6	4.718	.076
e3	<--> e2	6.315	-.067
e4	<--> e26	4.134	.067
e4	<--> e7	7.600	-.097
e4	<--> e1	10.513	-.107
e4	<--> e3	6.202	.072

		M.I.	Par Change
Intention	<--- Nostalgia	27.825	.386
Intention	<--- Empathy	19.005	.295
Intention	<--- Familiarity_Place	14.109	.364
VI5	<--- NOS4	8.828	.126
VI3	<--- SR	4.582	-.108
VI3	<--- NOS2	6.310	.096
VI3	<--- EM4	5.919	.092
VI1	<--- Familiarity_Place	4.896	.133
VI1	<--- PF3	5.086	.092
VI1	<--- PF2	4.604	.101
PI1	<--- Nostalgia	5.990	.109
PI1	<--- Empathy	5.756	.099
PI1	<--- Familiarity_Place	5.515	.139
PI1	<--- Intention	4.129	-.077
PI1	<--- VI4	4.130	-.062
PI1	<--- PI2	5.426	.112
PI1	<--- PF1	8.448	.130
PI1	<--- NOS1	6.007	.083

		M.I.	Par Change
PI1	<--- NOS2	6.715	.088
PI1	<--- NOS3	6.980	.093
PI1	<--- EM1	4.835	.084
PI1	<--- EM2	9.753	.115
PI2	<--- PI1	5.552	.115
PI2	<--- PI3	4.094	.104
PI3	<--- PI2	6.278	.099
PI3	<--- PF1	6.813	-.096
PI5	<--- PF1	6.539	.100
PI6	<--- Familiarity_Place	4.706	-.099
PI6	<--- PF4	12.165	-.113
PI6	<--- PF3	6.213	-.076
PI7	<--- FR	5.126	.073
PI7	<--- PI1	4.433	-.073
PI7	<--- PI2	4.176	-.071
PI7	<--- NOS3	4.602	-.054
PF4	<--- PI6	7.245	-.149
PF4	<--- NOS5	4.353	.082
PF3	<--- Place_Image	4.274	-.190
PF3	<--- SR	5.491	-.124
PF3	<--- PI5	8.803	-.185
PF3	<--- PI6	5.800	-.145
PF3	<--- PI7	4.906	-.154
PF2	<--- Nostalgia	5.055	-.090
PF2	<--- Place_Image	4.364	.145
PF2	<--- PI3	6.520	.118
PF2	<--- PI5	6.782	.122
PF2	<--- NOS1	4.815	-.067

			M.I.	Par Change
PF2	<---	NOS3	7.510	-.086
PF2	<---	NOS5	4.581	-.069
PF1	<---	PI5	5.443	.117
NOS1	<---	Place_Image	4.844	-.238
NOS1	<---	PI2	4.488	-.143
NOS1	<---	PI5	5.039	-.164
NOS1	<---	PI6	6.634	-.182
NOS1	<---	NOS2	9.586	.147
NOS2	<---	Empathy	16.646	.219
NOS2	<---	NOS1	12.020	.153
NOS2	<---	EM1	6.958	.132
NOS2	<---	EM2	11.414	.163
NOS2	<---	EM3	18.407	.194
NOS2	<---	EM4	17.688	.183
NOS3	<---	Empathy	4.779	-.109
NOS3	<---	Place_Image	7.126	.249
NOS3	<---	PI1	7.497	.161
NOS3	<---	PI2	9.705	.181
NOS3	<---	PI6	8.818	.182
NOS3	<---	NOS2	4.334	-.085
NOS3	<---	NOS4	6.367	.117
NOS3	<---	EM2	4.602	-.096
NOS3	<---	EM4	9.237	-.123
NOS4	<---	VI5	6.130	.091
NOS4	<---	NOS3	5.522	.094
NOS5	<---	PI1	6.624	-.137
NOS5	<---	PF4	4.049	.092
EM1	<---	Perceived_Risk	4.025	.122

			M.I.	Par Change
EM1	<---	VI5	4.017	.075
EM1	<---	VI2	4.888	.077
EM1	<---	VI1	6.389	.086
EM2	<---	Perceived_Risk	4.172	.112
EM2	<---	FR	6.011	.115
EM2	<---	VI4	6.509	-.080
EM2	<---	PI1	9.024	.152
EM3	<---	Perceived_Risk	5.375	-.128
EM3	<---	FR	6.362	-.120
EM3	<---	PR	6.849	-.124
EM4	<---	NOS3	5.894	-.097
EM4	<---	EM1	4.190	-.089

