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## THE EFFECT OF CO-CREATION EXPERIENCE ON TOURISTS' REVISIT INTENTION WITHIN HOMESTAYS

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### Abstract:

In response to the rapid development of tourism and the increasing demand for personalized experiences, this study examines how co-creation experience (CCE), comprising co-creation behavior (CCB) and experiencescape (EXP), influences tourists' revisit intentions (RI) within the homestay sector, a key component of modern travel. In an increasingly competitive market, understanding these relationships is critical. This study employed a quantitative and deductive approach. Data were collected from 260 homestay visitors, aged 20 to 60 years old, using a questionnaire and analyzed through multiple linear regression. The findings revealed that both CCB and EXP significantly affect RI, but CCB had a stronger positive impact on RI than EXP. In conclusion, the findings highlight the significance of engaging tourists in co-creation activities and providing immersive experiences in order to encourage them to revisit the homestay. The study offers practical strategies for homestay operators to boost revisit intentions and contributes to the theoretical understanding of CCE, while also suggesting directions for future research.

### Keywords:

Co-creation Behavior, Co-creation Experience, Experiencescape, Revisit Intention, Homestays.

## Introduction

In recent years, with the rapid growth of the tourism industry and the increasing demand for personalized travel experiences, the homestay sector has emerged as a crucial component of the overall tourism experience. Simultaneously, tourists' revisit intentions have become a

critical measure of success for homestay operations (Bose, 2020). In an ever more competitive market environment, enhancing tourists' revisit intentions through co-creation experiences has become a significant focus for both scholars and industry practitioners (Sharma & Bhat, 2022). According to data from the China Tourism Academy (2024), 2023 saw 4.891 billion domestic tourist trips in China, marking a 93.3% year-on-year increase. Domestic tourism revenue reached 4.91 trillion yuan, up by 140.3%, with tourist trips and revenue recovering to 81.38% and 85.69% of 2019 levels, respectively (China Tourism Academy, 2024). As the homestay market continues to grow and becomes a vital segment of the tourism accommodation industry, significant challenges remain in delivering high-quality co-creation experiences that effectively boost tourists' revisit intentions. For instance, the lack of sufficient co-creation behavior participation and underdeveloped experiencescape design are common issues that significantly limit the enhancement of tourist revisit intentions. In response, this study examines the relationship between co-creation experiences and tourists' revisit intentions. By analyzing the effect of these experiences on revisit behavior, this research seeks to enrich the theoretical understanding of co-creation in tourism. Furthermore, it provides data-driven insights and practical recommendations to support the sustainable growth of the homestay industry.

### Literature Review

Revisit intention refers to a tourist's willingness or inclination to revisit a particular destination or accommodation in the future, reflecting their satisfaction with the travel experience and the potential for future behavioral decisions (Yuliviona et al., 2019). In research centered on the relationship between co-creation experience and revisit intention, numerous scholars have conducted extensive discussions. Studies have shown that co-creation experience, as an interactive consumption experience, can significantly enhance customer satisfaction and loyalty (Elgarhy & Abou-Shouk, 2024; Liu & Jo, 2020). Some research has focused on the application of co-creation experiences in the tourism and hospitality industry, revealing how tourists perceive value through co-creation and how these perceptions influence their future behaviors (Roy et al., 2020). However, in the context of homestays, the existing literature remains limited in depth and has not fully explored the different dimensions of co-creation experience and their complex mechanisms of influence on revisit intention.

To gain a deeper understanding of the role of co-creation experience, many scholars have introduced the Stimulus-Response (SR) Theory for theoretical modeling (Kwame Opoku et al., 2023). SR Theory posits that external environmental stimuli (S) directly elicit behavioral responses (R) from individuals, without involving intermediary organismic processes. This straightforward explanation of the relationship between stimuli and behavior has unique applicability in tourist behavior research. According to (Hurriyati & Sofwan, 2015), when tourists actively participate in co-creation activities, they may experience higher satisfaction and a sense of value, thereby increasing their intention to revisit. Additionally, environmental factors such as atmosphere design and modes of interaction can be regarded as "stimuli" that enhance tourists' emotional connections and satisfaction, subsequently motivating their intention to revisit (Fossgard & Fredman, 2019). Although SR Theory provides a concise theoretical framework, it needs to be contextualized within the homestay setting to explore how co-creation experiences influence tourists' revisit intentions through direct behavioral response mechanisms.

