The Effect of Shopping Enthusiasm, Shopping Motivation, and Visiting Experience on Tourist Satisfaction in East Java Tourism Village

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Abstract: The tourism village is a government program that aims to reduce poverty in the community around the tourist village. Sustainable tourism development can be realised by developing tourist destinations from the smallest unit, the village level because most tourist activities are there. This is the background of research on the influence of tourist village services on tourist satisfaction in tourist villages in East Java. This study uses quantitative methods to determine the potential for tourist satisfaction with the shopping experience in tourist villages in East Java. Researchers analysed tourist satisfaction through questionnaires or questionnaires distributed to respondents who had experience visiting tourist villages in East Java. The conceptual framework was developed to explain and understand tourist satisfaction with the tourist village experience in East Java. Tourists most likely do bargaining to buy an item they want, and getting a low and reasonable price is an exceptional satisfaction for tourists in Shopping. Nevertheless, the results of the analysis that have been obtained show that tourists prefer to visit tourist villages to enjoy a quieter rural atmosphere.

Keywords: enthusiasm level, shopping motivation, experience, tourist satisfaction, tourism village

A. INTRODUCTION

Efforts to increase MSME sales (Karimah et al. 2021; Mujanah and Pristiana 2021; Mujanah and Yustini 2022). Shopping is an activity to meet the needs in one's life, but many people do Shopping not only that but also to relieve stress and boredom and are just interested in the promos on offer. Shopping is currently not only done in urban areas. However, it is also a tourist activity in rural areas because many people have developed villages as an economic source for the local community. One of them is by developing the village's potential as an opportunity to become a tourist village. That way, the community in the village can develop tourism based on the potential that exists in the village, the community can participate in selling typical souvenirs to tourists visiting the tourist village, and for that, it must be appropriately managed, and this can be done by providing management assistance.

Shopping tourism villages are a growing phenomenon in many destinations and can be an essential tool for regional development (Govers, Jansen-Verbeke, and Go 2000). For example, identifying tourism/recreational shopping is not only one, but is often the best development alternative for declining rural areas. Shopping can be identified into four attribute dimensions, namely tangibles quality, staff service quality, product value, and product reliability that affect tourist satisfaction in shopping (Heung and Cheng 2000).

The development of tourist villages must be interesting to visit so that it can be achieved following what is expected, among others, by providing satisfaction to visitors, and this will be an essential key in increasing the number of visits, tourists, both for the first time and tourists who make repeat visits (Mujanah, 2015). Tourist satisfaction can also lead to visitor loyalty, increasing economic added value for the

local community and surrounding areas (Siregar 2021). Increasing visitor satisfaction at tourist attractions can be developed continuously because growing visitor satisfaction can potentially increase product selling power and long-term market share. Tourist satisfaction can also facilitate local MSMEs' promotional products and services.

Visitors in the tourism village generally enjoy the beautiful facilities provided by the tourist village manager; however, it is not uncommon that visitors also hope to get a shopping experience for whatever is available and sold at tourist attractions; the shopping experience is a mixture of product perceptions, services and place. Thus, the services and merchandise retailers and vendors provide are essential to the destination experience (Tosun 2007). An unforgettable experience while in a tourist village attracts visitors because it offers a variety of entertainment and sights to enjoy in one place ((Kiran and Jhamb 2011). Visitors who come from various regions will get the experience of enjoying tourist attractions and shopping for souvenirs and culinary. This is like the results of research, which state that the online shopping experience has a significant effect on customer satisfaction; the better the online shopping experience that customer get, the more customer satisfaction will increase (Theresia and Wardana 2019). Likewise, shopping in tourist villages will increase the satisfaction of tourist village visitors.

Shopping in an attractive and diverse environment can create a free shopping experience. Tourist Shopping Habitat (TSH) assumes that shopping locations in tourist attractions will lead to various utilitarian activities (Yu and 2007). The qualities of a shopping environment that are attractive to tourists include the diversity and uniqueness of products; a variety of high-quality shops. Supporting facilities such as restaurants, pubs and entertainment facilities, good pedestrian access and parking facilities, and a multi-functional environment ensures the place feels alive (Jansen and Verbeke 1998).