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	13		-1.032	9999.000	4760.061	0	9999.000
1	e	17		-.579	2.994	2530.466	20	.530
2	e*	12		-.874	.688	2013.216	6	.911
3	e*	5		-.238	.769	1391.019	5	.988
4	e*	0	633.640		1.018	828.576	5	.850
5	e	0	232.194		.829	696.385	3	.000
6	e	0	188.607		.748	630.450	1	.940
7	e	0	219.599		.136	624.737	1	1.054
8	e	0	219.057		.014	624.686	1	1.009
9	e	0	220.077		.000	624.686	1	1.000

Model	NP	CMIN	DF	P	CMIN/DF
Default model	65	624.686	313	.000	1.996
Saturated model	378	.000	0		
Independence model	27	4866.699	351	.000	13.865
Model	RMR	GFI	AGFI	PGFI	
Default model	.129	.843	.810	.698	
Saturated model	.000	1.000			
Independence model	.386	.251	.194	.233	
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.872	.856	.932	.923	.931
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000
Model	PRATIO	PNFI	PCFI		
Default model	.892	.777	.830		
Saturated model	.000	.000	.000		
Independence model	1.000	.000	.000		
Model	NCP	LO 90	HI 90		
Default model	311.686	244.359	386.792		
Saturated model	.000	.000	.000		
Independence model	4515.699	4293.928	4744.746		
Model	FMIN	F0	LO 90	HI 90	
Default model	2.499	1.247	.977	1.547	
Saturated model	.000	.000	.000	.000	
Independence model	19.467	18.063	17.176	18.979	
Model	RMSEA	LO 90	HI 90	PCLOSE	
Default model	.063	.056	.070	.002	
Independence model	.227	.221	.233	.000	

Model	AIC	BCC	BIC	CAIC
Default model	754.686	771.082	983.840	1048.840
Saturated model	756.000	851.351	2088.621	2466.621
Independence model	4920.699	4927.510	5015.887	5042.887
Model	ECVI	LO 90	HI 90	MECVI
Default model	3.019	2.749	3.319	3.084
Saturated model	3.024	3.024	3.024	3.405
Independence model	19.683	18.796	20.599	19.710
Model	HOELTER	HOELTER		
	.05	.01		
Default model	143	150		
Independence model	21	22		
Minimization:	.094			
Miscellaneous:	1.788			
Bootstrap:	.000			
Total:	1.882			
Number of variables in your model:	63			
Number of observed variables:	27			
Number of unobserved variables:	36			
Number of exogenous variables:	33			
Number of endogenous variables:	30			

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	36	0	0	0	0	36
Labeled	0	0	0	0	0	0
Unlabeled	26	6	33	0	0	65
Total	62	6	33	0	0	101
Variable	min	max	skew	c.r.	kurtosis	c.r.
FR	1.000	6.000	-.989	-6.394	1.627	5.260
SR	2.250	6.000	-.820	-5.303	.098	.319

Variable	min	max	skew	c.r.	kurtosis	c.r.
PR	2.250	6.000	-.770	-4.980	.256	.829
VI5	1.000	6.000	-.866	-5.601	.352	1.138
VI4	1.000	6.000	-.108	-.699	-.604	-1.955
VI3	1.000	6.000	-.590	-3.818	-.432	-1.397
VI2	1.000	6.000	-.593	-3.835	-.265	-.856
VI1	1.000	6.000	-.524	-3.389	-.395	-1.278
PI1	2.000	6.000	-.772	-4.990	.326	1.053
PI2	2.000	6.000	-.381	-2.463	.024	.077
PI3	3.000	6.000	-.647	-4.186	-.036	-.116
PI5	2.000	6.000	-1.278	-8.263	1.728	5.590
PI6	2.000	6.000	-1.109	-7.176	1.164	3.763
PI7	3.000	6.000	-.985	-6.373	.567	1.834
PF4	1.000	6.000	-.614	-3.969	.540	1.746
PF3	1.000	6.000	-.514	-3.325	.176	.570
PF2	2.000	6.000	-.380	-2.459	.137	.442
PF1	2.000	6.000	-.122	-.789	-.654	-2.117
NOS1	1.000	6.000	-.641	-4.143	-.033	-.106
NOS2	1.000	6.000	-.671	-4.339	.154	.500
NOS3	1.000	6.000	-.595	-3.846	.091	.294
NOS4	1.000	6.000	-.847	-5.481	.837	2.705
NOS5	1.000	6.000	-.791	-5.115	.324	1.046
EM1	1.000	6.000	-.555	-3.593	.029	.093
EM2	1.000	6.000	-.443	-2.868	-.055	-.177
EM3	1.000	6.000	-.276	-1.787	-.357	-1.154
EM4	1.000	6.000	-.218	-1.411	-.399	-1.291
Multivariate					167.682	33.566
Observation number	Mahalanobis d-squared			p1	p2	
81	89.943			.000	.000	

