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Nature's Value: Unveiling How Perceived Value Drives Tourist Satisfaction and Social Media Recommendations

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Abstract: Nature-based tourism has gained significant popularity, prompting the tourism industry and local authorities to transform natural areas into major attractions. This type of tourism encompasses eco-tourism, conservation efforts, adventure activities, and island tourism, which aim to balance environmental, social, and economic development. Social media plays a vital role in promoting these destinations, as tourist often share their experiences and generate electronic word-of-mouth (eWOM) through posts, comments, blogs, and travel journals. Despite its importance, there is limited research on how the perceived value of nature-based tourism impacts tourist satisfaction and their intention to recommend via eWOM through social media, particularly in Pangkor Island. This study employs a quantitative approach, analyzing 160 survey responses using Structural Equation Modeling (SEM) with SmartPLS software. Results reveal that emotional and social value significantly influence both tourist satisfaction and the intention to recommend Pangkor Island through social media. Furthermore, tourist satisfaction mediates this relationship. However, perceived quality and price do not play a notable role in determining satisfaction or intention to recommend through social media. These findings provide useful insights for the tourism industry, aiding destination management in developing strategies to enhance and preserve Pangkor Island's appeal as a tourist destination.

Keywords: *Nature-based, Perceived Value, Tourist Satisfaction, Intention to Recommend, Social Media.*

1. Introduction and Background

Natural resources are one of the main tourism products. In the past few years, tourism activity that involves natural resources has been increasing rapidly (Carvache-Franco et. al., 2019). As you can see, nature-based tourism products have become more popular nowadays and it has become one of the factors why tourists travel to that particular place. Visiting nature-based places can improve individual health and welfare, connect people with the culture and nature, enhance social connections and also contribute to local economies. All these benefits can be an experience for a person and society and also sustained social development (Winter et al., 2019). Because nature-based tourism is growing fast, the tourism sector, local government, and other agencies have taken action to boost tourism within the related area to change natural sites into popular destinations.

Island tourism appears to be promoted for the conservation of the environment and social development while fulfilling the economic agenda. Malaysia is home to several beautiful islands across the world, as well as a diverse range of fish species, coral reefs, and other marine life (Zainuddin et. al., 2018). Redang, Langkawi, Tioman, Kapas, Perhentian, Sipadan, and Pangkor are among the most popular tourist destinations in Malaysia. To promote this product, social media plays an important role in making a destination well-known (Dedeoğlu et. al., 2020). Interaction in the dissemination of information involves those who have no interest in only one destination, but help to disseminate the information together to create viral marketing and create an impact on the brand image of the destination. Electronic word-of-mouth (eWOM) is often recognized to be one of the behavioral intents of tourists. On holiday, tourists create eWOM using words that are in the form of comments, posts, travel journals, notes, and blogs (Litvin et al., 2018).

The perceived value of the nature-based tourism may affect the willingness of a person to recommend some details to other people significantly (Caber et. al., 2020). Nature-based tourism is more likely to be promoted by tourists when they think that it has something special and should be experienced. The perceived value of nature-based tourism may depend on such items as the quality of the natural environment, the intensity of

service delivered by tour operator services and accommodation, and the whole experience experienced by the guest (Ban et. al., 2021). Several studies have investigated this relationship and found that tourist satisfaction plays a mediation role. Nature-based tourism plays a significant role in offering pleasure to tourists making them likely to be content with their stay (Huang et. al., 2020). In its turn, said satisfaction may increase the likelihood of referring others to the place (Marques et. al., 2021). This is referred to as the mediation effect where the subjective value of nature-based tourism interferes with intention to recommend based on tourist satisfaction (Ahn et al., 2020).

