The Mediating Role of Perceived Usefulness and Uniqueness of Virtual Experience On The Influence of The Perceived Ease of Use of The Website On The Intention To Visit The Real Destination of Kota Bandar Grissee

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Abstract

The study uses TAM (Technology Acceptance Model) methods that are expected to analyze the influence of perceived usefulness and perceived ease of use on the intention of using the virtual tour website of Kota Bandar Grissee, which in turn affects the intensity of visiting the destination. The research also broadened the perspective by adding the uniqueness of virtual experience as a research variable. The study aims to analyze the relevance of using virtual tours as one of the right tourism marketing strategies in the post-COVID-19 pandemic era. This research uses quantitative methods with a causal design. These variables are independent (perception of usability, perception of ease of use), dependent variables (intention to visit a real destination), as well as the role of variables of mediation (uniqueness of virtual experience). The sample is a total of 300. The data analysis technique used in this study uses the PLS program, Partial Least Squares Structural Equation Modeling (PLS-SEM). The entire set of hypotheses in this study has been accepted, indicating an influence between Perceived Ease of Use, Perceived Usefulness, Uniqueness of Virtual Experience, and Intention to Visit Real Destination. Furthermore, there is potential for further development in promoting and raising awareness of VR tour technology in Kota Bandar Grissee. This is expected to increase direct visits to the actual destination of Kota Bandar Grissee.

Keywords : perceived usefulness, perceived ease of use, intention to visit real destination, uniqueness of virtual experience, virtual reality tourism, Bandar de Grissee

Introduction

Tourism is one of the fastest-growing sectors in Indonesia, driven by digital transformation and increasing Internet penetration. In this context, it is importantly to understand how the use of technology, through websites and e-government applications such as virtual tours, can affect the experience of tourists and support sustainable tourism growth. By analyzing the positive impact of high Internet penetration in Indonesia, the study led to implementation a virtual tour of Bandar Grissee as a tourism marketing strategy in the post-COVID-19 pandemic era.

According to research by the Association of Internet Service Organizers of Indonesia (APJII), 78.19 percent of Indonesians were using the Internet in 2023. That means is about 215.625.156 people out of the total Indonesian population of 275.773.901 people have used the Internet.

With the rapid development of science and technology, there is a great opportunity for the tourism industry to undergo transformation and improvement. One example is the development of e-government virtual reality (VR) tourism applications that have been carried out in several regions of Indonesia. Zheng et al. (2022) mentioned that VR tourism has become an important marketing tool for tourism. The development of VR technology in the future will transform digital information media in the tourism industry and become an essential element of communication (Tussyadiah et al., 2018)[1]. Thus, it can be concluded that the high Internet penetration and use of websites, as well as the development of e-government applications such as VR tourism, have a positive impact on the tourism sector in Indonesia.

Just as the district of Gresik has used technology as a means of digital information in the implementation of e-government, there is an innovation in the form of a virtual tour of the city of Grissee. Several cities/districts in Indonesia have also utilized VR tours as one of the tourism developments in cities/districts, such as in Sumedang, Tegal, and DIY Yogyakarta. Through this virtual tour, tourists can see pictures with a 360-degree panorama of the building of the tourist attraction and the surrounding area. The purpose of this virtual tourism technology is to provide an authentic travel experience without having to be physically in the location (Guttentag, 2010; Matikiti-Manyevere & Rambe, 2022).

[1] Tussyadiah, I. P., Wang, D., Jung, T. H., & Tom Dieck, M. C., *Virtual reality, presence, and attitude change: Empirical evidence from tourism, 66*, Tourism Management, 2018, 140-154.

In a more critical perspective, the adoption of this virtual tour technology is expected to support the development of sustainable tourism (Schiopu et al., 2021).[2] Therefore, it is important to maximize the application of this virtual tourism technology. Therefore, more research is needed to study the adoption of virtual tourism technology after the COVID-19 pandemic. However, a small survey conducted personally with 10 respondents, who are residents of Gresik, revealed that none of the respondents were aware of the existence of the VR tour of Kota Bandar Grissee. Hence, it can be concluded that there is a lack of awareness or promotion regarding this VR tour. So in this context, this study aims to analyze the relevance of the use of virtual tours as one of the right tourism marketing strategies in the post-COVID-19 era.

This research uses the conceptual framework of the Technology Acceptance Model (TAM). This model was first developed by Davis (1989) and has been widely used in research on technology acceptance. The variables in the technology acceptance model (TAM) are an effective solution to addressing the potential problems of VR tour use because they provide a strong foundation for understanding how individuals interact with new technologies, such as VR tour City Grissee. By analyzing factors such as perceived usefulness and perceived ease of use, this study can identify whether the VR tour provides significant benefits to users and how comfortable they feel when using it. Another variable used as a mediation is the uniqueness of virtual experience, which is considered to describe elements of uniqueness that may motivate users to adopt VR tour technology. Therefore, research using this TAM method is expected to be able to analyze the influence of perceived usefulness and perceived ease of use on the intention of using the virtual tour website of Bandar Grissee, which in turn affects the intensity of visiting the destination. In the perceived utility variable, this reflects the extent to which users believe that the use of the VR tour of Bandar grissee will provide significant benefits to their experience. In this context, users should feel that using this application will help them plan their tour to Bandar Grisee by providing relevant and useful information. By understanding how these usability factors affect usage intentions, application developers can improve relevant features and content. While in the variable Perceived ease of use to measure how far the user feels that the use of the VR tour City of Grissee is easy to use. Ease of use is very important because if this application is considered difficult or complicated, users may not be using it. By understanding

[2] Schiopu, A. F., Hornoiu, R. I., Padurean, M. A. & Nica, A. M., *Virus Tinged? Exploring the Facets of Virtual reality Use in Tourism as a Result of the COVID-19 Pandemic, 60*, Telematics and Informatics, 2021, 101575.

the perception of ease of use, it is expected to be an input for developers to be able to focus their efforts on an intuitive interface and a more user-friendly user experience.