Observation number	Mahalanobis d-squared	p1	p2
74	82.283	.000	.000
157	77.356	.000	.000
67	75.440	.000	.000
149	72.869	.000	.000
108	71.334	.000	.000
45	66.529	.000	.000
17	64.942	.000	.000
165	63.600	.000	.000
105	60.286	.000	.000
29	60.020	.000	.000
182	58.902	.000	.000
2	51.066	.003	.000
52	50.865	.004	.000
127	50.526	.004	.000
128	50.099	.004	.000
179	49.620	.005	.000
26	49.580	.005	.000
92	49.196	.006	.000
202	47.251	.009	.000
82	47.012	.010	.000
31	46.438	.011	.000
223	45.992	.013	.000
211	45.459	.015	.000
32	43.805	.022	.000
222	43.718	.022	.000
156	43.596	.023	.000
35	43.566	.023	.000
47	43.242	.025	.000

Observation number	Mahalanobis d-squared	p1	p2
62	42.362	.030	.000
112	41.909	.034	.000
188	41.814	.034	.000
160	41.445	.037	.000
75	41.283	.039	.000
106	40.917	.042	.000
10	40.646	.045	.000
197	39.979	.051	.000
37	39.117	.062	.000
133	38.806	.066	.000
175	38.737	.067	.000
178	38.737	.067	.000
71	38.651	.068	.000
54	38.468	.071	.000
79	38.405	.072	.000
14	38.229	.074	.000
1	38.131	.076	.000
86	37.953	.079	.000
204	37.923	.079	.000
33	37.249	.091	.000
59	37.122	.093	.000
208	37.034	.094	.000
115	36.540	.104	.000
117	36.128	.113	.000
176	36.024	.115	.000
155	35.960	.116	.000
145	35.956	.116	.000
171	35.941	.117	.000

Observation number	Mahalanobis d-squared	p1	p2
90	35.800	.120	.000
217	35.765	.121	.000
56	35.015	.138	.000
159	34.814	.144	.000
24	34.499	.152	.000
144	34.127	.162	.000
50	34.101	.163	.000
87	33.965	.167	.000
163	33.955	.167	.000
72	33.936	.168	.000
234	33.928	.168	.000
97	33.613	.178	.000
36	33.364	.185	.000
6	33.209	.190	.000
231	32.975	.198	.000
4	32.880	.201	.000
8	32.880	.201	.000
195	32.375	.218	.002
109	32.331	.220	.001
151	32.229	.224	.001
96	31.854	.238	.005
124	31.709	.243	.006
84	31.673	.244	.005
39	31.551	.249	.005
203	31.491	.251	.005
221	31.359	.257	.005
83	31.275	.260	.005
110	30.926	.274	.015

Observation number	Mahalanobis d-squared	p1	p2
170	30.868	.277	.013
28	30.859	.277	.009
185	30.801	.279	.008
199	30.732	.282	.008
212	30.157	.307	.046
116	30.029	.313	.053
129	29.181	.352	.339
13	28.928	.364	.444
143	28.492	.386	.668
15	28.437	.389	.653
42	28.349	.393	.658
19	28.099	.406	.755
173	28.029	.409	.750
158	27.944	.414	.754
183	27.841	.419	.767

Number of distinct sample moments: 378

Number of distinct parameters to be estimated: 65

Degrees of freedom (378 - 65): 313

		Estimate	S.E.	C.R.	P	Label
Familiarity_Place	<--- Empathy	.053	.054	.981	.326	
Familiarity_Place	<--- Nostalgia	.417	.064	6.538	***	
Familiarity_Place	<--- Perceived_Risk	.169	.055	3.087	.002	
Place_Image	<--- Familiarity_Place	.317	.051	6.241	***	
Intention	<--- Place_Image	.791	.140	5.649	***	
EM4	<--- Empathy	1.000				
EM3	<--- Empathy	.987	.058	17.062	***	
EM2	<--- Empathy	.901	.055	16.314	***	
EM1	<--- Empathy	.773	.056	13.718	***	