Nevertheless, little investigation indicates the intention to recommend the utilization of eWOM using social media in the context of nature-based tourism. Consequently, the study will discuss the interdependence between experienced value, tourist satisfaction and recommendation intention in the social media within the nature-based tourism context which prompts a number of research purposes. It has the following objectives: 1) to find out the effect of the perceived value of nature-based tourism on tourist satisfaction and desire to recommend the use of social media; 2) to establish whether satisfaction is a mediator between the tourist perceived value of nature-based tourism and desire to recommend the use of social media. This would be relevant because it would show what triggers amongst tourists the desire to recommend nature-based tourism to other people. In addition, knowing which among the perceived value attributes contribute most in determining intention to recommend can also serve as guidance in helping the policy makers and the tourism managers to adopt the best strategies of ensuring that the tourists' experience can be maximized and the numbers of tourists recommending nature-based tourism are maximized. Furthermore, the investigations into the mediating capacity of satisfaction in this study may be practically important with respect to the impact of satisfaction on the association between perceived value and intention to recommend with the help of social media. Through the identification of the processes through which satisfaction affects the relationship between perceived value and intention to recommend through social media, this study can potentially contribute to improving measures of tourism management that can enhance tourist satisfaction and elicit more positive recommendations. Overall, the findings of this study can have significant contributions to the promotion and development of nature-based tourism as a sustainable and attractive tourist destination.

2. Literature Review

Overview of Nature-based Tourism

Metin (2019) defined nature-based tourism as a form of tourism that engages various forms of activities which include swimming, diving, hiking, camping, picnicking, taking photographs, learning, and even spending time with those whom people love, in the realms of the natural locations that they feel to be different and intact. Sustainability and profitability are two key concepts whose role is critical in determining the success of nature-based tourism. The mission or task of the natural areas is to offer tourism activities opportunities and also identify appropriate tourist destinations. Tourism supporting factors determine the quality and quantity of the tourist attraction spots in natural environments and will depend on the tourists' visiting expectations (Metin, 2019).

Overview of Island Tourism

One of the well-known tourist attractions is Island tourism which is gaining popularity. Tourism of the island is regarded as one of the most significant tourist products of most countries, and it has served to ensure that the locals prosper economically (Hanafiah et. al., 2016). It is also grounded in the tourism product that is available on an island such as activities that can be undertaken on the island. One of the examples of any service or product that can be resold (so-called visited) and marketed to others is Island tourism (Sangpikul, 2018). Island tourism is a significant business sector in most regions around the globe including Malaysia. Not to mention that island tourism can have a significant impact on the environment and the culture of a location, emotionally providing people with a working workplace and economic benefits to the community (Alisa & Ridho, 2020).

Perceived Value

As Kadir and Shamsudin (2019) note, the image based on the perceived value of the product or service is presented as the difference between the difference between customer-predicted benefits and the perceived cost is attributed to the customer. It implies that it depends on the way the result value might determine

whether the overall consumer experience was substantial considering the money they paid or highly below the expectations. Products or services can make customers happy as long as they can meet their needs within a reasonable price limit that can be bought by the consumer (Shamsudin et al., 2018). In the meantime, Karjaluoto et. al. (2019), stated that the concept of customer perceived value refers to the attitude of the customer concerning whether the goods or services fulfilled his or her expectations. The principle of perceived value also presents ecotourism marketing packages with real-life implications on ecotourism marketing oriented at visitors (Kim and Park, 2017). Indeed, when perceived value becomes a one-dimensional number, when an objective methodology is applied to describe and quantify it, a contract center, be it as it may, is bound to become focused over the issues associated with value of cost of a protest or its utilitarian usefulness; this contract center, nevertheless, does not take long to be that which can be termed as the tourists discerning utilitarian value as it is associated with price, host- provider, benefit, and the core and social prestige of relations with staff, residents, and fellow tourists (Huang et al., 2019).

One of the oldest Multidimensional value models is the so-called PER VAL model, having four dimensions that exhibit the quality, emotional, price and social value (Sweeney and Soutar, 2001). Bihamta et al. (2017) define perceived quality as the cumulative quality or experiences rendered to the customers depending on the customers. It might not correspond to the actual performance but be influenced by the brand image and relative experiences of the same service by the patient with the services of the competitors (Keshavarz and Jamshidi, 2018). Tung et al. (2017) recognize the significance of emotional components in memory in addition to the fluidity of memory as far as tourist experiences are concerned. Pre-trip desire has been reported to be associated with the emotions reminisced in post-experience stories, which tourists usually share with others about this story (Tung et. al., 2018). The desired engagement is often the experience that is most forcibly remembered a bit later (Servidio and Ruffulo 2016), indicating that we have ordered what we are visiting to remember it even prior to the journey. Since the point of focus in this case is on the memories of emotional experiences, one must also address the offering of post-trip experience sharing discussions on social media. Some of the incumbent researchers have addressed the effects of sharing on the sharer and the receiver (Gannon et al., 2019).