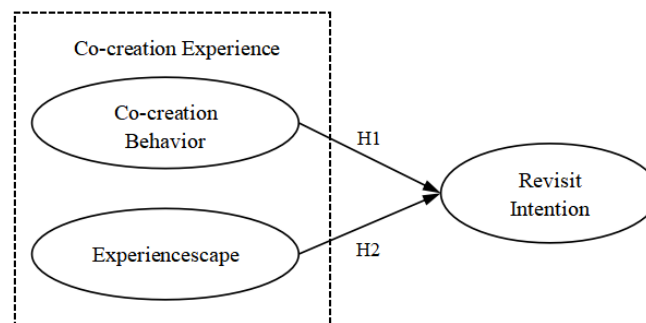
Despite the various research frameworks proposed from different perspectives, there are still gaps in the current literature. First, studies on co-creation experience remain fragmented, lacking a cohesive theoretical system, particularly in elucidating the direct driving mechanisms of tourist behavioral responses. Second, existing research mainly focuses on sectors such as hotels and dining, while studies on the unique context of homestays are relatively scarce, lacking contextual analysis based on SR Theory. Furthermore, while SR Theory effectively explains the relationship between stimuli and behavior, its application to the relationship between co-creation experiences and revisit intentions in the homestay context requires further exploration of the integration of theory and practice. Therefore, these gaps highlight the theoretical and practical significance of applying SR Theory to co-creation experiences in the homestay setting.

To address these gaps, this study proposes a multidimensional analysis of co-creation experience and develops a new theoretical model based on SR Theory, as illustrated in Figure 1. From the perspective of co-creation experience, the research is divided into two dimensions: first, examining how tourists' co-creation behavior in homestays directly impacts their revisit intentions, and second, exploring the effect of tourists' experiencescape on their intention to revisit. By applying SR Theory to explain the causal relationship between stimuli (co-creation experience) and behavioral responses (revisit intention), the model aims to provide a clear path of behavioral drivers. This innovative theoretical framework not only addresses the limitations of existing research but also offers practical management insights for homestay operators, such as strategies for optimizing co-creation activity design to directly influence tourists' behavioral responses and encourage revisit intentions. The strength of this research approach lies in its ability to seamlessly integrate theory and practice, supporting the innovative development of the homestay industry.

Therefore, the core research question of this study is: How does the multidimensional construct of co-creation experience, encompassing co-creation behavior and experiencescape, influence tourists' revisit intentions in the context of homestays? To address this question, the following hypotheses are proposed:

H1: Experiencescape has a significant and positive impact on revisit intention.

H2: Co-creation behavior has a significant and positive impact on revisit intention.

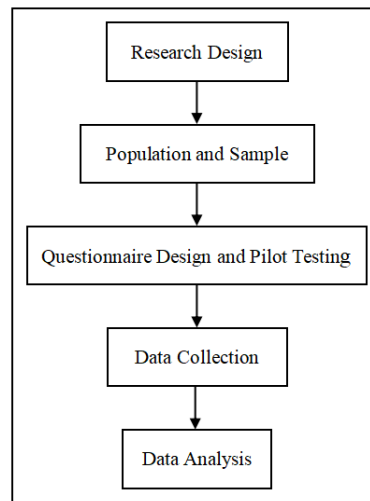


**Figure 1: Proposed Research Framework**

## Methodology

This study adopted a positivist, quantitative, and deductive approach. The research methodology employed in this study is summarized and visually represented in the flowchart

below, providing a clear overview of the sequential steps involved in the research process (Figure 1).



**Figure 1: Flowchart of the Research Methodology**

The research subjects were homestay tourists aged between 20 and 60. The sample was selected using probability sampling, specifically cluster sampling (Hair et al., 2019). Based on the number of variables, the total sample size requirement calculated using G-power software was 107. However, to ensure the robustness of the analysis and the generalizability of the results, this study decided to use a larger sample size, set at 200 (Jussem et al., 2022). Additionally, considering that approximately 30% more questionnaires are typically distributed to account for potential non-response or invalid questionnaires, the final appropriate sample size was determined to be 260 respondents (Israel, 1992). A self-administered questionnaire was employed as the data collection instrument, divided into two parts: Part A gathered demographic information about the respondents, while Part B measured co-creation experience and revisit intention. Specifically, the items measuring co-creation experience were divided into two dimensions: six items for experiencescape and ten items for co-creation behavior, all adapted from various studies (Pizam & Tasci, 2019; Yi & Gong, 2013). Additionally, three items measuring revisit intention were adapted from Chen et al. (2023).