The results show that tourists desire to talk to salespeople, spend more time browsing and exploring products, and spend more money than initially planned. In addition, if the shopping area is clean, it can attract customers and compete. With other sellers because tourists believe that shopping areas can provide a pleasant shopping experience and added value, and are more likely to return (Yu and 2007). Other studies have identified the importance of product selection and in-store atmosphere as influences on tourists' emotions and behaviour related to Shopping (Evanschitzky et al. 2003).

The provision of tourist facilities can be in the form of attractive facilities that visitors can enjoy, culinary offerings, and other products that visitors can purchase because visitors come not only to see and enjoy tourist attractions but also to shop. Shopping is a behavioural impulse that makes consumers satisfy their internal needs (Jin and Kim 2003). Often this shopping motivation is called the term hedonic Shopping, which is related to the pleasure and enjoyment obtained from the experience of Shopping and getting a feeling of joy (Lee, Noh, and Kim 2013). Hedonic shopping motivation is an appropriate motivation to describe shoppers because it is intrinsic. Thus, hedonic shopping motivation is a human urge to shop based on emotional responses, enjoyment, desires and aesthetic considerations. The results of other studies suggest that the importance of different or varied motivations is related to the level of involvement of a shopper's product and a par-

ticular shopping situation (Arnold and Reynolds 2003). In this study, shopping motivation is aimed at tourists who shop in tourist villages in East Java which will be associated with tourist satisfaction. This result is also shown by another study which states that experimental shopping motivation has a significant effect on customer satisfaction and loyalty (Arnold and Reynolds, 2003).

The results showed that the level of shopping involvement was identified into three buyer segments: shopping enthusiasts, regular shoppers, and shopaholics [9]. Consistent with the results of other studies on shopping involvement and motivation (Evanschitzky et al., 2003). Tourist visitors vary according to the level of involvement of the shopper and the particular shopping situation (Evanschitzky et al. 2003). Other studies have also revealed that recreational shoppers vary in their identification with Shopping, and at the highest levels of intensity may use Shopping as a form of self-definition.

1. Shopping Enthusiasm

Enthusiasm is strong enthusiasm for one cause or subject, a fiery passion or interest (Sucipto Ajisaka (2008)". Meanwhile, Andrei Wongso (2008) states that enthusiasm is a feeling of being thrilled to achieve something, which means when he has enthusiasm or enthusiasm in himself, he will be thrilled to achieve his dream. Based on the above understanding, enthusiasm is excitement or burning enthusiasm that is interest in new things. In this case, it is shopping enthusiasm, and it can be said that if someone has shopping enthusiasm, then that person has the enthusiasm to buy something. According to Wikipedia, Shopping is the acquisition of goods or services from sellers to buy at

that time. Shopping is also defined as an activity of selecting and buying.

According to Kotler and Keller (Adi, 2015), the level of enthusiasm for Shopping states that consumer buying interest is a consumer behaviour where consumers desire to choose, use, and consume or even want a product offered. The indicator of the level of shopping enthusiasm is shopping opportunity frequency of shopping time, frequency of shopping activities.

2. Motivation to Visit Tourist Village

According to Setiadi (2003), motivation encourages consumers to buy products because of the product's functional benefits and objective characteristics and is also called rational motive. Suryabrata (2010: 70) also argues that motive is a condition in a person's personality that encourages individuals to carry out certain activities to achieve a goal. In other words, motivation is a state of mind and mental attitude that provides energy and encourages humans to carry out an activity. According to Pitana and Gayatri (2005:59), a person's travel motivation is influenced by two factors, namely the tourist's internal factor (intrinsic motivation) and external factors (extrinsic motivation). According to Maslow's hierarchy of needs theory, intrinsic motivation is formed from humans, namely physiological, security, social, prestige, and self-actualization. Furthermore, for extrinsic needs, the motivation formed is influenced by two external factors, such as social norms. Family influences, pressures, and work situations are internalised and develop into psychological needs.