The perception of prices is a highly significant and positively significant factor in making purchases. Pricing refers to exchanging value by consumers in the advantage of possessing or utilizing an exchange service product (Satriawan and Setiawan, 2020). There are three elements of product pricing namely fair prices, fixed prices as well and relative prices. Price is seen to be of significant impact on the perception of the consumer, and Satriawan and Setiawan (2020) assert that an intention will be formed in case the price corresponds to expectations. When the intentions of the consumers are stronger, they cannot avoid purchasing. The social value is relatable to the client's picture which is something that the buyer seeks to have altered. Since the tourism industry has a nature of high interaction between sightseers, neighborliness is advantageous to both suppliers and the community, social value is viewed as an essential element of seen esteem in the context of a tourism industry (Rasoolimanesh et. al., 2020). Indicatively, Kim et al. (2019) established that social value has no impact on shaping the loyalty of grocerant customers and it has very little effect on the behaviors and feelings of individuals.

Tourist Satisfaction

Valduga et al. (2019) argued that perception and satisfaction of tourists in a tourist destination were based on assessing different destination characteristics including but not limited to: lodgings and food, attractions, climate and image, products, availability, culture, communities, and price. Using the anticipations of the tourists in relation to the visitation of a tourist destination, Xu et al. (2019) examined the role played by positive and negative emotions in evaluating tourist satisfaction. Tourists who had a positive experience are more inclined to suggest and visit the same area again (Souza et. al., 2019). Tourists who have a positive travel experience are more inclined to return to the same location (Widjaja et. al., 2020).

Social Media

Social media is an internet-based application that brings content normally created by relevant experience and exchanged online with other users, such as text, photos, and videos (Seraji et. al., 2023). Social media marketing covers the following elements, which are online communities, interactions, content sharing, comfort, and reputation (Lacarcel & Huete, 2023). The main feature of social acceptance by advertisers and consumer media

as a means of communication is the role of 'virality' or amplification of one's views to get a bigger audience by exchanging text and visual media (Pourkarim et al., 2022). Patra et. al. (2022) stated that social media has changed the situation dramatically. In terms of customer perspective, it has allowed the end-user to search, schedule, and customize their holiday packages in a way that has not been possible via conventional information methods (Kumar et. al., 2022). While on the service provider side, it has helped cater to a globalized market by creating, managing, and distributing worldwide offerings (Kopalle et. al., 2022).

Intention to Recommend

Intention to recommend is a type of behavioral intention. Hashemi et. al. (2023) identified intention to recommend as the greatest predictor of good behavioral outcomes from pleasant visitor encounters. The informal communication about the seller and its products or services that is targeted towards other consumers is described as the intention to suggest or give word of mouth (Putri, 2022). In comparison to the others, word of mouth is considered a highly trustworthy information service that involves offering recommendations, promoting purchases, and passing along good feedback (Chopra et. al., 2022). Customers are especially driven to spread eWOM because they believe it will have a favorable impact on how they are viewed by the user community, in addition to the benefits they will get (Luc, 2023). Helping others, expressing happiness, expressing successful experiences, warning others, safeguarding others, and sharing successful experiences are the most significant motivations for visitors to contribute information via eWOM (Albattat & Shareeza, 2023).

Electronic Word of Mouth (e-WOM)

The Internet enables consumers worldwide to anonymously share their experiences with products and services through social media platforms (Pandey & Sahu, 2020). Electronic word-of-mouth, or eWOM, has helped brands gain prominence in social media advertisements. The eWOM communication is essential to social media in such a way that the power of a speech lies with the generator of content passing on to the members of their community, which in turn is passed on to other members, giving the communication a sense of virality (Kakirala & Singh, 2020).