In addition, the study also expands the perspective by adding uniqueness of virtual experiences, as explained by Zhao & Huang (2022) in their study entitled 'How Does Virtual Tourism Affect Real Tourism: A Perceptual Perspective of the "New Generation" in China'. It aims to uncover virtual tourism processes that affect the intensity of visits to real destinations from different perspectives. And this uniqueness of virtual experience variable is used because users often have full control over their VR tour experience. They can choose to explore a particular location, change the angle of view, or focus on a particular detail. The ability to customize this experience creates a sense of uniqueness of virtual because each user's experience can be different. And used to measure the extent to which users experience a unique experience while using a VR tour of the city of Grissee. It reflects the unique appeal of this application compared to other alternatives. If users feel like they are having a special experience, they may be more motivated to visit a real destination after using this app. It can help in distinguishing this application from other tourism and increasing its attractiveness.

Literature Review

***Technology acceptance model* (TAM)**

The Technology Acceptance Model (TAM) is a model that is widely used in various research contexts to describe the use of technology. This research will use the main theory of the technology acceptance model, first developed by Davis in 1986 as an adaptation of the Theory of Reasoned Action (TRA) from the social psychology field that describes individual behavior based on their intentions. The development of TAM was done to explain individual behaviour in receiving and using information technology systems (Ajzen & Fishbein, 1975).[3] TAM used TRA as a basic theory to explain the relationship between two important components, namely perceived usefulness (perceived usability perception) and perceived ease of use (percepted usability ease), with user behaviors, intentions, and adoption towards computer use (Davis, 1989). The TAM model introduces two individual beliefs that are the main components in user acceptance of technology, that is, user perception of usefulness and user perceptions of usability. (perceived ease of use).

[3] Ajzen, I., & Fishbein, M., *A Bayesian analysis of attribution processes*., *82(2),* Psychological Bulletin, 1975, 261–277

Perceived usefulness (PE)

Perceived usefulness is one of the important factors in influencing the use of a system, among many other variables. This factor is the initial determinant for a person to be inclined to use or not to use a technology, based on their belief that the technology will help in their performance.

According to Davis (1989), perceived usefulness can be defined as "the level of a person's belief that using a particular system will improve the performance of his work". According to (Isma et al., 2021), they explained that perceved usefulness is a concept that describes the perception of an individual about the usefulness of an information technology and the belief That the use of such technology will benefit the user. Based on this explanation, it can be concluded that Perceived utility reflects as a condition in which a user or consumer of the utility or benefits of a system can be felt from the features of the system, which in the end can improve their performance and productivity of work.

Perceived ease of use (PEOU)

Perceived ease of use in Indonesian is meaning easy to use, which is also known as hope of enterprise. Perceived ease of use is one of the independent variables in the theory of technology acceptance model (TAM) which has three main aspects, namely easiest use, easies of learning, and ease in achieving expertise (Chang et al., 2021).[4] Ease in the context of technology refers to the degree of confidence that computers can be understood and used easily. Davis (1989) defines perceived ease of use as the degree of a person's belief that the use of a particular system does not require excessive effort. The program's accessibility was remarkably easy, and the interactivity within it made visitors feel intelligent in enjoying their virtual visits (Anita et al., 2021). Additionally, the personalization available to visitors contributed to their overall enjoyment of this technology. Overall, perceived ease of use refers to the concept of "easy" in which an individual feels that the use of a system does not require significant effort, as well as a system that is easy to understand and use.

Uniqueness of virtual experience

According to Pine and Gilmore (1999), experiences are defined as a series of exciting activities and interactions, as well as giving an impression that is "unique, memorable, and

[4] Chang, V., Chen, W., Xu, Q. A., & Xiong, C., *Towards the customers' intention to use QR codes in mobile payments*, *29*(6), Journal of Global Information Management, 2021, 1-21.

continuous over time" according to the customer's perspective. Uniqueness of virtual experience provides unique value to customers by allowing them to experience the culture, atmosphere, and other realistic aspects of a tourist destination interactively through technology, without the need to physically visit the place, as emphasized by Ali & J. Frew (2014). Overall, this Uniqueness of virtual experience is used to measure the extent to which users experience a unique experience that can reflect the unique appeal of this application compared to other alternatives. If users feel a special experience, they may be more motivated to visit a real destination after using this app. It can help in distinguishing this application from other tourism and increasing its attractiveness.

Website

Understanding *the website* itself is a set of pages consisting of several pages that contain information in the form of digital data, be it text, images, video, audio, or other animations that are also provided through an *internet connection* (Abdulloh, 2015). According to Permadi et al, *the website* itself is a communication medium that is useful in marketing tourism and regional culture. *The website* is also a form of e-government application which is one of the instructions from the president, this regulation is regulated in the Presidential Instruction of the Republic of Indonesia (InPres) Number 3 of 2003 concerning National Policy and Strategy for the Development of e-government. In the domestic and international travel aids*, the website* also has an important role and can be said to be the first gate for tourists (Feng et al., 2003). The quality dimension of websites has been a topic of interest to researchers and professionals in various sectors over the past two decades (Ecer, 2014; Kim dan Stoel, 2004). In the context of online retail, it is stated that users recognize the quality of these websites when they provide information, entertainment, fun, usability, transaction options and design aesthetics (Jones dan Kim, 2010).