			Estimate	S.E.	C.R.	P	Label
NOS5	<---	Nostalgia	1.000				
NOS4	<---	Nostalgia	.848	.061	13.789	***	
NOS3	<---	Nostalgia	.961	.066	14.477	***	
NOS2	<---	Nostalgia	.952	.070	13.667	***	
NOS1	<---	Nostalgia	.884	.072	12.303	***	
PF1	<---	Familiarity_Place	1.000				
PF2	<---	Familiarity_Place	1.001	.072	13.826	***	
PF3	<---	Familiarity_Place	.987	.085	11.591	***	
PF4	<---	Familiarity_Place	.980	.080	12.205	***	
PI7	<---	Place_Image	1.000				
PI6	<---	Place_Image	1.223	.084	14.564	***	
PI5	<---	Place_Image	1.024	.084	12.154	***	
PI3	<---	Place_Image	1.129	.084	13.426	***	
PI2	<---	Place_Image	1.044	.093	11.260	***	
PI1	<---	Place_Image	1.023	.092	11.111	***	
VI1	<---	Intention	1.000				
VI2	<---	Intention	1.004	.042	23.920	***	
VI3	<---	Intention	1.170	.081	14.477	***	
VI4	<---	Intention	.851	.071	12.023	***	
VI5	<---	Intention	1.024	.074	13.783	***	
PR	<---	Perceived_Risk	1.000				
SR	<---	Perceived_Risk	.986	.053	18.641	***	
FR	<---	Perceived_Risk	.966	.052	18.469	***	
			Estimate				
Familiarity_Place	<---	Empathy	.075				
Familiarity_Place	<---	Nostalgia	.545				
Familiarity_Place	<---	Perceived_Risk	.186				
Place_Image	<---	Familiarity_Place	.421				

		Estimate
Intention	<--- Place_Image	.397
EM4	<--- Empathy	.851
EM3	<--- Empathy	.872
EM2	<--- Empathy	.845
EM1	<--- Empathy	.752
NOS5	<--- Nostalgia	.846
NOS4	<--- Nostalgia	.767
NOS3	<--- Nostalgia	.794
NOS2	<--- Nostalgia	.762
NOS1	<--- Nostalgia	.706
PF1	<--- Familiarity_Place	.806
PF2	<--- Familiarity_Place	.831
PF3	<--- Familiarity_Place	.711
PF4	<--- Familiarity_Place	.743
PI7	<--- Place_Image	.795
PI6	<--- Place_Image	.842
PI5	<--- Place_Image	.727
PI3	<--- Place_Image	.788
PI2	<--- Place_Image	.683
PI1	<--- Place_Image	.675
VI1	<--- Intention	.799
VI2	<--- Intention	.813
VI3	<--- Intention	.931
VI4	<--- Intention	.698
VI5	<--- Intention	.894
PR	<--- Perceived_Risk	.897
SR	<--- Perceived_Risk	.873
FR	<--- Perceived_Risk	.867

		Estimate	S.E.	C.R.	P	Label
Empathy <-->	Nostalgia	.555	.082	6.757	***	
Empathy <-->	Perceived_Risk	.013	.052	.245	.807	
Nostalgia <-->	Perceived_Risk	.045	.050	.898	.369	
z2 <-->	Perceived_Risk	.194	.032	6.016	***	
e24 <-->	e25	.399	.071	5.664	***	
e26 <-->	e28	-.077	.064	-1.190	.234	

		Estimate
Empathy <-->	Nostalgia	.571
Empathy <-->	Perceived_Risk	.016
Nostalgia <-->	Perceived_Risk	.059
z2 <-->	Perceived_Risk	.511
e24 <-->	e25	.621
e26 <-->	e28	-.274

	Estimate	S.E.	C.R.	P	Label
Empathy	1.046	.129	8.124	***	
Nostalgia	.903	.113	7.997	***	
Perceived_Risk	.641	.073	8.835	***	
z1	.319	.047	6.716	***	
z2	.225	.032	6.989	***	
z3	1.000	.139	7.208	***	
e4	.399	.049	8.109	***	
e3	.319	.043	7.446	***	
e2	.339	.041	8.249	***	
e1	.479	.049	9.690	***	
e9	.360	.045	7.925	***	
e8	.453	.049	9.332	***	
e7	.488	.054	8.963	***	
e6	.590	.063	9.389	***	

	Estimate	S.E.	C.R.	P	Label					
e5	.711	.072	9.907	***						
e13	.285	.035	8.168	***						
e14	.237	.031	7.557	***						
e15	.502	.053	9.542	***						
e16	.411	.045	9.198	***						
e23	.174	.019	9.118	***						
e22	.183	.022	8.246	***						
e21	.279	.028	9.836	***						
e19	.232	.025	9.204	***						
e18	.373	.037	10.138	***						
e17	.373	.037	10.181	***						
e24	.672	.080	8.362	***						
e25	.615	.076	8.050	***						
e26	.252	.080	3.128	.002						
e27	.906	.090	10.099	***						
e28	.311	.071	4.416	***						
e12	.156	.024	6.478	***						
e11	.195	.026	7.516	***						
e10	.197	.026	7.713	***						
	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention				
Familiarity_Place	.169	.417	.053	.000	.000	.000				
Place_Image	.053	.132	.017	.317	.000	.000				
Intention	.042	.104	.013	.250	.791	.000				
FR	.966	.000	.000	.000	.000	.000				
SR	.986	.000	.000	.000	.000	.000				
PR	1.000	.000	.000	.000	.000	.000				
VI5	.043	.107	.014	.256	.810	1.024				