Hypotheses Development

Perceive Value and Intention to Recommend Through Social Media

Carlson et al. (2019) found that brand social media values influence consumer involvement positively. Perceived value enhances positive eWOM, according to previous studies in the e-commerce environment (Shaikh et al., 2018). Customers in social commerce utilize a variety of techniques to spread eWOM, including recommendations, referrals, ratings, reviews, and forums. Customers are especially driven to spread eWOM in this setting because, in addition to the benefits, they believe it will improve how they are viewed by the user community (Lee et al., 2012). Therefore, the following hypotheses are proposed:

H1a: There is a significant relationship between the perceived quality and intention to recommend through social media.

H1b: There is a significant relationship between perceived emotional and the intention to recommend through social media.

H1c: There is a significant relationship between perceived price and intention to recommend through social media.

H1d: There is a significant relationship between perceived social and intention to recommend through social media.

Perceived Value and Tourist Satisfaction

Satisfaction occurs when one's expectations are satisfied by the experience's consequences (Chan et. al., 2021). Service, value-added extras, price savings, convenience, and emotional outcomes are among the factors that customers consider while making purchases or exchanging items (Miao et al., 2021). In the tourist business, perceived value has a positive influence on satisfaction (Paulose & Shakeel, 2021). As a result, the following hypotheses are proposed:

H2a: There is a significant relationship between perceived quality and tourist satisfaction.

H2b: There is a significant relationship between perceived emotional and tourist satisfaction.

H2c: There is a significant relationship between perceived price and tourist satisfaction.

H2d: There is a significant relationship between perceived social and tourist satisfaction.

Tourist Satisfaction and Intention to Recommend Through Social Media

Previous studies looked into the impact of satisfaction on loyalty and intention to recommend. Abuamoud et. al. (2018) looked at the link between tourist satisfaction and loyalty. Valle et. al. (2006) looked at how tourist satisfaction impacts their loyalty and intention to recommend. The results show that tourist satisfaction and loyalty are favorably and strongly connected, and this relationship leads to the intention to recommend. In contrast, Prayag et. al. (2017) discovered that the level of satisfaction influenced the intention to recommend. When tourists are happy, they are more likely to suggest a location. Therefore, the following hypothesis is proposed:

H3: There is a significant relationship between tourist satisfaction and intention to recommend through social media.

The Mediating Effect of Tourist Satisfaction

Mediation is a key methodological concept in the social sciences. The objective of a mediating effect study, according to Baron & Kenny (1986) and Yuan & MacKinnon (2009), is to identify whether the relationship between the independent and dependent variables is largely attributable to the mediating variable. The accuracy of the mediating effect analysis is essential for understanding the link and mechanism between the independent and dependent variables. Tourist satisfaction has been proven to be a useful mediating variable in a lot of previous tourism research. (Wang & Hsu, 2010). Therefore, the following hypotheses are proposed:

H4a: There is a significant mediating role of tourist satisfaction in the effect of perceived quality on the intention to recommend through social media.

H4 b: There is a significant mediating role of tourist satisfaction in the effect of perceived emotion on the intention to recommend through social media.

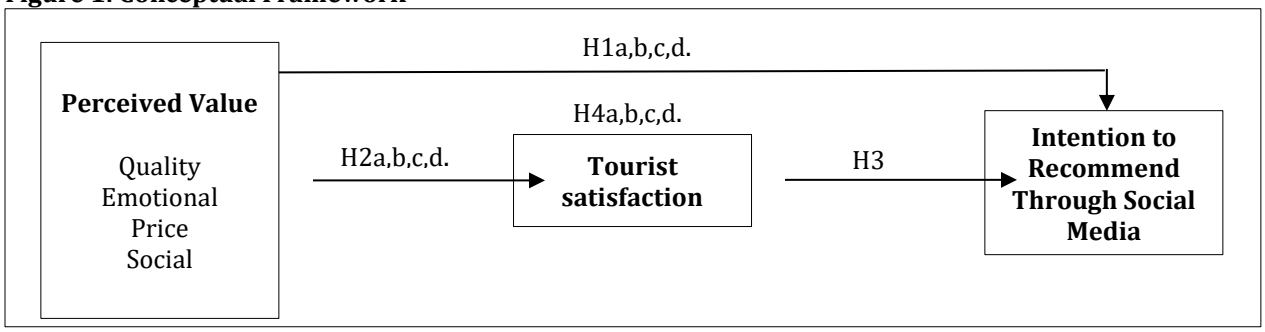
H4c: There is a significant mediating role of tourist satisfaction in the effect of perceived price on intention to recommend through social media.

