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## Comparative Analysis of Cultural and Interpersonal Communication Influence on Event Revisit Intention

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### Abstract

*This study explores the impact of regional cultural dynamics on event engagement and revisits intentions in Indonesia, focusing on differences between Java and non-Java regions. Using Multigroup Analysis in Partial Least Squares Structural Equation Modeling (MGA-PLS), the study compares how differences in regional culture affect consumer behavior, going beyond the usual focus on differences in race. Results indicate no significant differences in the influence of cultural dynamics on event engagement between these regions, highlighting a uniform effect of cultural factors on consumer behavior towards events. Mediation analysis shows that event engagement significantly mediates the relationships between cultural characteristics such as interpersonal communication, social hierarchy, collective decision-making, and revisit intentions. Furthermore, factors like individual autonomy and social rituals directly impact revisit intentions, emphasizing their crucial roles in shaping consumer decisions at events. These findings suggest that despite regional cultural nuances, their overall impact on consumer behavior remains consistent across different settings. This research provides valuable insights into the complex interplay between culture and consumer behavior in Indonesia's diverse socio-cultural landscape, offering practical implications for event organizers to develop universally appealing yet culturally attuned engagement strategies.*

*Keywords*– Cultural Diversity; Regional Cultural Dynamics; Event Management; Event Engagement; Revisit Intentions

### Abstrak

Studi ini mengeksplorasi dampak dinamika budaya regional terhadap keterlibatan dalam acara dan niat untuk berkunjung kembali di Indonesia, dengan fokus pada perbedaan antara wilayah Jawa dan Non-Jawa. Dengan menggunakan Analisis Multigrup dalam Pemodelan Persamaan Struktural Kuadrat Terkecil Sebagian (MGA-PLS), studi ini membandingkan bagaimana perbedaan dalam budaya regional memengaruhi perilaku konsumen, melampaui fokus biasa pada perbedaan ras. Hasilnya menunjukkan tidak ada perbedaan signifikan dalam pengaruh dinamika budaya pada keterlibatan dalam acara antara wilayah-wilayah ini, yang menyoroti efek seragam faktor budaya pada perilaku konsumen terhadap acara. Analisis mediasi menunjukkan bahwa keterlibatan dalam acara secara signifikan memediasi hubungan antara karakteristik budaya seperti komunikasi interpersonal, hierarki sosial, pengambilan keputusan kolektif, dan niat untuk berkunjung kembali. Lebih jauh lagi, faktor-faktor seperti otonomi individu dan ritual sosial secara langsung memengaruhi niat untuk berkunjung kembali, yang menekankan peran penting mereka dalam membentuk keputusan konsumen di acara-acara. Temuan-temuan ini menunjukkan bahwa meskipun ada nuansa budaya regional, dampak keseluruhannya pada perilaku konsumen tetap konsisten di berbagai latar. Penelitian ini memberikan wawasan berharga mengenai interaksi kompleks antara budaya dan perilaku konsumen dalam lanskap sosial budaya Indonesia yang beragam, menawarkan implikasi praktis bagi penyelenggara acara untuk mengembangkan strategi keterlibatan yang menarik secara universal namun selaras dengan budaya.

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*Kata kunci– Cultural Diversity; Regional Cultural Dynamics; Event Management; Event Engagement; Revisit Intentions*

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## I. INTRODUCTION

Research on cultural diversity has highlighted the importance of understanding how cultural norms, values, and practices affect interpersonal communication across different cultural backgrounds. Over the years, many frameworks have been developed such as the Douglasian Cultural Framework (DCF) (Patel & Salih, 2018), Martin's approach model (Latta, 2020), social-cultural concepts of nature (Muhar et al., 2018), Gravity Model (Cheung & Saha, 2015), agent-based small opinion dynamics model (Mäs et al., 2014) to analyze the impact of cultural differentiation and commonalities on social dynamics. These frameworks have explored the dynamics of cultural diversity in various contexts, ranging from organizational culture and individual values to community and communication styles, providing insights into the effects of culture at the national level. However, the complexity of cultural acculturation in multiethnic societies presents challenges, as highlighted by Ward & Geeraert (2016), with studies such as the one by Dahlan et al. (2019) noting inconsistencies in results due to measurement limitations in capturing the dynamics of cultural acculturation.