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
VI4	.036	.089	.011	.213	.673	.851
VI3	.049	.122	.016	.293	.925	1.170
VI2	.042	.105	.013	.251	.794	1.004
VI1	.042	.104	.013	.250	.791	1.000
PI1	.055	.135	.017	.324	1.023	.000
PI2	.056	.138	.018	.331	1.044	.000
PI3	.060	.149	.019	.357	1.129	.000
PI5	.055	.135	.017	.324	1.024	.000
PI6	.065	.161	.021	.387	1.223	.000
PI7	.053	.132	.017	.317	1.000	.000
PF4	.166	.408	.052	.980	.000	.000
PF3	.167	.411	.052	.987	.000	.000
PF2	.169	.417	.053	1.001	.000	.000
PF1	.169	.417	.053	1.000	.000	.000
NOS1	.000	.884	.000	.000	.000	.000
NOS2	.000	.952	.000	.000	.000	.000
NOS3	.000	.961	.000	.000	.000	.000
NOS4	.000	.848	.000	.000	.000	.000
NOS5	.000	1.000	.000	.000	.000	.000
EM1	.000	.000	.773	.000	.000	.000
EM2	.000	.000	.901	.000	.000	.000
EM3	.000	.000	.987	.000	.000	.000
EM4	.000	.000	1.000	.000	.000	.000
	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.186	.545	.075	.000	.000	.000
Place_Image	.078	.229	.031	.421	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Intention	.031	.091	.012	.167	.397	.000
FR	.867	.000	.000	.000	.000	.000
SR	.873	.000	.000	.000	.000	.000
PR	.897	.000	.000	.000	.000	.000
VI5	.028	.081	.011	.149	.355	.894
VI4	.022	.064	.009	.117	.277	.698
VI3	.029	.085	.012	.155	.369	.931
VI2	.025	.074	.010	.136	.322	.813
VI1	.025	.073	.010	.133	.317	.799
PI1	.053	.155	.021	.284	.675	.000
PI2	.053	.157	.021	.287	.683	.000
PI3	.062	.181	.025	.332	.788	.000
PI5	.057	.167	.023	.306	.727	.000
PI6	.066	.193	.026	.354	.842	.000
PI7	.062	.182	.025	.334	.795	.000
PF4	.138	.405	.056	.743	.000	.000
PF3	.132	.388	.053	.711	.000	.000
PF2	.155	.453	.062	.831	.000	.000
PF1	.150	.439	.060	.806	.000	.000
NOS1	.000	.706	.000	.000	.000	.000
NOS2	.000	.762	.000	.000	.000	.000
NOS3	.000	.794	.000	.000	.000	.000
NOS4	.000	.767	.000	.000	.000	.000
NOS5	.000	.846	.000	.000	.000	.000
EM1	.000	.000	.752	.000	.000	.000
EM2	.000	.000	.845	.000	.000	.000
EM3	.000	.000	.872	.000	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
EM4	.000	.000	.851	.000	.000	.000
	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.169	.417	.053	.000	.000	.000
Place_Image	.000	.000	.000	.317	.000	.000
Intention	.000	.000	.000	.000	.791	.000
FR	.966	.000	.000	.000	.000	.000
SR	.986	.000	.000	.000	.000	.000
PR	1.000	.000	.000	.000	.000	.000
VI5	.000	.000	.000	.000	.000	1.024
VI4	.000	.000	.000	.000	.000	.851
VI3	.000	.000	.000	.000	.000	1.170
VI2	.000	.000	.000	.000	.000	1.004
VI1	.000	.000	.000	.000	.000	1.000
PI1	.000	.000	.000	.000	1.023	.000
PI2	.000	.000	.000	.000	1.044	.000
PI3	.000	.000	.000	.000	1.129	.000
PI5	.000	.000	.000	.000	1.024	.000
PI6	.000	.000	.000	.000	1.223	.000
PI7	.000	.000	.000	.000	1.000	.000
PF4	.000	.000	.000	.980	.000	.000
PF3	.000	.000	.000	.987	.000	.000
PF2	.000	.000	.000	1.001	.000	.000
PF1	.000	.000	.000	1.000	.000	.000
NOS1	.000	.884	.000	.000	.000	.000
NOS2	.000	.952	.000	.000	.000	.000