H4d: There is a significant mediating role of tourist satisfaction in the effect of perceived social on intention to recommend through social media.

Conceptual Framework

The study framework of this study contains three variables, which are the perceived value of nature-based tourism (independent variables), tourist satisfaction (mediating variable), and intention to recommend (dependent variable). The conceptual framework of the study is presented in Figure 1.

Figure 1: Conceptual Framework



3. Research Methodology

This study employed a quantitative method to determine the cause-and-effect relationship between two or more variables (Creswell, 2003). The research was conducted in a natural, non-contributory setting, which meant that the activities occurred regularly and without interference (Ariffin & Zahari, 2013). The study focused on travelers aged 18 and older who had visited Pangkor Island within the previous five years. This age group was chosen because people above the age of 18 are seen to be capable of making informed decisions that result in accurate and trustworthy responses (Cacioppo and Petty, 1979). Power analysis was utilized to calculate the sample size, as has been recommended in recent research (Hair et al., 2019). The G*Power 3.1.9.7 program, which is frequently used by business and social science researchers (Faul et al., 2009), predicted that a mediation model would require at least 146 participants. The study received 160 responses, reaching the

minimum threshold. The study was primarily analyzed with SPSS and PLS-SEM via SmartPLS software. Data was collected via self-administered and online questionnaires with four sections: (1) Demographic profile, (2) perceived value, (3) tourist satisfaction, and (4) intention to recommend through social media. It was developed and altered based on the variables in the research framework received from the literature review. Items in each dimension were derived from prior literature and certain adjustments were made to meet study aims.

4. Results

Respondent Profile

Table 1 shows a total of 160 people responded, with males (n=77) and females (n=83) being the most common genders. Males account for 48.1 percent of the study's participants, while females account for 51.9 percent. The total number of respondents in this research (n=160) reflected the tourist population in the research area. In this study, 55.6 percent (n=79) of respondents were between the ages of 21 and 30, 31.3 percent (n=50) were between the ages of 31 and 40, 8.8 percent (n=14) respondents were between the ages of 41 and 50, 6.3 percent (n=10) respondents were between the ages of 18 and 20, 4.4 percent (n=7) respondents were between the ages of 51 and 60, and there are no respondents were between the ages 61 and above. The biggest percentage of 61.9 percent (n=99) of respondents were from Malaysia. The second largest is from Chinese respondents, which is 18.8 percent (n=30). Then followed by Indian respondents, which is 13.1 percent (n=21). The lowest respondent is others with only 6.3 percent (n=10).

Table 1: Demographic Profile

Variable	Frequency	Percentage (%)
Gender		
Male	77	48.1
Female	83	51.9
Age		
18 – 20	10	6.3
21 – 30	79	55.6
31 – 40	50	31.3
41 – 50	14	8.8
51 – 60	7	4.4
61 and above	0	0
Race		
Malay	99	61.9
Chinese	30	18.8
Indian	21	13.1
Others	10	6.3

Reliability and Validity Analysis

Model measurements were undertaken to ensure instrument reliability and validity. Table 2 shows that all constructs have good Cronbach's alpha scores of 0.70 or higher. Furthermore, the structures' composite reliability was outstanding. Hair et al. (2017) found that the constructs had a composite reliability score of greater than 0.70, indicating strong reliability. The average variance extracted (AVE) for all constructs exceeded 0.50. Thus, convergent validity is established (Hair et al., 2017)

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Table 2: Reliability Analysis

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Quality	0.770	0.852	0.591
Emotional	0.908	0.929	0.685
Price	0.789	0.876	0.702
Social	0.873	0.903	0.610
Satisfaction	0.928	0.942	0.698
Intention to Recommend Through Social Media	0.828	0.897	0.744