To assess the validity and reliability of the questionnaire, a pilot study was conducted involving two groups of respondents: two experts and 100 potential respondents (Babbie, 2020). Specifically, the experts reviewed the appropriateness of the items used to measure the constructs, evaluating whether the questions accurately captured the intended concepts and whether the wording was clear and easy to understand. Based on their feedback, several items were revised to enhance the content validity of the questionnaire. Subsequently, data collected from 100 potential respondents were analyzed using Exploratory Factor Analysis (EFA) and Cronbach's Alpha analysis to evaluate the structural validity and internal consistency of the questionnaire, respectively.

The EFA results for Co-creation Experience (CCE), as in Table 1, showed a KMO value of 0.873, suggesting that the data are highly suitable for factor analysis. Additionally, Bartlett's test of sphericity was significant at the  $p < 0.05$  level, further supporting the appropriateness of factor analysis (Hair et al., 2019; Osborne, 2015). Two factors were extracted (Co-creation Behavior and Experiencescape), which together explained 70.55% of the total variance,

demonstrating strong model explanatory power. The factor loadings for all items were high, indicating significant contributions of the items to their respective factors. Furthermore, all communalities were greater than 0.3, showing that the items had good representativeness and explanatory power within the factor model. The anti-image correlation values were all above 0.8, further indicating that these items were suitable for retention in the factor analysis. The results confirmed the six items to measure Co-creation Behavior (a1 to a6) and five items to measure Experiencescape (a7 to a11).

**Table 1: Exploratory Factor Analysis for Co-creation Experience**

KMO- Bartlett Test	Cumulative variance	Item	loading		Comm- unalities	Anti-image correlation
			Co-creation behavior	Experience -scape		
0.873 significa nt at P<0.05	70.55	a1	0.879		0.775	0.889
		a2	0.795		0.633	0.929
		a3	0.832		0.696	0.874
		a4	0.870		0.785	0.876
		a5	0.785		0.625	0.926
		a6	0.830		0.701	0.879
		a7		0.720	0.544	0.820
		a8		0.907	0.824	0.813
		a9		0.871	0.758	0.863
		a10		0.789	0.649	0.837
		a11		0.862	0.771	0.891

In addition, reliability analysis using Cronbach's Alpha was reported in Table 3. In particular, the Cronbach's Alpha values for Co-creation Behavior (CCB), Experiencescape (EXP), and Revisit Intention (RI) were 0.911, 0.883, and 0.847, respectively, in which all values exceed the reliability threshold of 0.70, indicating good internal consistency (Hadia et al., 2016). Thus, the findings collectively support the reliability and validity of the questionnaire, providing a solid foundation for formal data collection.

**Table 2: Exploratory Factor Analysis for Revisit Intention**

KMO- Bartlett's Test	Cumulative variance	Item	loading	Communalities	Anti-image correlation
			Revisit Intention		
0.671 significant at P<0.05	76.705	a12	0.857	0.735	0.698
		a13	0.927	0.858	0.616
		a14	0.841	0.707	0.727

In addition, reliability analysis using Cronbach's Alpha was reported in Table 3. In particular, the Cronbach's Alpha values for Co-creation Behavior (CCB), Experiencescape (EXP), and Revisit Intention (RI) were 0.911, 0.883, and 0.847, respectively, in which all values exceed the reliability threshold of 0.70, indicating good internal consistency (Hadia et al., 2016). Thus, the findings collectively support the reliability and validity of the questionnaire, providing a solid foundation for formal data collection.

**Table 3: Reliability Analysis Results**

Variable	Cronbach's Alpha	N of Items
Co-creation Behavior (CCB)	0.911	6
Experiencescape (EXP)	0.883	5
Revisit Intention (RI)	0.847	3

To ensure the ethical conduct of this study, several measures were implemented. First, all engagement was entirely voluntary, and respondents were allowed to withdraw from the study at any time without any adverse consequences. Second, respondents' privacy was strictly protected; all collected data were anonymized and securely stored with encryption to maintain confidentiality (Bhattacharjee, 2012; Ragab & Arisha, 2017; Saunders et al., 2019). The study also received approval from the Human Research Ethics Committee, ensuring that the data collection and handling processes adhered to ethical standards and minimized any potential risks to participants, with the approval reference number 2024-0507-01.