Virtual tour

Virtual reality is extensively employed in the domains of entertainment and gaming, as well as within the tourism industry (Paulo et al., 2018; Wei, 2019). According to Kurniasari et al., 2022 *virtual tours* have become a familiar phenomenon in the tourism industry, but are currently increasingly popular and growing rapidly thanks to digital transformation. In a pandemic situation, especially in countries with strict travel restrictions, *virtual tours are* an alternative that many people are interested in. The dependence of society on technology also has an impact

on the tourism industry. Therefore, it is very important to understand the needs of virtual travelers in order to be able to provide information that influences their decisions and motivations for joining virtual tours. A virtual tour is a virtual representation that presents an actual visitor attraction, destination, or experience (Pestek dan Sarvan, 2020). Virtual is traditionally defined as a computer-generated environment where users have the opportunity to immerse themselves, look around, and control the experience (Yung & Khoo-Lattimore, 2019).[5]

The Effect of Perceived Usefulness (PU) on Uniqueness of Virtual Experience (UE) and Intention to Visit Real Destination (VD)

Perceived usefulness (PU) in the context of a virtual tour of the City of Grissee City has an important role in shaping user intentions to visit physical destinations. This aligns with Huang et al. (2021) study, indicating that Perceived Usefulness significantly affects the intention to visit real destinations. Perceived Usefulness, as defined by Davis (1989), reflects the user's perception of how technology or applications meet their needs. According to Lee et al. (2017), it is shown that visitors are quite satisfied with the information about the museum obtained through the virtual tour program in the museum. In addition, PU also affects the uniqueness of virtual experience, suggesting that perceptions of the benefits of technology directly contribute to user's unique experiences.

H1. Perceived usefulness influences intention to visit real destination.

H2. Perceived usefulness influences Uniqueness of virtual experience.

The Mediating Role of Uniqueness of Virtual Experience on The Effect Perceived Usefulness and Intention to Visit Real Destination

Uniqueness of virtual experience here also serves as a mediating, illustrating that the higher the PU, the greater its influence on the user's intention to visit a physical destination through the unique experience they experience. Virtual and interactive technologies are an excellent tool to build and extend the relationship with customers (Papagiannidis et al., 2013). The findings align with Cho and Fesenmaier (2001), indicating that a unique virtual experience positively influences the intention to visit a real destination. Virtual reality and mixed reality can be decisive in influencing customers' purchasing choices as they allow consumers to test and directly

[5] Yung, R.; Khoo-Lattimore, C., *New realities: A systematic literature review on virtual reality and augmented reality in tourism research. Curr, 22*, Issues Tour, 2019, 2056-2081.

experience the product and provide useful information during an entertaining and funny experience (Hoyer et al., 2020). The Trust is crucial in the tourism industry, and virtual tours can provide captivating, educational, and entertaining experiences, fostering consumer interest in visiting real destinations. Visitors expressed satisfaction with the information about the museum obtained through the virtual tour program.

H3. Uniqueness of virtual experience has a mediating influence on perceived usefulness and intention to visit real destination.

The Effect of Perceived Ease of Use (PEOU) on Uniqueness of Virtual Experience (UE) and Intention to Visit Real Destination (VD)

Perceived ease of use (PEOU) contributes significantly to a user's intent to visit a physical destination. Users tend to have a more positive intention to visit real destinations if they find it easy to use virtual tour technology. Website visitors who utilize this virtual tour will be emotionally engaged in their experience if the virtual tour site provides opportunities for visitors to enhance their user-friendliness impression. Additionally, if the virtual world is perceived as a valuable source of information for travel preparation (Beck et al., 2019). Additionally, the personalization available to visitors contributed to their overall enjoyment of this technology. In addition, PEOU also affects the Uniqueness Experience, showing that the level of ease of use directly affects the unique experience felt by the user.

H4. Perceived ease of use influences intention to visit real destination.

H5. Perceived ease of use influences uniqueness of virtual experience.

The Mediating Role of Uniqueness of Virtual Experience on The Perceived Ease Of Use and Intention to Visit Real Destination

Uniqueness of virtual experience as a mediating shows that perceived ease of use impacts user intent through the unique experience they experience. The program's accessibility was remarkably easy, and the interactivity within it made visitors feel intelligent in enjoying their virtual visits (Anita et al., 2021). Program's accessibility was remarkably easy, and the interactivity within it made visitors feel intelligent in enjoying their virtual visits. As a result of the engaging experience, consumers are more inclined to make purchases and respond further depending on the shared feedback (Clement et al., 2021). It is found that travelers are more motivated to participate in virtual tour activities to explore new destinations, followed by the

motivation to obtain information from those destinations and engage in virtual tour activities as a new travel experience without physical activities, and instead through gadgets.

H6. Uniqueness of virtual experience has a mediating influence on perceived ease of use and intention to visit real destination.

The Effects of Perceived Ease of Use (PEOU) on Perceived Usefulness (PU)

Perceived ease of use (PEOU) not only affects perceived usefulness (PU) directly, but also through mediation to influence users' intent to visit physical destinations and the unique experiences they experience. Davis (1989) assertion that Perceived Ease of Use positively affects Perceived Usefulness. Perceived Ease of Use, in TAM, relates to how easily users believe a technology can be used, impacting their confidence and influencing perceived usefulness. The results after the use of the digital tour-guiding platform indicated learning effectiveness (Chiao et al., 2018). This level of ease of use of technology gives users confidence, which in turn increases their perception of the benefits and usefulness of the technology.

H7. Perceived ease of use influences perceived usefulness.