Hypotheses Testing

Figure 2 illustrates the study's direct path hypothesis testing using 5000 bootstrap subsamples and a 95% confidence interval. Hair et al. (2017) found a statistically significant relationship based on indicators such as p-value (below 0.05) and t-value (greater than 1.96). The analysis in Table 3 revealed that only three emotional hypotheses (β = 0.341, t = 2.633, p = 0.009), social (β = 0.205, t = 2.662, p = 0.008), and satisfaction (β = 0.779, t = 0.049, p = 0.000) were significantly associated with intention to recommend through social media, while another two hypotheses which are quality (β = 0.067, t = 0.801, p = 0.423 and price (β = 0.114, t = 1.095, p = 0.273) were found to be statistically insignificant. Besides that, the analysis also shows that only two emotional hypotheses (β = 0.437, t = 2.872, p = 0.004 and social (β = 0.263, t = 2.741, p = 0.006) were significantly associated with tourist satisfaction while another two hypotheses which are quality (β = 0.086, t = 0.785, p = 0.433) and price (β = 0.146, t = 1.067, p = 0.286) were insignificant. Furthermore, this study also shows that only two emotional hypotheses (β = 0.341, t = 2.633, p = 0.009 and social (β = 0.205, t = 2.662, p = 0.008) have a significant mediating role of tourist satisfaction in the effect of perceived quality on intention to recommend through social media while another two hypotheses which are quality (β = 0.067, t = 0.801, p = 0.423) and price (β = 0.114, t = 1.095, p =0.273) were found to be insignificant, (p-value > 0.05 and t-value < 1.96).