According to (Pitana and Gayatri 2005:58), motivation is primary in studying tourists and tourism because motivation triggers the travel

process. However, this motivation is not based on being full of tourists themselves. According to Winardi (2000:137), motivation is related to the idea of movement. If we state it very simply, then a motive is something that encourages or moves us to behave in a certain way.

A person's decision to travel is influenced by the strength of the push and pull factors. The driving factors are generally socio-psychological or are person-specific motivations, while the pull factors are destination-specific attributes. Internal motivation is a driving factor for a tourist, and the following motivation is external motivation which is a pull factor originating from the attributes of a destination. With the driving factor, someone wants to go on a tour, but it is unclear which area/country to visit.

In this study, the motivation to visit a tourist village is aimed at tourists who visit villages in East Java and will be associated with tourist satisfaction. This result is also shown by another study which states that experimental shopping motivation has a significant effect on customer satisfaction and loyalty (Arnold and Reynolds, 2003). Indicators of motivation to visit the village are unique local experiences, holidays, entertainment, and comfort in a rural atmosphere.

3. Shopping Experience

Elements of importance of shopping experience according to (Liang and Huang, 1998). Experience is considered necessary in shaping customer perceptions of online retailers' expectations. It has been stated that customers who shop continuously have a high rate of continuing to shop. The shopping experience is a mixture of product perceptions, services and place. Visitors in the tourism village generally enjoy the beautiful facilities provided by the tourist village manager. However, visitors do not often hope to get a shopping experience for whatever is available and sold at tourist attractions.

Thus, the services and merchandise retailers and vendors provide are an essential part of the destination experience (Tosun 2007). An unforgettable experience while in a tourist village attracts visitors because it offers a variety of entertainment and sights to enjoy in one place ((Kiran and Jhamb 2011). Visitors who come from various regions will get the experience of enjoying tourist attractions and shopping for souvenirs and culinary. This is like the research results, which state that the online shopping experience has a significant effect on customer satisfaction. The better the online shopping experience customers get, customer satisfaction will increase (Theresia and Wardana 2019). Likewise, shopping in tourist villages will increase the satisfaction of tourist village visitors. The indicators of the importance shopping experience element are the store attributes, the store attributes, the existence of good shopping services, and the existence of products typical of the village.

4. Tourist Satisfaction

According to Kotler & Armstrong (2012), purchasing is a decision in purchasing what to buy, when to buy, how to buy it and where to buy it. In this study, tourist satisfaction can also be referred to as customer satisfaction, which is the satisfaction of customers with the products or services they get from manufacturers. In other words, customer satisfaction is closely related to whether or not customers are happy with our products and services.

According to Siregar (2021), tourist satisfaction can also lead to visitor loyalty, increas-

ing economic added value for the local community and surrounding areas. Increasing visitor satisfaction at tourist attractions can be developed continuously because growing visitor satisfaction can potentially increase product selling power and long-term market share. Tourist satisfaction can also facilitate local MSMEs' promotional products and services. Customer satisfaction indicators are spending free time, comfort, attractive destinations and as expected.

5. Conceptual Framework and Hypotheses

Based on the literature on shopping in tourist villages, a conceptual framework was developed to explain and understand tourist satisfaction and its relationship to shopping enthusiasm, motivation, and shopping experience in East Java. The framework presented in Figure 1.
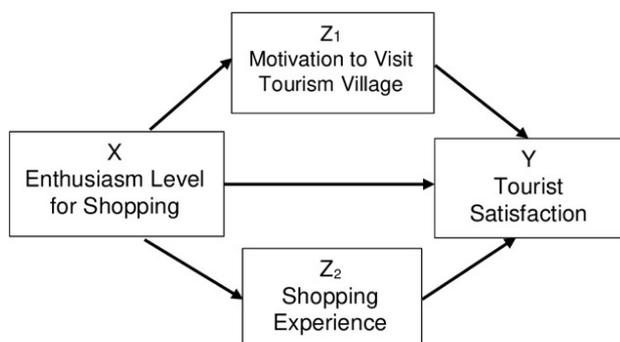
Figure 1 Conceptual Framework

Based on the conceptual framework above, the hypothesis in this study is formulated as follows:

H1: The level of enthusiasm for shopping has a significant effect on motivation to visit tourist villages in East Java

H2: The level of enthusiasm for shopping has a significant effect on the shopping experience of tourist villages in East Java

H3: The level of enthusiasm for shopping has a significant effect on the satisfaction of visitors to tourist villages in East Java

H4: Motivation significantly affects tourism satisfaction in tourist villages in East Java.