NOS3	.000	.961	.000	.000	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
NOS4	.000	.848	.000	.000	.000	.000
NOS5	.000	1.000	.000	.000	.000	.000
EM1	.000	.000	.773	.000	.000	.000
EM2	.000	.000	.901	.000	.000	.000
EM3	.000	.000	.987	.000	.000	.000
EM4	.000	.000	1.000	.000	.000	.000
	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.186	.545	.075	.000	.000	.000
Place_Image	.000	.000	.000	.421	.000	.000
Intention	.000	.000	.000	.000	.397	.000
FR	.867	.000	.000	.000	.000	.000
SR	.873	.000	.000	.000	.000	.000
PR	.897	.000	.000	.000	.000	.000
VI5	.000	.000	.000	.000	.000	.894
VI4	.000	.000	.000	.000	.000	.698
VI3	.000	.000	.000	.000	.000	.931
VI2	.000	.000	.000	.000	.000	.813
VI1	.000	.000	.000	.000	.000	.799
PI1	.000	.000	.000	.000	.675	.000
PI2	.000	.000	.000	.000	.683	.000
PI3	.000	.000	.000	.000	.788	.000
PI5	.000	.000	.000	.000	.727	.000
PI6	.000	.000	.000	.000	.842	.000
PI7	.000	.000	.000	.000	.795	.000
PF4	.000	.000	.000	.743	.000	.000
PF3	.000	.000	.000	.711	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
PF2	.000	.000	.000	.831	.000	.000
PF1	.000	.000	.000	.806	.000	.000
NOS1	.000	.706	.000	.000	.000	.000
NOS2	.000	.762	.000	.000	.000	.000
NOS3	.000	.794	.000	.000	.000	.000
NOS4	.000	.767	.000	.000	.000	.000
NOS5	.000	.846	.000	.000	.000	.000
EM1	.000	.000	.752	.000	.000	.000
EM2	.000	.000	.845	.000	.000	.000
EM3	.000	.000	.872	.000	.000	.000
EM4	.000	.000	.851	.000	.000	.000
	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.000	.000	.000	.000	.000	.000
Place_Image	.053	.132	.017	.000	.000	.000
Intention	.042	.104	.013	.250	.000	.000
FR	.000	.000	.000	.000	.000	.000
SR	.000	.000	.000	.000	.000	.000
PR	.000	.000	.000	.000	.000	.000
VI5	.043	.107	.014	.256	.810	.000
VI4	.036	.089	.011	.213	.673	.000
VI3	.049	.122	.016	.293	.925	.000
VI2	.042	.105	.013	.251	.794	.000
VI1	.042	.104	.013	.250	.791	.000
PI1	.055	.135	.017	.324	.000	.000
PI2	.056	.138	.018	.331	.000	.000
PI3	.060	.149	.019	.357	.000	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
PI5	.055	.135	.017	.324	.000	.000
PI6	.065	.161	.021	.387	.000	.000
PI7	.053	.132	.017	.317	.000	.000
PF4	.166	.408	.052	.000	.000	.000
PF3	.167	.411	.052	.000	.000	.000
PF2	.169	.417	.053	.000	.000	.000
PF1	.169	.417	.053	.000	.000	.000
NOS1	.000	.000	.000	.000	.000	.000
NOS2	.000	.000	.000	.000	.000	.000
NOS3	.000	.000	.000	.000	.000	.000
NOS4	.000	.000	.000	.000	.000	.000
NOS5	.000	.000	.000	.000	.000	.000
EM1	.000	.000	.000	.000	.000	.000
EM2	.000	.000	.000	.000	.000	.000
EM3	.000	.000	.000	.000	.000	.000
EM4	.000	.000	.000	.000	.000	.000
	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
Familiarity_Place	.000	.000	.000	.000	.000	.000
Place_Image	.078	.229	.031	.000	.000	.000
Intention	.031	.091	.012	.167	.000	.000
FR	.000	.000	.000	.000	.000	.000
SR	.000	.000	.000	.000	.000	.000
PR	.000	.000	.000	.000	.000	.000
VI5	.028	.081	.011	.149	.355	.000
VI4	.022	.064	.009	.117	.277	.000
VI3	.029	.085	.012	.155	.369	.000