Figure 2: The Structural Equation Modelling Analysis

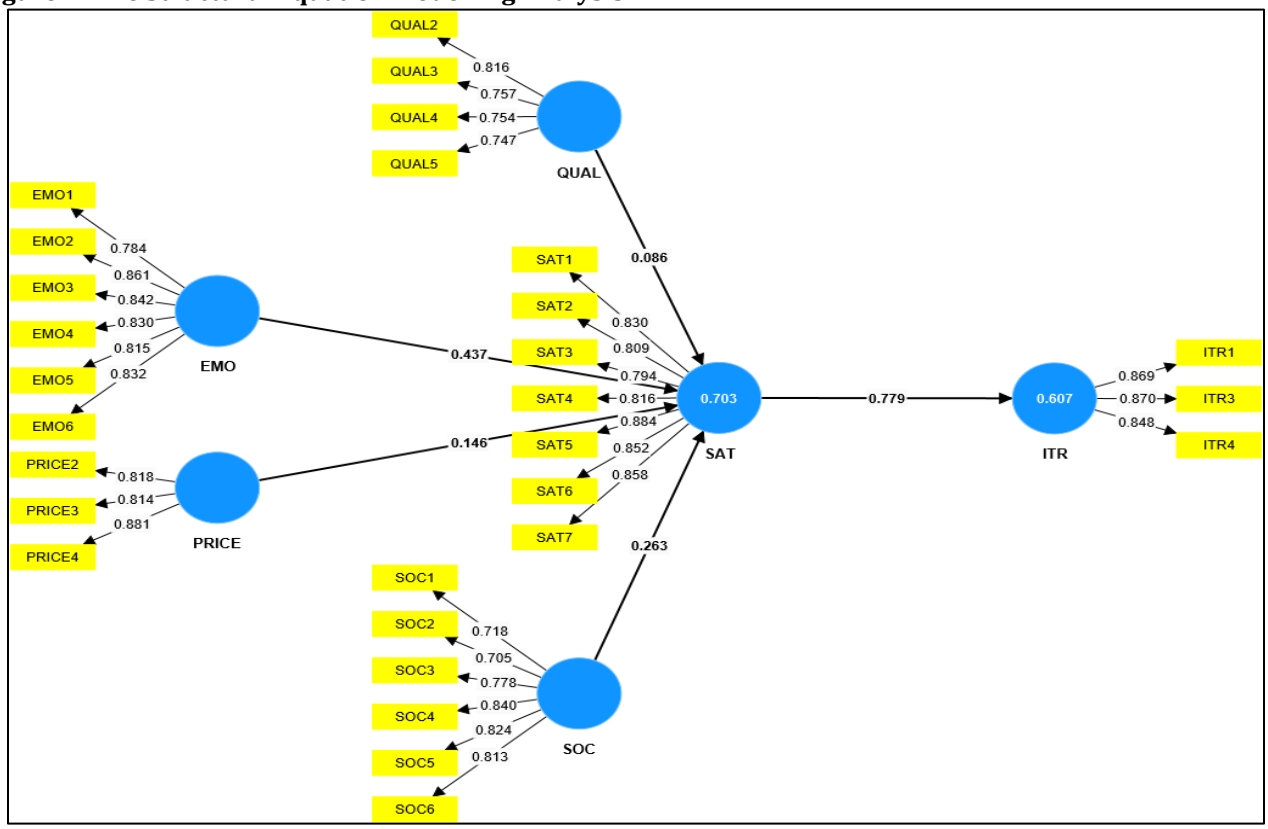

Table 3: Results of Hypothesis Testing

Hypotheses	Path Coefficient	STDEV	t-value	p-value	R^2	Decision
H1a	0.067	0.084	0.801	0.423	0.605	**Insignificant**
H1b	0.341	0.129	2.633	0.009		**Significant**
H1c	0.114	0.104	1.095	0.273		**Insignificant**
H1d	0.205	0.077	2.662	0.008		**Significant**
H2a	0.086	0.109	0.785	0.433	0.694	**Insignificant**
H2b	0.437	0.152	2.872	0.004		**Significant**
H2c	0.146	0.137	1.067	0.286		**Insignificant**

H2d	0.263	0.096	2.741	0.006	**Significant**
H3	0.779	0.049	16.020	0.000	**Significant**
H4a	0.067	0.084	0.801	0.423	**Insignificant**
H4b	0.341	0.129	2.633	0.009	**Significant**
H4c	0.114	0.104	1.095	0.273	**Insignificant**
H4d	0.205	0.077	2.662	0.008	**Significant**

Discussion

The emotional impact of a visit to Pangkor Island considerably increases tourist satisfaction and willingness to promote the place via social media. The positive path coefficient indicates a strong and statistically significant association, implying that pleasant emotions felt during the visit increase both satisfaction and the chance of recommending the island on social media. When it comes to tourist experiences, Tung et al. (2017) highlight the relevance of emotions in remembering, as well as memory's malleability. Positive holiday memory sharing has a greater influence on individuals who "know" the sharer and are similar to them. Similarly, perceived social interactions and experiences have a considerable impact on satisfaction and the intention to recommend, emphasizing the relevance of social components in the overall tourist experience. Rasoolimanesh et al. (2020) also observe that social value is considered to play a crucial role as a factor of perceived esteem in the tourist industry. In addition, the satisfaction of tourists significantly and strongly affects the intention to recommend. It is justified by the studies conducted by Prayag et al. (2017), where it was found that the degree of satisfaction was the determinant of intention to recommend. The p-value is an unusually low number and this implies that there is a lot of confidence regarding the association of delighted tourists advising other tourists of Pangkor Island at all times.

Nonetheless, the findings of the study reveal that perceptions of quality and price are not relevant predictors of tourist satisfaction and intention to recommend Pangkor Island via social media. There exists a stereotyping of tourists regarding the degree of services and facilities in major tourist destinations. In most cases where these expectations are elicited, there might not be a positive influence on satisfaction and recommendation intention. This follows up on the findings of Chen and Chen (2010) who found that beyond some quality the extra quality improvement did not significantly enhance the satisfaction of the tourists and intention to recommend. Moreover, tourists, to a particular extent those visiting captivating or novel places like Pangkor Island may not be that sensitive to price as much as they reckon that the overall experience is worth having. This is affirmed by the findings of Alegre and Garau (2010) which established that to a number of tourists, the values of experiences as a subset of unique experiences surpass pricing issues.

