**Research Questionnaire**

**Role of Perceived Value in Understanding Tourist Experience and Post Experience**

**at Heritage Destinations**

**Instruction**

Please put a checklist (√) on the answer that you think is most appropriate. After filling in this questionnaire, ask you to give it back to the person who submitted this questionnaire the first time. Alternative answer statement:

Strongly Agree (SA) Weighted = 5

Agree (S) Weighted = 4

Less Disagree (LD) Weighted = 3

Disagree (D) Weighted = 2

Strongly Disagree (SD) Weighted = 1

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Statement | SA | A | LD | D | SD |
| ***Memorable Tourism Experience*** | | | | | | |
| 1. | I feel very happy because I have a new experience when visiting Borobudur Temple |  |  |  |  |  |
| 2. | I satisfy myself when I participate in the activities offered by Borobudur Temple |  |  |  |  |  |
| 3. | I really enjoyed this tour experience at Borobudur Temple |  |  |  |  |  |
| 4. | My vacation at Borobudur Temple was very exciting |  |  |  |  |  |
| 5. | I get a good impression of the people around Borobudur Temple |  |  |  |  |  |
| 6 | The people around Borobudur Temple are very friendly |  |  |  |  |  |
| 7. | My vacation at Borobudur Temple is a unique experience |  |  |  |  |  |
| 8. | My vacation at Borobudur Temple was different from previous experiences |  |  |  |  |  |
| 9. | I enjoy a sense of freedom during my vacation at Borobudur Temple |  |  |  |  |  |
| 10. | My vacation at Borobudur Temple is refreshing |  |  |  |  |  |
| 11. | I feel revitalized during my vacation at Borobudur Temple |  |  |  |  |  |
| 12. | When I took a vacation at Borobudur Temple, I felt that Borobudur Temple was a place I really wanted to visit. |  |  |  |  |  |
| 13. | I enjoy activities that I really want to do during my vacation at Borobudur Temple |  |  |  |  |  |
| 14. | I am interested in the main activity from my recent tourism experience at Borobudur Temple |  |  |  |  |  |
| 15. | My vacation at Borobudur Temple was quite exploratory |  |  |  |  |  |
| 16. | I feel that I gained a lot of knowledge during my vacation at Borobudur Temple |  |  |  |  |  |
| 17. | I feel that I experience a new culture during my vacation at Borobudur Temple |  |  |  |  |  |
| 18. | I feel that I did something meaningful while on vacation at Borobudur Temple |  |  |  |  |  |
| 19. | I feel that I did something important while on vacation at Borobudur Temple |  |  |  |  |  |
| ***Affective Commitment*** | | | | | | |
| 1. | I feel an "emotional connection" with Borobudur Temple |  |  |  |  |  |
| 2. | I have a sense of belonging to Borobudur Temple |  |  |  |  |  |
| 3. | I still want to visit Borobudur Temple even though there are many other tourist destinations |  |  |  |  |  |
| ***Storytelling Behaviors*** | | | | | | |
| 1. | I posted a photo to share the story of my vacation at Borobudur Temple with family and friends |  |  |  |  |  |
| 2. | I use social media to share stories of my vacation at Borobudur Temple with other people |  |  |  |  |  |
| 3. | I talk about my vacation at Borobudur Temple with other people by telling stories |  |  |  |  |  |
| 4. | I narrated my vacation experience at Borobudur Temple to other people |  |  |  |  |  |
| 5. | In conversation, I talk about my vacation through stories |  |  |  |  |  |
| ***Perceived Value*** | | | | | | |
| 1. | The package price is quite cheap at the Borobudur Temple destination |  |  |  |  |  |
| 2. | The quality of service at the Borobudur temple destination has a good reputation |  |  |  |  |  |
| 3. | Overall the quality of service at the Borobudur Temple destination is very valuable |  |  |  |  |  |
| 4. | I have broader knowledge about the history of Borobudur Temple |  |  |  |  |  |
| 5. | The price offered by Borobudur destination is affordable to buy |  |  |  |  |  |
| 6. | The package rates offered by the Borobudur destination are more reasonable compared to the prices of other destinations |  |  |  |  |  |
| 7. | The Borobudur destination gave a positive impression when visiting |  |  |  |  |  |
| 8. | I feel comfortable in the Borobudur destination |  |  |  |  |  |
| 9. | I feel happy at the Borobudur destination |  |  |  |  |  |
| 10. | I can easily get information about Borobudur destination packages and others supporting information |  |  |  |  |  |
| 11. | After visiting the Borobudur destination, there was a feeling of appreciating Indonesian culture |  |  |  |  |  |
| 12. | After visiting the Borobudur destination, there was a sense of admiration for the beautiful work of the temple |  |  |  |  |  |
| ***Destination Loyalty*** | | | | | | |
| 1. | I intend to visit Borobudur Temple in the future |  |  |  |  |  |
| 2. | Borobudur Temple will be my first choice for a vacation in Central Java |  |  |  |  |  |
| 3. | Borobudur Temple provides more benefits than other destinations in Central Java |  |  |  |  |  |
| 4. | I will suggest others to visit Borobudur Temple. |  |  |  |  |  |
| 5. | I will recommend Borobudur Temple to others to visit |  |  |  |  |  |

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