The data were collected online in October 2024 from 10 randomly selected homestays in Henan Province, China. For data analysis, descriptive analysis was used to describe the characteristics of the respondents while multiple linear regression was used to test the hypotheses.

## Findings

### *Basic Characteristics of the Respondents*

A total of 260 questionnaires were distributed, targeting 260 individual homestay tourists. Although 260 questionnaires were collected, 15 of them had more than 10% missing values on items measuring CCE and RI, and five questionnaires had identical responses across all questions. Consequently, 20 questionnaires were excluded, leaving 240 valid questionnaires for further analysis, resulting in an effective response rate of 92.30%.

Based on the summary of the demographic characteristics of the respondents in Table 4, it could be observed that the sample is predominantly composed of female respondents (66.2%), young individuals in the age range of 20 to 30 years old (71.7%), and graduated with a university degree (75.4%). The marital status indicates that most respondents are single (58.3%), and their income levels are generally low to moderate, with 30.8% earning between 3,000-5,000 RMB per month. In terms of occupation, students and top management personnel make up a significant portion, 25% and 24.2% respectively. Most respondents prefer a travel duration of two to three days (66.6%) and typically travel with two to three companions (49.6%). This indicates that the sample mainly consists of young, well-educated individuals who favor short-term trips and often travel in small groups.

**Table 4: Basic Demographic Characteristics of the Respondents**

Characteristic	Frequency	Percent
Gender	Male	81
	Female	159
Age	20-25	105
	26-30	67
	31-40	33
	41-50	24
	51-60	11



Characteristic		Frequency	Percent
Education	High school degree	5	2.1
	College degree	29	12.1
	University degree	181	75.4
	Graduate degree	25	10.4
Marriage	Single	140	58.3
	Married with no kids	21	8.8
	Married with one kid	49	20.4
	Married with two kids	29	12.1
	Divorce	1	0.4
Occupation	Top management	58	24.2
	Middle management	18	7.5
	Professional	9	3.8
	Technical and support staff	24	10
	Business owner	15	6.2
	Student	60	25
	Teacher	37	15.4
	Civil servants	10	4.2
	Retires	9	3.7
Income	No Income	54	22.5
	Under 3,000 RMB	41	17.1
	3,000-5000 RMB	74	30.8
	5,000-10,000 RMB	52	21.7
	Over 10,000 RMB	19	7.9
Duration	One day	62	25.8
	Two or three days	160	66.6
	Four or five days	15	6.3
	Five days & more	3	1.3
Companions	Alone	23	9.6
	Two or three people	119	49.6
	Three or five people	73	30.4
	More than five people	25	10.4
Total		240	100

### ***Hypothesis Testing***

Before conducting the multiple linear regression analysis, assumptions of normality and outliers were examined. Assessing the skewness and kurtosis values as presented in Table 5, it was observed that all measures fell within the acceptable range of  $\pm 2$ , indicating that the data distribution was approximately normal (Garson 2012). Furthermore, to enhance the accuracy and robustness of the analysis, Mahalanobis distance was used to identify outliers. Based on the results, 11 cases were identified as significant outliers and were subsequently removed (Sullivan, Warkentin, and Wallace 2021).

**Table 5: Skewness and Kurtosis Tests of the Sample**

Items	Mean	Std. Deviation	Skewness	Kurtosis
a1	5.38	1.091	-0.642	0.185
a2	5.39	1.111	-0.664	0.507
a3	5.58	0.911	-0.752	0.66
a4	5.54	1.038	-0.870	1.017
a5	5.45	1.054	-0.495	0.124
a6	5.53	0.941	-0.783	1.311
a7	5.33	0.967	-0.347	-0.124
a8	5.30	0.96	-0.89	1.307
a9	5.4	1.062	-0.633	0.454
a10	5.21	1.149	-0.649	0.343
a11	5.38	1.094	-0.363	-0.015
a12	5.26	1.231	-0.851	0.431
a13	5.24	1.186	-0.858	1.016
a14	5.28	1.211	-0.708	0.885

**Multiple Linear Regression Analysis**

To test the hypothesized effect of co-creation experience (CCE) i.e., co-creation behavior (CCB) and experiencescape (EXP), on revisit intention (RI), a multiple linear regression analysis was conducted. According to Table 6, the overall model explained 30% of the variance in RI ( $R^2 = 0.3$ , Adjusted  $R^2 = 0.294$ ), and the F-test indicated that the model was statistically significant ( $F = 48.506$ ,  $p < 0.001$ ). This indicates that at least one of the independent variables tested, that is CCB and EXP, has significant overall predictive power for revisit intention, and the model has relatively strong explanatory power for revisit intention.