In addition to that, the study concluded that tourist satisfaction has a significant influence on the relation between perceived emotional, perceived social, and intent to recommend Pangkor Island using the so-called social media. This implies that the agreeable emotional and social experiences during one trip would enhance the level of satisfaction of the tourist, leading to higher chances of the potential recommendation of the location. Tourist contentment as a form of bridging allows the happiness of emotions and social experience to relate to the social media intention to recommend. Happy customers tend to refer a vacation spot because they will convert their pleasant experience and relations into part of their total experience of the journey. Ryu et al. (2012) have supported this mediating role by finding that satisfaction is the mediator between pleasant experiences and target recommendations. Further, Positive emotions that come as part of the visit also significantly boost tourist pleasure. This feeling of happiness, excitement, or rest results in a greater appreciation of the whole environment when there is a tourist experiences these emotions. As Hosany and Gilbert (2009) found out, good emotional reactions are closely connected with elevated levels of tourist satisfaction leading to behavioral intentions kind of intentions as intention to recommend. All these activities are significant during the interaction with the residents and other tourists and the events held in the community, as they add to the pleasure of tourists. Pull social interactions create a feeling of a place of belonging and pleasure, therefore contributing to a feeling of greater satisfaction. Lee et al. (2013) state that social interactions significantly affect tourist satisfaction which subsequently affects their tendency to recommend the location.

Nevertheless, the research finds that the perceived price, perceived quality, and intention to recommend Pangkor Island have no mediating roles with priority to social media through tourist satisfaction. Surprisingly,

many modern tourists have listened to unique experiences that are easily recalled rather than using conventional and linear quality standards. According to Mahdzar et al. (2020), the overall experience, rather than the perceived quality of particular services or facilities has a higher impact on the satisfaction and behavioral intention shaping of the experience economy. Also, tourists tend to plan their tours and are psychologically ready for the cost attached to the same. Lee et al. (2011) explain that perceived price does not affect the level of satisfaction and recommendation among a considerable number of travelers since the spending is anticipated and planned. The fact that the mediating effect of visitor satisfaction as shown by perceived quality, perceived price, and intention to recommend Pangkor Island using social media is not significant indicates that perceived quality, perceived price, and intention to recommend Pangkor Island using social media may not be defining factors of the tourist behavior in this setting. The tendency of tourists to choose emotional and social experiences, rather than old-fashioned quality and prices, means that only a small contribution to satisfying and referral intentions might be made. This observation can be justified based on previous studies which show that current tourists desire special experiences more than quality and price. Destination managers must then focus more on enhancing the experiential attributes to be able to maximize the happiness of the tourists and influence a favorable word of mouth.

5. Managerial Implications and Recommendations

The research findings present significant implications for the tourist sector and management of tourism destinations particularly those involving nature-based tourism destination management like the Pangkor Island. The fact that emotional and social experiences are huge contributors to visitor satisfaction and recommendation intention in terms of social media underlines the fact that destination managers should work towards the development of emotionally sensitive and socially interactive tourist experiences. Strategies to attain pleasant emotion arousal and worthy social bonds should be oriented toward the achievement of activities. These might comprise joint environmentally friendly tourism interaction, community welfare, and giving the tourists a chance to relate with the local community and their civilization. With the priority given to the above areas, the tourism managers may enhance the satisfaction of tourists in general, create positive eWOM, and make the destination more attractive and more sustainable.

Although there is good knowledge gained during this study, it further presents chances for additional research. The future study can investigate specific areas of emotional and social experiences that most impact on tourist satisfaction and recommendation intentions. Moreover, the research could examine the perception of the value of nature-based tourism by the various groups in society and how these influence their satisfaction and eWOM activities. Longitudinal research might also be conducted to identify the way in which the attitude and behavior of tourists evolve with time in regard to the fluctuation of the tourism offers and the destination management methods. More so, this will help to spread the study to other nature-based tourism locales to help support the results and offer a more detailed insight into the factors affecting satisfaction and recommendations in the sphere that is emerging as the model tourism industry.

Conclusion

The central research question of this work is to study the impact of the perceived value of nature-based tourism on the intention to recommend, mediated through tourist satisfaction, via social media. Significantly to mention, the research was able to achieve its objectives following the stringent research methodology as it was able to address the research questions and support the hypotheses. The conclusions drawn are that the emotional and the social value in the perceived value plays a great role in the satisfaction of the tourists and any future recommendation they will have with the recommendation of Pangkor Island as an ideal destination using social media. These findings highlight the fact that the emotional and social experience of tourists is critical in terms of the overall satisfaction influencing the positive wording on social media. They further point out the necessity of such priorities as to increase the value of loyalty to destinations to raise positive marketing by word-of-mouth in response to nature-based tourism.

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