H5: Shopping experience in tourist villages significantly affects tourist satisfaction in tourist villages in East Java.

B. RESEARCH METHODS

The approach used in this study is a quantitative approach with data collection techniques through a survey with a questionnaire instrument given to the respondents. While the population in this study was all people of East Java who had visited the tourist village, the sample was taken from as many as 240 people who had visited the village in the Malang, Ponorogo, Banyuwangi, and Gresik areas. The location of the tourist village is taken purposively by choosing an area with a tourist village. Meanwhile, respondents are limited, namely, those who have visited tourist villages and those who are 20–50 years old, considering that this age range is expected to be able to answer questions or questionnaires correctly.

This study uses primary data sources from a survey with a questionnaire instrument designed using a likely rating scale of 1–5 with answers from strongly agree to disagree strongly. Then the data is processed using the PLS-SEM analysis tool because PLS-SEM is expected to be able to explain the effect on the types of reflective and formative indicators in a sample size that is not too large.

The variables in this study can be defined conceptually and operationally as follows:

1. Shopping enthusiasm level is enthusiasm level states that consumer buying interest is a

consumer behaviour where consumers have a desire to choose, use, and consume or even want a product offered (Kotler and Keller 20150), and the indicators of enthusiasm level shopping are as follows: (1) shopping opportunity (2) frequency of shopping time (3) frequency of shopping activities

2. According to Suryabrata (2010), motivation is a condition in a person's personality that encourages individuals to carry out certain activities to achieve a goal. In other words, motivation is a state of mind and mental attitude that provides energy and encourages humans to carry out an activity. And the indicators of motivation were (1) Unique local experience; (2) Holiday; (3) entertainment; and (4) rural atmosphere

3. Shopping experience (Liang and Huang, 1998). Experience is considered necessary in shaping customer perceptions of online retailers' expectations. Stated that it has found customers who shop continuously have a high rate of continuing to shoppe. Moreover, the indicators of these variables were (1) shope attributes, (2) shopping services, and (3) distinctive products.

4. Customer satisfaction (Kotler & Armstrong 2012) define purchasing decision as a decision in purchasing what to buy, when to buy, by how to buy it and where to buy it. Furthermore, the indicators of costumer satisfaction were (1) spending free time, (2) an interesting destination, (3) according to expectations.

C. RESULTS AND DISCUSSION

This research was conducted at tourist village locations in East Java to obtain information about what factors can affect people's satisfaction in visiting tourist villages in East Java, significantly whether shopping enthusiasm, shopping motivation and shopping experience can affect their satisfaction in visiting tourist villages, that way it can be considered in the development of tourist villages in the East Java area. Before the analysis, the characteristics of the respondents involved in this study are described.

Table 1 Characteristics of Respondents by Gender

Gender	Amount	Frequency
Man	108	45%
Woman	132	55%
Total	240	100%

Table 1 shows that the number of respondents in this study was 240 people who had visited tourist villages in East Java, of which there were 108 (one hundred and eight) or 45% men and 55% women. This indicates that women travel more in tourist villages than men.

If you look at the age of the respondents, it turns out that the most visiting tourist villages are those who are between 26–35 years old, which is around 36%, while the second most are 15–25 years old, and the least is over 51 years old. This indicates that people who like to visit tourist villages in East Java are relatively young and under 50 years old. It is possible that visiting tourist villages can be used to refresh and enjoy the potential that exists in the visited villages.