The Mediating Role of Perceived Usefulness on The Effect of Perceived Ease of Use and Uniqueness of Experience and Intention to Visit Real Destination

PU not only affects the user experience but also indirectly affects the user's ease of using technology and affect intention to make a physical visit. (Kang et al., 2020) users in VR conditions will observe multiple cues in addition to graphics quality, and therefore are more likely to assign relatively lower weights to graphic details in evaluating informativeness. According to Lee et al. (2017), it is shown that visitors are quite satisfied with the information about the museum obtained through the virtual tour program in the museum. Website visitors using this virtual tour will be emotionally engaged in their experience if the virtual tour site provides opportunities for visitors to enhance their user-friendliness impression. Pre-visiting a destination through a virtual tour has a positive impact on destination image and accordingly on travellers' intention to visit the place (Frías et al., 2008). Additionally, if the virtual world is perceived as a valuable source of information for travel preparation (Beck et al., 2019).

H8. Perceived usefulness has a mediating influence on perceived ease of use and intention to visit real destination.

H9. Perceived usefulness has a mediating influence on perceived ease of use and uniqueness of virtual experience.

H10. Perceived usefulness and uniqueness experience mediate perceived ease of use and intention to visit real destination.

The Effects of Uniqueness of Virtual Experience (UE) on Intention to Visit Real Destination (VD)

Uniqueness of virtual experience (EU) has a significant impact on a user's intent to visit a physical destination. Realistic visual design can prevent the emergence of risks associated with the destination experience and facilitate the attainment of benefits (Chung et al., 2015; Jung et al., 2018). By providing a unique experience through virtual tour technology, users tend to be more motivated to plan a physical visit to the destination. When a consumer uses virtual means to choose a travel destination, it is primarily based on trust in the content and the experience one goes through in that environment (Oncioiu & Priescu, 2022). Uniqueness of virtual experience is a key element in shaping user trust and interest in real destinations, so it can be used as an important factor in tourism marketing strategies.

H11. Uniqueness of virtual experience influences intention to visit real destination.

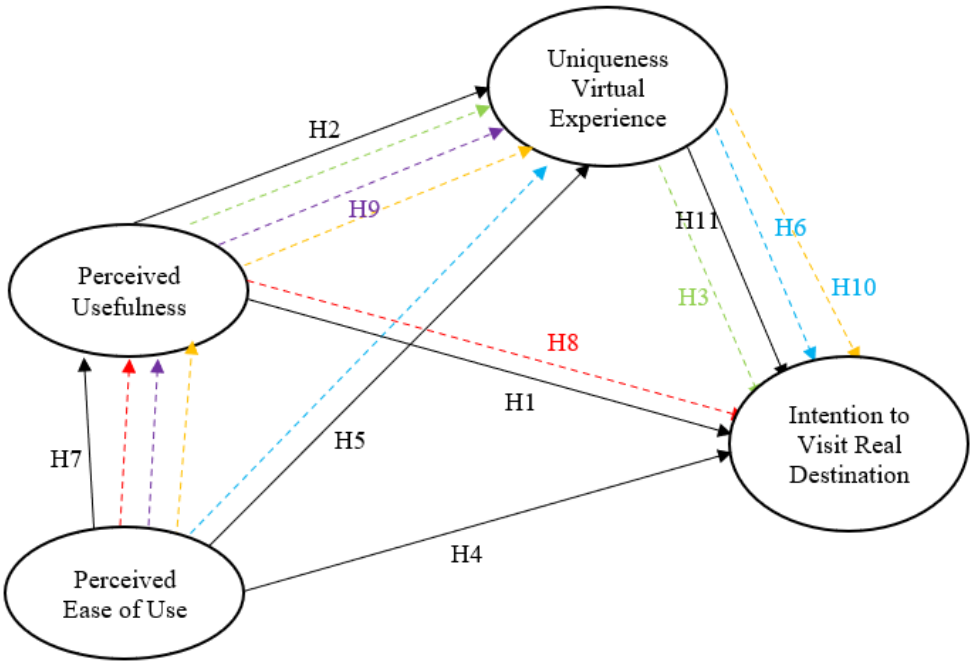


Figure 1. The conceptual Research Framework

Methods

Types of Research

This study used quantitative methods with a causal relationship design. Quantitative research focuses on the use of data in the form of numbers, is systematic, planned, and has a clear structure from the beginning of the research to the research design. This research was conducted on certain populations and samples using data collection techniques through research instruments and statistical analysis to test predetermined hypotheses (Sugiyono, 2012). Causal research in conclusive research aims to examine the relationship between various variables and look for causal relationships (Hermawan &; Amirullah, 2016).

Population and Sample

The study population included individuals who enjoyed exploring new places, seeking new experiences, and feeling happy when given the opportunity to travel. Focus on generation Z (born 1997-2006), who actively use the internet and social media, especially those who use the virtual tour of Kota Bandar Grissee .

Samples were selected using non-probability sampling methods, specifically purposive sampling. The inclusion criteria involved individuals who were born in Generation Z, had obtained information about virtual tours, and actively used social media. With a sample of 250 respondents, this study ensures representativeness in analyzing the influence of perceived usefulness, perceived ease of use, uniqueness of virtual experience, and intention to visit real destination.

Data Collection Methods and Techniques

Primary data were obtained through questionnaires distributed to respondents who had used the Kota Bandar Grissee virtual tour. Researchers ensure that respondents have experience using virtual tours before filling out questionnaires. Data collection was conducted by accompanying respondents in trying the website, and respondents took about 2-3 minutes to explore the website. Afterward, respondents were asked to fill out the research questionnaire.

Secondary data are used to support theoretical foundations, hypotheses, and research formulations from sources such as websites, journals, books, and relevant scientific articles.

This study used the questionnaire dissemination method as a data collection technique. Previously, trials and pilot tests were carried out to ensure the questionnaire questions were understandable and relevant.