	Perceived_Risk	Nostalgia	Empathy	Familiarity_Place	Place_Image	Intention
VI2	.025	.074	.010	.136	.322	.000
VI1	.025	.073	.010	.133	.317	.000
PI1	.053	.155	.021	.284	.000	.000
PI2	.053	.157	.021	.287	.000	.000
PI3	.062	.181	.025	.332	.000	.000
PI5	.057	.167	.023	.306	.000	.000
PI6	.066	.193	.026	.354	.000	.000
PI7	.062	.182	.025	.334	.000	.000
PF4	.138	.405	.056	.000	.000	.000
PF3	.132	.388	.053	.000	.000	.000
PF2	.155	.453	.062	.000	.000	.000
PF1	.150	.439	.060	.000	.000	.000
NOS1	.000	.000	.000	.000	.000	.000
NOS2	.000	.000	.000	.000	.000	.000
NOS3	.000	.000	.000	.000	.000	.000
NOS4	.000	.000	.000	.000	.000	.000
NOS5	.000	.000	.000	.000	.000	.000
EM1	.000	.000	.000	.000	.000	.000
EM2	.000	.000	.000	.000	.000	.000
EM3	.000	.000	.000	.000	.000	.000
EM4	.000	.000	.000	.000	.000	.000

	M.I.	Par Change
z3 <--> Nostalgia	12.318	.199
e27 <--> e10	5.725	.076
e25 <--> e12	5.020	.043
e24 <--> e11	4.874	.047
e24 <--> e12	4.593	-.043

	M.I.	Par Change
e17 <--> z3	5.029	-.094
e18 <--> e17	11.006	.085
e19 <--> e11	6.275	-.043
e19 <--> e18	12.621	.074
e21 <--> e26	5.062	-.057
e21 <--> e19	4.033	-.037
e22 <--> z1	6.067	-.049
e22 <--> e25	4.451	-.041
e23 <--> Perceived_Risk	5.176	.049
e23 <--> e25	5.379	.042
e23 <--> e17	8.710	-.054
e23 <--> e18	8.388	-.053
e16 <--> e22	10.280	-.069
e15 <--> z3	6.758	.130
e15 <--> e11	5.644	-.059
e15 <--> e21	5.617	-.063
e15 <--> e16	8.839	.098
e14 <--> Nostalgia	6.512	-.079
e14 <--> z2	4.191	.034
e14 <--> e26	5.761	-.062
e13 <--> e17	4.736	.053
e13 <--> e19	15.750	-.080
e13 <--> e21	9.903	.068
e13 <--> e15	4.077	-.058
e5 <--> e28	4.908	-.088
e6 <--> Nostalgia	8.446	-.129
e6 <--> Empathy	26.751	.249
e6 <--> e28	12.301	-.130

	M.I.	Par Change
e6 <--> e26	8.060	.107
e6 <--> e5	26.158	.236
e7 <--> Empathy	7.691	-.124
e7 <--> z2	4.672	.048
e7 <--> e23	4.069	-.045
e7 <--> e6	11.643	-.135
e8 <--> e28	12.592	.115
e8 <--> e5	5.008	-.091
e8 <--> e6	6.861	-.099
e8 <--> e7	17.484	.145
e9 <--> e17	6.506	-.071
e9 <--> e16	8.060	.087
e9 <--> e15	5.841	.080
e9 <--> e13	4.804	-.058
e1 <--> e7	4.466	.076
e2 <--> z3	4.255	-.090
e2 <--> e27	6.516	-.104
e2 <--> e17	6.405	.067
e2 <--> e1	6.088	.075
e3 <--> Perceived_Risk	6.462	-.081
e3 <--> e6	4.718	.076
e3 <--> e2	6.315	-.067
e4 <--> e26	4.134	.067
e4 <--> e7	7.600	-.097
e4 <--> e1	10.513	-.107
e4 <--> e3	6.202	.072
	M.I.	Par Change

		M.I.	Par Change
Intention	<--- Nostalgia	27.825	.386
Intention	<--- Empathy	19.005	.295
Intention	<--- Familiarity_Place	14.109	.364
VI5	<--- NOS4	8.828	.126
VI3	<--- SR	4.582	-.108
VI3	<--- NOS2	6.310	.096
VI3	<--- EM4	5.919	.092
VI1	<--- Familiarity_Place	4.896	.133
VI1	<--- PF3	5.086	.092
VI1	<--- PF2	4.604	.101
PI1	<--- Nostalgia	5.990	.109
PI1	<--- Empathy	5.756	.099
PI1	<--- Familiarity_Place	5.515	.139
PI1	<--- Intention	4.129	-.077
PI1	<--- VI4	4.130	-.062
PI1	<--- PI2	5.426	.112
PI1	<--- PF1	8.448	.130
PI1	<--- NOS1	6.007	.083
PI1	<--- NOS2	6.715	.088
PI1	<--- NOS3	6.980	.093
PI1	<--- EM1	4.835	.084
PI1	<--- EM2	9.753	.115
PI2	<--- PI1	5.552	.115
PI2	<--- PI3	4.094	.104
PI3	<--- PI2	6.278	.099
PI3	<--- PF1	6.813	-.096
PI5	<--- PF1	6.539	.100
PI6	<--- Familiarity_Place	4.706	-.099