Table 2 Characteristics of Respondents by Age

| Age Range	Amount	Frequency
15–25 Years	56	23.33%
26–35 Years	87	36.25%
36–40 Years	48	20.00 %
41–50 Years	31	12.92%
Over 51 Years	18	7.50%
Total 240		100.00%
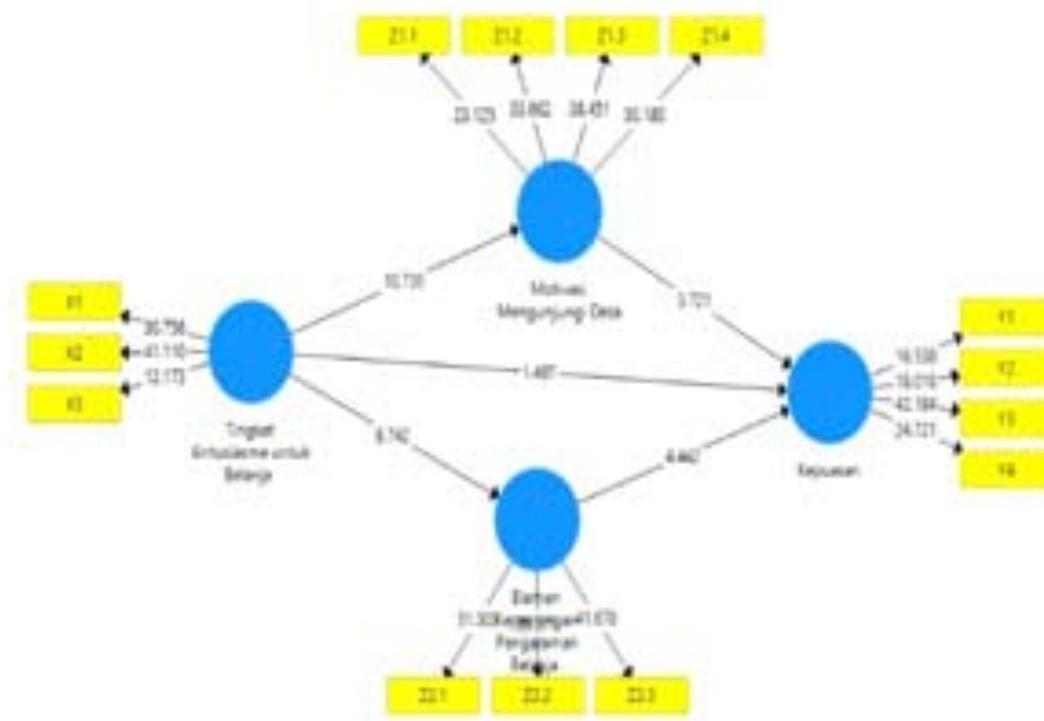
Figure 2 Outer Loading and Path Analysis

D. DATA ANALYSIS

1. Validity and Reliability Test

The validity test was used to measure the validity of an instrument or the questionnaire used in the study. The results showed that the validity test showed numbers above 0.30 and significant at the 0.05 level, so it can be said to be valid. In comparison, the instrument's reliability can be seen in the Cronbach's Alpha value which shows a number greater than 0.70, as well as the analysis results of all variables showing a number above 0.70 so that all variables are declared reliable.

2. PLS (Partial Least Square) Analysis

Data analysis in this study was carried out using PLS (partial least square) to analyse the effect of exogenous and endogenous variables. The PLS process in this study went through stages. 1) Evaluation of the measurement model (outer model). To measure the validity and reliability of the indicators in this study, the evaluation of the measurement model (outer model), namely convergent validity, discriminant validity, composite reliability and Cronbach alpha. Furthermore, the analysis of the structural model (inner model) and hypothesis testing were carried out.

a. Outer model analysis

Convergent validity. This evaluation is done by testing the outer loading coefficient of each indicator on the latent variable. An indicator is valid if the outer loading coefficient is between 0.60–0.70 (Lathan and Ghozali, 2012) and is significant at the alpha level of 0.05 or t-statistical 1.96. The results of the calculation of outer loading and path analysis, and bootstrap can be seen more clearly in Figure 2.

1) Convergent validity test

The PLS-SEM validity test is obtained by testing the convergent validity of the loadings factor value, as seen in Table 3.