The questionnaire consists of four parts: Opening, Screening Respondent Profile, Questions, and Closing. Questions are designed to measure variables related to perceived usefulness, perceived ease of use, uniqueness experience, and intention to visit real destination.

Variable Operational Definition

Perceived usefulness is measured through two indicators: Personal knowledge (PU1) and Trust (PU2). Respondents were asked to rate the extent to which the Grissee City virtual tour provided new knowledge and increased confidence to visit physical destinations.

Perceived ease of use is measured through two indicators: Effortless (PEOU1) and Flexible (PEOU2). Respondents were asked to rate the extent to which the Kota Bandar Grissee virtual tour is easy to learn, operate, and can be accessed anytime, anywhere.

Uniqueness experience is measured through four indicators: Unique value (UE1), Sense of presence (UE2), Unique features (UE3), and Desire to return (UE4). Respondents were asked to rate the extent to which the experience of using a virtual tour provided unique sensations, strong presence, unusual features, and a desire to return to a physical destination.

Intention to visit real destination is measured through three indicators: Desire to explore real destination (VD1), Preference (VD2), and Willingness to plan and prepare (VD3). Respondents were asked to rate their willingness to visit the City of Grissee Ci after using the virtual tour.

Data Analysis Techniques

Respondents Profile

Gender

Table 4.1 Classification of Respondents Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	120	40.0	40.0	40.0
	Female	180	60.0	60.0	100.0
	Total	300	100.0	100.0	

A total of 300 respondents were classified based on gender, resulting in 120 individuals (40%) identified as male and 180 individuals (60%) identified as female. These findings indicate that among Generation Z respondents who have received information about Virtual Tour, the majority are female.

Academic Semester

Table 4.2 Classification of Respondents Based on Academic Semester

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Semester 1 - 2	62	20.7	20.7	20.7
	Semester 3 - 4	101	33.7	33.7	54.3
	Semester 5 - 6	102	34.0	34.0	88.3
	Semester 7 - 8	35	11.7	11.7	100.0
	Total	300	100.0	100.0	

A total of 300 respondents were classified based on their academic semester, resulting in 62 individuals (20.7%) from semester 1–2, 101 individuals (33.7%) from semester 3–4, 102 individuals (34%) from semester 5–6, and 35 individuals (11.7%) from semester 7–8. These results indicate that among Generation Z respondents who have received information about Virtual Tour, the majority are students in semester 5–6.

Test Validity and Reliability

The indicators are considered reliable if the outer loading value is above 0.7, indicating that the indicator can be considered suitable for the research. However, values between 0.6 and 0.7 are still somewhat acceptable. Higher loading values indicate a more significant role of the indicator in reflecting the variable (Ghozali, 2014).

Tabel 4.4 Convergent Validity (Outer Loading)

Variable	Item	Measurement	Outer Loading	Ket
Perceived Usefulness	PU.1	Using the virtual tour of Kota Bandar Grissee provides new and relevant knowledge about tourist attractions in Kota Bandar Grissee. (Knowledge) "Penggunaan virtual tour Kota Bandar Grissee ini memberikan pengetahuan baru yang relevan mengenai objek wisata di Kota Bandar Grissee."	0.713	Valid

	PU.3	I gain a more effective exploration and introduction experience when using the virtual tour of Kota Bandar Grissee. (Effective) "Mendapatkan pengalaman eksplorasi dan pengenalan lebih efektif ketika menggunakan virtual tour Kota Bandar Grissee."	0.657	Valid
	PU.4	Information from the virtual tour images, videos, and audio of Kota Bandar Grissee can enhance my interest in visiting Kota Bandar Grissee in person. (Trust) "Informasi dari gambar, video dan audio virtual tour Kota Bandar Grissee dapat meningkatkan minat saya untuk mengunjungi Kota Bandar Grissee secara langsung."	0.805	Valid
Perceived Ease of Use	PEOU.1	Using the virtual tour of Kota Bandar Grissee feels effortless and can be learned quickly. (Effortless) "Penggunaan virtual tour Kota Bandar Grissee terasa mudah dan bisa dipelajari dengan cepat."	0.718	Valid
	PEOU.2	I feel that I do not need much effort to operate the virtual tour of Kota Bandar Grissee. (Controllable) "Tidak memerlukan usaha yang besar dalam mengoperasikan virtual tour Kota Bandar Grissee."	0.633	Valid
	PEOU.3	The virtual tour of Kota Bandar Grissee has clear and easily understandable features when used. (Understandable)	0.719	Valid

		"Virtual tour Kota Bandar Grissee memiliki fitur-fitur yang jelas dan mudah dimengerti ketika digunakan."		
	PEOU.4	The virtual tour of Kota Bandar Grissee can be used anywhere and anytime. (Flexible) "Virtual tour Kota Bandar Grissee dapat digunakan dimana saja dan kapan saja."	0.634	Valid
Uniqueness of Virtual Experience	UE.1	The virtual tour of Kota Bandar Grissee provides a unique and different sensation compared to conventional travel experiences. "Menurut saya, virtual tour Kota Bandar Grissee memberikan sensasi yang unik dan berbeda dari pengalaman wisata konvensional."	0.720	Valid
	UE.2	Exploring the virtual tour of Kota Bandar Grissee makes me feel new and unusual things during virtual exploration. (Sense of Presence) "Virtual tour Kota Bandar Grissee membuat saya merasakan hal-hal baru dan tidak biasa selama mengeksplorasi secara virtual."	0.713	Valid
	UE.3	Navigating the virtual tour of Kota Bandar Grissee offers features that are unusual or rarely encountered in other virtual tours. (Unique Features) "Menjelajahi virtual tour Kota Bandar Grissee menawarkan fitur-fitur yang tidak biasa atau jarang ditemui dalam virtual tour lain."	0.723	Valid
	UE.4	The unique experience when using the virtual tour of Kota Bandar Grissee influences my desire to physically visit the	0.724	Valid