		M.I.	Par Change
PI6	<--- PF4	12.165	-.113
PI6	<--- PF3	6.213	-.076
PI7	<--- FR	5.126	.073
PI7	<--- PI1	4.433	-.073
PI7	<--- PI2	4.176	-.071
PI7	<--- NOS3	4.602	-.054
PF4	<--- PI6	7.245	-.149
PF4	<--- NOS5	4.353	.082
PF3	<--- Place_Image	4.274	-.190
PF3	<--- SR	5.491	-.124
PF3	<--- PI5	8.803	-.185
PF3	<--- PI6	5.800	-.145
PF3	<--- PI7	4.906	-.154
PF2	<--- Nostalgia	5.055	-.090
PF2	<--- Place_Image	4.364	.145
PF2	<--- PI3	6.520	.118
PF2	<--- PI5	6.782	.122
PF2	<--- NOS1	4.815	-.067
PF2	<--- NOS3	7.510	-.086
PF2	<--- NOS5	4.581	-.069
PF1	<--- PI5	5.443	.117
NOS1	<--- Place_Image	4.844	-.238
NOS1	<--- PI2	4.488	-.143
NOS1	<--- PI5	5.039	-.164
NOS1	<--- PI6	6.634	-.182
NOS1	<--- NOS2	9.586	.147
NOS2	<--- Empathy	16.646	.219
NOS2	<--- NOS1	12.020	.153

			M.I.	Par Change
NOS2	<---	EM1	6.958	.132
NOS2	<---	EM2	11.414	.163
NOS2	<---	EM3	18.407	.194
NOS2	<---	EM4	17.688	.183
NOS3	<---	Empathy	4.779	-.109
NOS3	<---	Place_Image	7.126	.249
NOS3	<---	PI1	7.497	.161
NOS3	<---	PI2	9.705	.181
NOS3	<---	PI6	8.818	.182
NOS3	<---	NOS2	4.334	-.085
NOS3	<---	NOS4	6.367	.117
NOS3	<---	EM2	4.602	-.096
NOS3	<---	EM4	9.237	-.123
NOS4	<---	VI5	6.130	.091
NOS4	<---	NOS3	5.522	.094
NOS5	<---	PI1	6.624	-.137
NOS5	<---	PF4	4.049	.092
EM1	<---	Perceived_Risk	4.025	.122
EM1	<---	VI5	4.017	.075
EM1	<---	VI2	4.888	.077
EM1	<---	VI1	6.389	.086
EM2	<---	Perceived_Risk	4.172	.112
EM2	<---	FR	6.011	.115
EM2	<---	VI4	6.509	-.080
EM2	<---	PI1	9.024	.152
EM3	<---	Perceived_Risk	5.375	-.128
EM3	<---	FR	6.362	-.120
EM3	<---	PR	6.849	-.124

			M.I.	Par Change				
EM4	<---	NOS3	5.894	-.097				
EM4	<---	EM1	4.190	-.089				
Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	13		-1.032	9999.000	4760.061	0	9999.000
1	e	17		-.579	2.994	2530.466	20	.530
2	e*	12		-.874	.688	2013.216	6	.911
3	e*	5		-.238	.769	1391.019	5	.988
4	e*	0	633.640		1.018	828.576	5	.850
5	e	0	232.194		.829	696.385	3	.000
6	e	0	188.607		.748	630.450	1	.940
7	e	0	219.599		.136	624.737	1	1.054
8	e	0	219.057		.014	624.686	1	1.009
9	e	0	220.077		.000	624.686	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	65	624.686	313	.000	1.996
Saturated model	378	.000	0		
Independence model	27	4866.699	351	.000	13.865

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.129	.843	.810	.698

Model	RMR	GFI	AGFI	PGFI
Saturated model	.000	1.000		
Independence model	.386	.251	.194	.233

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.872	.856	.932	.923	.931
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.892	.777	.830
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	311.686	244.359	386.792
Saturated model	.000	.000	.000
Independence model	4515.699	4293.928	4744.746

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2.499	1.247	.977	1.547
Saturated model	.000	.000	.000	.000
Independence model	19.467	18.063	17.176	18.979

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.063	.056	.070	.002
Independence model	.227	.221	.233	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	754.686	771.082	983.840	1048.840
Saturated model	756.000	851.351	2088.621	2466.621
Independence model	4920.699	4927.510	5015.887	5042.887

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	3.019	2.749	3.319	3.084
Saturated model	3.024	3.024	3.024	3.405
Independence model	19.683	18.796	20.599	19.710

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	143	150
Independence model	21	22
Minimization:	.094	
Miscellaneous:	1.788	
Bootstrap:	.000	
Total:	1.882	