Table 3 Convergent Validity Test Results

Indicator	X	Z1	Z2	Y	Information
X1	0.837				Valid
X2	0.888				Valid
X3	0.701				Valid
Z1.1		0.806			Valid
Z1.2		0.875			Valid
Z1.3		0.865			Valid
Z1.4		0.820			Valid
Z2.1			0.884		Valid
Z2.2			0.875		Valid
Z2.3			0.886		Valid
Y1				0.735	Valid
Y2				0.830	Valid
Y3				0.877	Valid
Y4				0.831	Valid

Table 3 shows that all indicators can be declared to meet convergent validity, as seen from the combined-loadings and cross-loadings tests. Because the value of each indicator shows a minimum value of 0.70, it can be said that the indicator meets the validity test.

2) Average variance extracted (AVE) test results

Table 4 shows that all indicators are declared to meet convergent validity. The analysis shows that the test results get an AVE value for each variable, a value less than 0.50, and then the variable is declared valid.

Table 4 Test Results Average Variance Extracted (AVE)

Variable	AVE value	Provision	Information
Enthusiasm	0.660		Valid
Motivation	0.709	>0.50	Valid
Experience	0.777		Valid
Satisfaction	0.672		Valid

3) Discriminant validity test

The loadings factor test is used in this discriminant validity test. Suppose the results of loadings between indicators and variables are greater than those of loadings between indicators and other variables. In that case, an indicator passes the requirements of the Discriminant Validity test, according to Jogiyanto and Riyadh (2020). The following are the results of the discriminant validity test. Table 4 can be stated to meet the requirements that all indicators in the discriminant validity test are considered to have met the predetermined criteria.

Table 5 Discriminant Validity Test Results

Variable	X	Z1	Z2	Y	Information
X1	0.837	0.551	0.503	0.551	Fulfilled
X2	0.888	0.539	0.488	0.412	Fulfilled
X3	0.701	0.409	0.340	0.291	Fulfilled
Z1.1	0.501	0.806	0.635	0.497	Fulfilled
Z1.2	0.548	0.875	0.725	0.605	Fulfilled
Z1.3	0.522	0.865	0.639	0.544	Fulfilled
Z1.4	0.521	0.820	0.653	0.720	Fulfilled
Z2.1	0.506	0.701	0.884	0.686	Fulfilled
Z2.2	0.446	0.696	0.875	0.608	Fulfilled
Z2.3	0.515	0.690	0.886	0.602	Fulfilled
Y1	0.483	0.500	0.499	0.735	Fulfilled
Y2	0.407	0.586	0.584	0.830	Fulfilled
Y3	0.449	0.642	0.623	0.877	Fulfilled
Y4	0.413	0.597	0.641	0.831	Fulfilled

4) Composite reliability test and Cronbach's alpha

The reliability of each indicator that forms the latent variable can be seen from the composite reliability test and Cronbach's Alpha value. Table 7 shows that indicators that make up the

Table 6 Composite Reliability Test Results and Cronbach's Alpha

Variable	Cronbach's Alpha Value	Composite Reliability Value	Provision	Information
Enthusiasm	0.743	0.852		Reliable
Motivation	0.863	0.907	Minimum 0.70	Reliable
Experience	0.857	0.913		Reliable
Satisfaction	0.836	0.891		Reliable

latent variable in this study have been declared reliable because the test results show the number 0.70 and above.

b. Inner model analysis

Inner model is a measurement tool to assess the model's accuracy level in the research, which is formed through several variables and their indicators. This measurement is carried out through the fit and path coefficient model test, R-Square (R2), path analysis and hypothesis testing.

1) Structural model test through R-Square (R2)

Structural model testing through R-Square (R2) shows the strength of the influence of the dependent variable on the independent variable and the strength of the research model. According to Chin (Lathan and Ghozali, 2012), the R-Square (R2) value of 0.67 is classified as vital, while the value of 0.33 is the moderate model, and the value of 0.19 is the weak model.

Table 7 R2 Test Results

Variable	R2
Shopping motivation (Z1)	0.387
Essential elements of shopping experience (Z2)	0.309
Satisfaction (Y)	0.578

Table 7 shows that the motivational variable and the element of interest in the shopping experience can influence the satisfaction variable by 57.8%. Other variables influence the remaining 42.2% of the test results. The variable of shopping motivation and elements of the importance of the shopping experience can affect satisfaction by 69.6%, and other variables can affect satisfaction by 30.1%. The small

result of R2 is caused by other variables, such as the level of enthusiasm for leisure shopping.