		tourist destination in Kota Bandar Grissee in the future. (Desire to Return) "Pengalaman unik ketika menggunakan virtual tour Kota Bandar Grissee mempengaruhi keinginan saya untuk mengunjungi destinasi wisata Kota Bandar Grissee secara fisik di masa mendatang."		
Intention to Visit Real Destination	VD.1	Use of the virtual tour of Kota Bandar Grissee enhances the motivation to plan a physical trip to Kota Bandar Grissee. (Desire to Explore Real Destination) "Penggunaan virtual tour Kota Bandar Grissee meningkatkan dorongan untuk merencanakan perjalanan fisik ke Kota Bandar Grissee."	0.707	Valid
	VD.2	The use of the virtual tour of Kota Bandar Grissee influences my preferences in obtaining information and insights about destinations in Kota Bandar Grissee. (Preference) "Penggunaan virtual tour Kota Bandar Grissee mempengaruhi preferensi saya dalam mendapatkan informasi dan wawasan tentang destinasi di Kota Bandar Grissee."	0.703	Valid
	VD.3	After using the virtual tour of Kota Bandar Grissee, I am ready to allocate time and resources to plan a physical tourism visit to Kota Bandar Grissee. (Willingness to Plan and Prepare)	0.748	Valid

		"Setelah menggunakan virtual tour Kota Bandar Grissee saya siap mengalokasikan waktu dan sumber daya merencanakan kunjungan wisata di Kota Bandar Grissee secara fisik. "		

In the initial testing, it was found that the value of PU.2 did not meet the criteria for Convergent Validity because it had an Outer Loading below 0.6. Therefore, it needed to be removed to avoid disrupting further testing. After removing PU.2, it can be observed that all Outer Loading values are now greater than 0.6. Hence, it can be concluded that all indicators are valid.

Descriptive Statistical Analysis

Discriminant Validity

This can be observed in the Cross Loading values and the Fornell-Larcker criterion. Cross loading is considered valid when the correlation of an indicator with its latent variable is greater than the correlation of that indicator with other latent variables (Sarwono, 2006). Meanwhile, the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT) approach are used in testing discriminant validity (Hair et al., 2017).

Tabel 4.5 Discriminant Validity (Fornell-Larcker)

	Intention to Visit Real Destination	Perceived Ease of Use	Perceived Usefulness	Uniqueness of Virtual Experience
Intention to Visit Real Destination	**0.720**			
Perceived Ease of Use	0.615	**0.677**		
Perceived Usefulness	0.600	0.485	**0.728**	
Uniqueness of Virtual Experience	0.718	0.695	0.651	**0.720**

In the Fornell-Larcker table, if the values below and above the diagonal line are smaller compared to the values on the diagonal line, it can be concluded that all the data is valid.

Composite Realiability

Reliability testing in this study uses Cronbach's Alpha as a measure of reliability, which ranges from zero to one. The minimum acceptable level of Cronbach's Alpha reliability is 0.50, and a

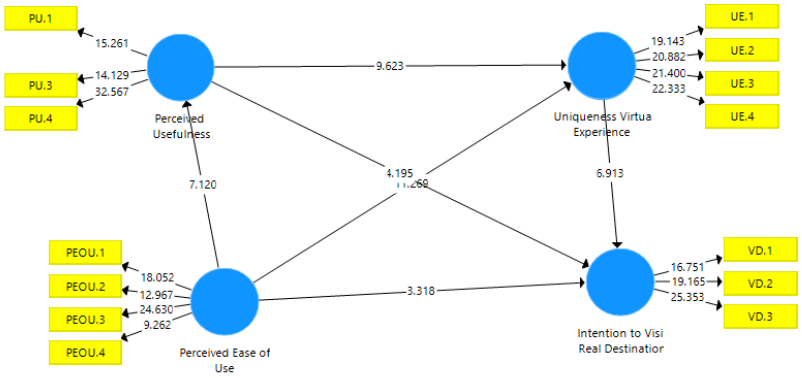
scale or variable can be considered reliable with high reliability if the result is greater than 0.60. sama (Malhotra, 2012).

Tabel 4.7 Compsite Reliability

	Cronbach's Alpha	Composite Reliability
Perceived Usefulness	0.555	0.770
Perceived Ease of Use	0.610	0.772
Uniqueness of Virtual Experience	0.691	0.812
Intention to Visit Real Destination	0.536	0.763

In the Composite Reliability table, it is evident that all Cronbach's Alpha values are > 0.50, and all Composite Reliability values are > 0.60. Therefore, all variables are considered reliable.

Technical Statistics Partial Least Square (PLS-SEM)



R-Square

In the inner model stage, testing is conducted using the coefficient of determination (R-squared) to measure the predictive power of the model. R-squared represents the squared correlation between actual and predicted values of endogenous constructs. The R-squared values range from 0 to 1, with higher values indicating higher accuracy. For instance, an R-squared value of 0.25 suggests weak endogenous variables, 0.5 is considered moderate, and 0.75 is considered high (Hair et al., 2017).

Tablel 4.8 R-Square

	R Square	R Square Adjusted
Perceived Usefulness	0.235	0.233
Uniqueness of Virtual Experience	0.611	0.609
Intention to Visit Real Destination	0.569	0.564

The R-Square and R-Square Adjusted tables indicate the explanatory power of variables in the model. Perceived Usefulness has a weak relationship (23.5%) with Perceived Ease of Use. Uniqueness of virtual experience shows a strong relationship (61.1%) with Perceived Usefulness, Perceived Ease of Use, and itself. Intention to Visit Real Destination has a moderate relationship (56.9%) with Perceived Usefulness and Perceived Ease of Use. In the R-Square Adjusted, Perceived Usefulness is influenced by Perceived Ease of Use (23.5%), while Uniqueness of virtual experience (60.9%) and Intention to Visit Real Destination (56.4%) are influenced by all three variables. Other factors, such as Responsive Customer Service, may influence the remaining percentages.