**Table 6: Regression Model Summary<sup>b</sup>**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error	F	Sig.	D-W
1	0.548 <sup>a</sup>	0.3	0.294	0.868	48.506	.000 <sup>b</sup>	2.009

a Predictors: (Constant), EXP, CCB

b Dependent Variable: RI

The results, as shown in Table 7, indicate that both CCB and EXP have a significant effect on revisit intention (RI), since the p-values for both variables are less than 0.05, confirming that both factors meaningfully enhance revisit intention. The unstandardized regression coefficient for both the CCB ( $\beta = 0.620$ ) and EXP ( $\beta = 0.189$ ) show positive values, indicating a positive effect on the RI. Further, comparing the standardized regression coefficient of the two, it turns out that CCB is the dominant predictor with a higher value. Accordingly, both hypotheses i.e., H1 and H2 are supported.



**Table 7: Regression coefficients of CCB and EXP on RI**

DV	IV	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Beta			Tolerance	VIF
RI	(Constant)	0.865		1.765	0.079		
	CCB	0.620	0.493	8.610	0.000	0.943	1.060
	EXP	0.189	0.149	2.592	0.010	0.943	1.060

Note: CCB-Co-creation Behavior, EXP-Experiencescape, RI-Revisit Intention, DV-Dependent Variable, IV- Independent Variable.

## Discussion

This study aims to examine the impact of co-creation experience (CCE), specifically co-creation behavior (CCB) and experiencescape (EXP), on revisit intention (RI) within the context of homestay tourism. The results of the multiple linear regression analysis indicate that both CCB and EXP have a significant positive effect on RI. Specifically, the standardized regression coefficients show that CCB ( $\beta = 0.493$ ,  $p < 0.05$ ) has a greater impact on RI compared to EXP ( $\beta = 0.149$ ,  $p < 0.05$ ). This finding suggests that engaging tourists in co-creation activities and experiencescapes significantly enhances their intention to revisit.

The strong predictive power of CCB may be attributed to the sense of active engagement tourists experience when creating personalized and meaningful experiences. When tourists are involved in co-creation, they are likely to feel a stronger sense of belonging and emotional connection, which enhances loyalty and increases their revisit intention. This finding aligns with existing co-creation research (Ali, Sulimat, and Rahlin 2023; Anshu, Gaur, and Singh 2022), which emphasizes the role of active engagement in shaping positive consumer attitudes and behaviors. For example, previous studies have highlighted that co-creation not only enriches the visitor experience but also strengthens the relational bond between service providers and consumers, thereby improving satisfaction and long-term loyalty (Bu, Jin, and Li 2020; Thaichon et al. 2020).

On the other hand, although EXP has a significant but relatively smaller effect on RI, it still underscores the importance of creating memorable and immersive experiences for tourists. This is consistent with theoretical frameworks suggesting that environmental stimuli influence tourists' perceptions of overall value and satisfaction, which in turn affect their future behavioral intentions. However, the smaller effect size indicates that while experiencescape elements are important, their impact is not as strong as that of co-creation behavior.

## Conclusion

Overall, this study examines the direct impact of different dimensions of co-creation experience on tourist behavior through a theoretical model and empirical analysis. The research not only extends the application of Stimulus-Response (SR) Theory in co-creation experience studies but also deepens the understanding of the multidimensional construct of "co-creation experience." By examining the specific effects of co-creation behavior and experiencescape on revisit intention (RI), this study provides empirical support for the development of co-creation experience theory and lays the groundwork for future research to explore other potential dimensions.

From a practical perspective, these insights suggest that homestay operators or managers should prioritize strategies that actively engage tourists in co-creative activities. By offering opportunities for tourists to co-design and personalize their experiences, operators can enhance visitor satisfaction and loyalty. Additionally, improving the experiencescape, such as providing unique and memorable settings, is also crucial for boosting tourists' revisit intentions.

In summary, this study contributes theoretical and practical insights to the fields of tourism and homestay management, offering a new perspective and empirical basis for enhancing revisit intentions and promoting the high-quality development of the homestay industry. Future research could further explore other variables influencing RI, as well as examine how co-creation behavior and the experiencescape impact revisit intention through mediators such as satisfaction and memory. Additionally, future studies could test for the presence of mediating and moderating variables within these relationships.

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