2) Test model fit and path coefficient

The model is said to meet the model fit criteria if the SMSR value must be less than 0.05 (Cangur and Ercan, 2015). However, based on the explanation from the SMART PLS website, the limitations or criteria for the fit model include RMS theta value or root mean square theta < 0.102, SRMR or standardized root mean square < 0.10 or < 0.08 and NFI value > 0.9.

Table 8 Test Results of Fit Model and Path Coefficient

Index	Score	Provision	Information
SRMR	0.073	<0.08	Fit
RMS Theta	0.206	<0.12	Fit

Table 6 shows that the SRMR value shows a numbers of 0.073 or <0.102 so that it can be said to meet the fit criteria. While the RMS theta (root mean square theta) value of 0.206 indicates a number > 0.10, based on the two assessments, the model has met the model fit criteria.

3) Hypothesis test

Hypothesis testing is carried out using PLS-SEM, which aims to test the influence between variables formulated in the hypothesis through the path coefficient value and the level of significance (p-values). The terms of the significance level in this study are 5% or 0.05 %, so if the p-value is 0.05, then the hypothesis is accepted. On the other hand, if the p-value is more significant than 0.05, the hypothesis is rejected. In addition, Figure 2 shows the model
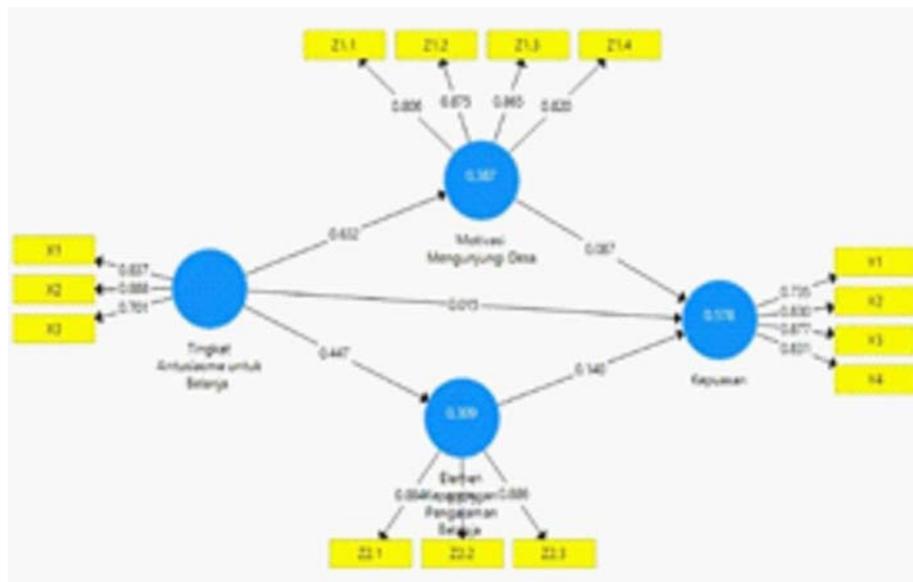
Figure 3 Hypothesis Testing in LS-SEM

structure of the results of this study, while the results of hypothesis testing can be seen in Table 9.

The results of hypothesis testing, as can be seen in Table 9 that shows significant value.

E. DISCUSSION

The level of enthusiasm for spending on tourist village visitors has a significant effect on shopping motivation in tourist villages in East Java, with a P-value of 0.000 or less than 0.05, and supported by a T-statistical value of 10.531 or more significant than 1,96; this shows that the hypothesis which states that the level of enthusiasm of visitors has a significant effect on shopping motivation tourist villages in East Java is accepted. The results of this study support the research by Arnold and Reynolds (2003), suggesting that the importance of different motivations may vary concerning the level of product involvement of the shopper and the particular shopping situation.