F-square

This model is employed to assess the extent of influence of independent and mediation variables on the dependent variable. If the F Square value is equal to or less than 0.02, the influence is considered small; if the F Square value falls between 0.03 and 0.15, the influence is considered moderate; however, if the F Square value exceeds 0.15, the influence is considered significant (Suyono, 2022).

Tabel 4.9 F-Square

	Perceived Usefulness	Perceived Ease of Use	Uniqueness of Virtual Experience	Intention to Visit Real Destination
Perceived Usefulness			**0.332**	0.063
Perceived Ease of Use	**0.307**		**0.484**	0.053
Uniqueness of Virtual Experience				**0.167**
Intention to Visit Real Destination				

In summary, the F-square values indicate the influence of variables in the model. Perceived Usefulness significantly impacts Uniqueness of Virtual Experience (F-square = 0.332) and moderately influences Intention to Visit Real Destination (F-square = 0.063). Similarly, Perceived

Ease of Use significantly influences Perceived Usefulness (F-square = 0.307) and substantially impacts Uniqueness of virtual experience (F-square = 0.484). Uniqueness of virtual experience significantly influences Intention to Visit Real Destination (F-square = 0.167). These findings highlight the varying degrees of impact, with some relationships having substantial influence, while others show moderate effects within the proposed model.

Uji Hypoplant

The hypothesis testing analysis utilizes a path diagram and the bootstrapping procedure to determine the correlation between variables. T-statistic values indicate the significance of constants from independent variables to the dependent variable. A significance level of (a) = 0.05 is used, with t-calculated compared to t-table (1.96). If t-calculated < t-table, the null hypothesis (HO) is accepted; if t-calculated > t-table, the null hypothesis is rejected. This process assesses the statistical significance of relationships and constants, offering insights into the strength and direction of variables' impact.

Path Coefficient

Tabel 4.10 Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Usefulness -> Intention to Visit Real Destination	0.218	0.221	0.052	4.195	0.000
Perceived Usefulness -> Uniqueness of Virtual Experience	0.410	0.415	0.043	9.623	0.000
Perceived Ease of Use -> Intention to Visit Real Destination	0.210	0.209	0.063	3.318	0.001
Perceived Ease of Use -> Perceived Usefulness	0.485	0.485	0.068	7.120	0.000
Perceived Ease of Use -> Uniqueness of Virtual Experience	0.496	0.493	0.044	11.269	0.000
Uniqueness of Virtual Experience -> Intention to Visit Real Destination	0.430	0.428	0.062	6.913	0.000

Perceived Usefulness significantly and positively influences Intention to Visit Real Destination, supported by a P-value of 0.000 < 0.05 and a T-statistic of 4.196 > 1.96. The relationship between Perceived Usefulness and Uniqueness of Virtual Experience is also significant and positive, with a P-value of 0.000 < 0.05 and a T-statistic of 9.623 > 1.96. Perceived Ease of Use has a positive and significant impact on Intention to Visit Real Destination, as indicated by a P-value of 0.001 < 0.05 and a T-statistic of 3.318 > 1.96. Similarly, Perceived Ease of Use significantly and positively influences Perceived Usefulness, supported by a P-value of 0.000 < 0.05 and a T-statistic of 7.120 > 1.96. The relationship between Perceived Ease of Use and Uniqueness of Virtual Experience is significant and positive, with a P-value of 0.000 < 0.05 and a T-statistic of 11.269 > 1.96. Uniqueness of Virtual Experience significantly and positively impacts Intention to Visit Real Destination, with a P-value of 0.000 < 0.05 and a T-statistic of 6.913 > 1.96. All hypotheses are accepted, indicating the meaningful influence of the examined variables.

Specific Indirect Effect

Tabel 4.11 Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Usefulness -> Uniqueness of Virtual Experience -> Intention to Visit Real Destination	0.177	0.177	0.033	5.389	0.000
Perceived Ease of Use -> Perceived Usefulness -> Intention to Visit Real Destination	0.106	0.107	0.030	3.536	0.000
Perceived Ease of Use -> Uniqueness of Virtual Experience -> Intention to Visit Real Destination	0.213	0.210	0.033	6.402	0.000
Perceived Ease of Use -> Perceived Usefulness -> Uniqueness of Virtual	0.086	0.086	0.020	4.265	0.000

Experience -> Intention to Visit Real Destination					

Perceived Usefulness significantly and positively influences Intention to Visit Real Destination mediated by Uniqueness of Virtual Experience, supported by a P-value of 0.000 < 0.05 and a T-statistic of 5.389 > 1.96. The hypothesis is accepted. Perceived Ease of Use significantly and positively influences Intention to Visit Real Destination mediated by Perceived Usefulness, as indicated by a P-value of 0.000 < 0.05 and a T-statistic of 3.536 > 1.96. The hypothesis is accepted. Perceived Ease of Use significantly and positively influences Intention to Visit Real Destination mediated by Uniqueness Experience, with a P-value of 0.000 < 0.05 and a T-statistic of 6.402 > 1.96. The hypothesis is accepted. Perceived Ease of Use significantly and positively influences Intention to Visit Real Destination mediated by both Perceived Usefulness and Uniqueness Experience, supported by a P-value of 0.000 < 0.05 and a T-statistic of 4.265 > 1.96. The hypothesis is accepted. Perceived Ease of Use significantly and positively influences Uniqueness Experience mediated by Perceived Usefulness, with a P-value of 0.000 < 0.05 and a T-statistic of 6.008 > 1.96. The hypothesis is accepted.