Table 9 P-Value (Bootstrapping) Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
Shopping Enthusiasm Level (X)→Visitor Motivation (Z1)	0.622	0.625	0.059	10,531	0.000	Significant
Enthusiasm Level (X)→Shopping Experience (Z2)	0.556	0.557	0.064	8.753	0.000	Significant
Shopping Enthusiasm Level (X)→Satisfaction (Y)	0.102	0.100	0.069	1,470	0.142	Not Significant
Visitor Motivation (Z1)→Satisfaction (Y)	0.333	0.336	0.091	3,655	0.000	Significant
Shopping Experience Elements (Z2)→Satisfaction (Y)	0.399	0.396	0.092	4.342	0.000	Significant

The level of shopping enthusiasm of tourist village visitors has a significant effect on the shopping experience in tourist villages in East Java, with a P-value of 0.000 or less than 0.05, and supported by a T-statistical value of 8.753 or more significant than 1,96, and this indicates that the hypothesis which states that the level of enthusiasm of visitors has a significant effect on the shopping experience in tourist villages in East Java is accepted. The results of this study support the results of research by Tosun et al. (2007), which states that the shopping experience is a mixture of perceptions of products, services and places. As such, the services and merchandise provided by retailers and vendors are an essential part of the destination experience.

The level of enthusiasm for spending on tourist village visitors has no significant effect on the satisfaction of tourist village visitors in East Java, with a P-value of 0.142 or greater than 0.05, and is supported by a T-statistical value of 1.470 or less than 1,96; this indicates that the hypothesis which states that the level of visitor enthusiasm has a significant effect on the shopping experience in East Java tourist villages is rejected. This means that the results of this study do not support the research results of Heung and Cheng (2000), who identified four dimensions of shopping attributes; tangibles quality, staff service quality, product value and product reliability that affects tourist satisfaction in shopping in Hong Kong.

The shopping motivation of tourist village visitors has a significant effect on the satisfaction of tourist village visitors in East Java, with a P-value of 0.000 or less than 0.05 and supported by a T-statistical value of 3,655 or greater than 1.96; this shows that the hypothesis which states that the level of visitor enthusiasm has a

significant effect on the shopping experience in East Java tourist villages is accepted. For this reason, it can be said that the results of this study support the results of his research Hülya Bakýrtaþ, Sevilay Uslu Divanoðlu (2013), which states that shopping motivation affects customer satisfaction and loyalty.

The shopping experience of tourist village visitors has a significant effect on the satisfaction of tourist village visitors in East Java, with a P-value of 0.000 or less than 0.05 and supported by a T-statistical value of 4,342 or greater than 1.96, and this shows that the hypothesis which states that the level of visitor enthusiasm has a significant effect on the shopping experience in East Java tourist villages is accepted. The results of this study support his research Ni Made Maya Devi Theresia dan I Made Wardana (2019) serta A. Yu and Ksel (2007) which state that the shopping experience can lead to consumer satisfaction. This shows that a person's experience in shopping will cause someone to make repeat purchases and make their satisfaction in doing it again.

The results of hypothesis testing in this study also show that the variable that most influences the satisfaction of tourist visitors is the shopping experience, as seen from the highest original sample (O) value of 0.399. This shows that the shopping experience element variable influences the Satisfaction variable most. This means that the development of tourist villages should pay attention to attractive products that visitors can purchase. Therefore the development of tourist villages is significantly accompanied by various SME products such as culinary, souvenirs, and gift shops that visitors can purchase. This is as stated by Tosun et al. (2007) that the experience of shopping is a factor that shapes the feelings and attitudes of tourists towards visiting and

spending time at a destination. As an essential component of travel, the shopping experience is a mixture of perceptions of products, services and places. The services and merchandise retailers and vendors provide are essential to the destination experience.

F. CONCLUSION AND IMPLICATION

Tourists in Shopping. The results of this study indicate that shopping enthusiasm significantly affects motivation and the shopping experience. However, shopping enthusiasm has no significant effect on visitor satisfaction in tourist villages in East Java. In addition, shopping motivation and experience significantly affect visitor satisfaction in tourist villages in East Java. The results showed that the satisfaction of tourist village visitors in East Java was dominated by shopping enthusiasm. Thus the implication of this research can be said that the development of tourist villages in East Java can be done by motivating the community to visit by providing various products and culinary delights to be enjoyed by tourists.

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