Measurement

The testing of the Path Coefficient on the variable Perceived Usefulness on Intention to Visit Real Destination revealed a positive and significant influence. This aligns with Huang et al. (2021) study, indicating that Perceived Usefulness significantly affects the intention to visit real destinations. Perceived Usefulness, as defined by Davis (1989), reflects the user's perception of how technology or applications meet their needs. The higher the perceived usefulness, the more likely users have a positive attitude and intention to use the technology or application. The Path Coefficient analysis showed that Perceived Usefulness has a positive and significant influence on Uniqueness Experience. This is consistent with Huang et al. (2021) findings, stating that Perceived Usefulness significantly affects the intention to visit real destinations. Perceived Usefulness, in the context of the Technology Acceptance Model (TAM), affects attitude toward using and behavioral intention to use. Higher perceived usefulness leads to positive evaluations, influencing users' attitudes and intentions. The analysis demonstrated a positive and significant influence of Perceived Ease of Use on the Intention to Visit Real Destination. This aligns with Beck et al. (2019) study, stating that perceived ease of use significantly affects the intention to visit real destinations. Perceived Ease of Use, a critical component in TAM, refers to the user's belief that a system is easy to use without excessive effort. Higher perceived ease of use

enhances emotional engagement in the user's experience. Pre-visiting a destination through a virtual tour has a positive impact on destination image and accordingly on travellers' intention to visit the place (Frías et al., 2008).

The Path Coefficient analysis indicated a positive and significant influence of Perceived Ease of Use on Perceived Usefulness. This corresponds to Davis (1989) assertion that Perceived Ease of Use positively affects Perceived Usefulness. Perceived Ease of Use, in TAM, relates to how easily users believe a technology can be used, impacting their confidence and influencing perceived usefulness.

The analysis revealed a positive and significant influence of Perceived Ease of Use on Uniqueness Experience. This is in line with Beck et al. (2019) findings, stating that Perceived Ease of Use significantly affects Uniqueness Experience. Perceived Ease of Use, within TAM, reflects the user's belief that a system is easy to use, contributing to emotional engagement and the perception of virtual environments as valuable sources of travel preparation. Uniqueness Experience has a positive and significant impact on the intention to visit a real destination. The findings align with Cho & Fesenmaier (2001), indicating that a unique virtual experience positively influences the intention to visit a real destination. Trust is crucial in the tourism industry, and virtual tours can provide captivating, educational, and entertaining experiences, fostering consumer interest in visiting real destinations. Virtual and interactive technologies are an excellent tool to build and extend the relationship with customers (Papagiannidis et al., 2013). Perceived Usefulness has a positive and significant impact on the intention to visit a real destination when mediated by Uniqueness Experience. This result is consistent with Huang et al. (2021), emphasizing the positive influence of perceived usefulness on intention when mediated by unique virtual experiences. Perceived Ease of Use positively and significantly influences the intention to visit a real destination when mediated by Perceived Usefulness. Davis (1989) supports this, stating that ease of use significantly affects perceived usefulness, which, in turn, impacts the intention to use technology. Further, emerging studies are showing how virtual and augmented reality are getting relevant in determining tourists' travel choices (Yung & Khoo-Lattimore, 2019)

Perceived Ease of Use has a positive and significant impact on the intention to visit a real destination when mediated by Uniqueness Experience. Beck et al. (2019) also find that perceived ease of use positively influences the intention to visit a real destination when mediated by unique virtual experiences. Perceived Ease of Use positively and significantly influences the intention to visit a real destination when mediated by both Perceived Usefulness

and Uniqueness Virtual Experience. This finding is consistent with Davis (1989) and Beck et al. (2019), emphasizing the combined mediation effect of perceived usefulness and unique virtual experiences. Perceived Ease of Use has a positive and significant impact on Uniqueness Experience when mediated by Perceived Usefulness. The study supports the TAM model, where ease of use affects perceived usefulness, subsequently influencing the overall virtual experience.

Conclusion

The entire set of hypotheses in this study has been accepted, indicating a correlation between Perceived Ease of Use, Perceived Usefulness, Uniqueness Virtual Experience, and Intention to Visit Real Destination. This research provides insights into the use of VR Tour in Kota Bandar Grissee based on the information and features provided. The features offered are easy to understand, and the uniqueness of the VR Tour in Kota Bandar Grissee, which is not found in VR Tours in other cities/counties, may encourage the public to visit Kota Bandar Grissee in person. Furthermore, there is potential for further development in promoting and increasing awareness of virtual tour technology (VR) in Kota Bandar Grissee. It is expected that this will lead to an increase in direct visits to the actual destination of Kota Bandar Grissee.

These findings provide a strong understanding of the relationships among these variables in the context of Generation Z. However, it is advisable for future research to include not only Generation Z but also participants from various generations. Expanding the research sample to different age groups can offer a more comprehensive insight into how perceptions of Virtual Tours may vary among different generations. Each generation might have different experiences, values, and preferences regarding technology and virtual experiences. By involving participants from different generations, future research can identify potential differences in the levels of acceptance, perceived benefits, and real visitation interest between Generation Z and other generations. This can assist companies and industry stakeholders in designing virtual experiences that are more inclusive and engaging for a diverse range of demographic groups. Moreover, considering additional variables that might influence perceptions and intentions for real visits, such as cultural or environmental factors, could also be a valuable contribution to future research. Thus, broader and more inclusive research can provide a deeper understanding of the impact of Virtual Tours among various generations and cultural contexts.