The intersection of cultural and interpersonal communication is an important domain that studies how individuals from different cultures understand, interpret, and engage with each other, emphasizing the influence of cultural context on communication outcomes. This includes examining verbal and nonverbal communication, communication styles, and how interpersonal relationships are perceived and managed across different cultural backgrounds. In interpersonal communication, which is influenced by cultural context, involves complex understanding, interpretation, and engagement among individuals from different cultures (Alifuddin & Widodo, 2022; Chiu & Qiu, 2014). These complex interactions can be further complicated by cultural stereotypical attitudes or discriminatory behaviors associated with cultural differences, conflicting attitudes of individuals involved in the interaction, and influenced by several factors such as differences in cultural background, communication preferences, strength and resistance of majority influence, and differences in the level of social influence between individuals.

Unknowingly, these attitudes, whether temporary or situational, play an important role in consumer behavior and marketing strategies (Reed et al., 2002; Gutić et al., 2012; Goranova et al., 2018). Importantly, this research does not focus on ethnic differences but rather on regional differences between Javanese and non-Javanese in accepting globalization and economic development.

This research aims to describe the differences in cultural characteristics between these regions, design a cultural framework model to examine human social dynamics, and analyze the influence of social dynamics on consumer attitudes toward event engagement across Indonesia. These differences are critical in understanding how regional, rather than ethnic, diversity shapes consumer interactions and behavior, thus offering a different perspective on cultural influences in an increasingly globalized world (Hollebeek, 2018; Shavitt et al., 2016; Monga et al., 2016; de Mooij et al., 2011). This broader focus enhances our understanding of how Indonesia's rich cultural tapestry, rooted in distinct traditions (Adat), religious pluralism, linguistic diversity, and vibrant expressions in art, cuisine, and sports, shapes regional identity and consumer behavior towards events. The urgency of this research lies in its potential to offer valuable insights into customizing event engagement strategies that align with Indonesia's diverse regional identities, thus bridging a crucial research gap and contributing significantly to the understanding of cultural influences on event engagement.

## II. LITERATURE REVIEW

### A. *Cultural Theories*

Culture, as articulated by scholars such as Hofstede et al. (2010) and Copley (2017), encompasses the collective patterns of social behavior, institutions, norms, and the unique attributes and accumulated knowledge within human societies, including language religion, cuisine, social customs, music, and artistic expressions. This social collective game allows people to share, learn, and become distinctive characters within their communities, contributing to a society's shape, purpose, and meaning through institutions, arts, and learning. Culture includes knowledge, beliefs, arts, laws, customs, capabilities, and habits exhibited by individuals in social groups (Pappas & McKelvie, 2022) and is regarded as a fundamental concept within anthropology, affecting various phenomena transmitted through social learning (Birukou et al., 2013). Culture's application extends to societies defined by national or ethnic characteristics,

as well as to the knowledge and behavior of groups in contexts like corporate or organizational culture (Calciolari et al., 2018; Patterson, 2014)) and it can be categorized into organizational, national, and individual aspects.

### *B. Cross-Cultural Communication*

Cross-cultural communication, pivotal in our globalized society, requires a deep understanding of varied cultural perspectives, values, and practices to enhance effective communication and relationship building. Highlighted by researchers such as Marčelić et al. (2021) and Huggins & Thompson (2015), the importance of mastering linguistic nuances, nonverbal communication, and the underlying beliefs shaping communication styles is crucial for overcoming cultural barriers and facilitating mutual understanding. This competence in navigating cultural differences, as further explored by Harush et al. (2016) and Oxford & Gkonou (2018), along with the influence of culture on social behavior and coping mechanisms outlined by Knight & Sayegh (2010) and Shavitt et al. (2016), showcases the significant role culture plays in societal interactions. Culture, defined by the collective behaviors, norms, and institutions that characterize societies (Birukou et al., 2013; Pappas & McKelvie, 2022), evolves through communal engagement and discourse, enriching communities with distinct attributes (Hofstede et al., 2010; Copley, 2017). This diversity is evident in various cultural manifestations, from organizational to national and individual cultures, each contributing to the community's unique identity and the dynamic interplay of shared experiences. The application of frameworks like Hofstede's Cultural Dimensions and the GLOBE Project in cross-cultural studies provides valuable insights into the complex impact of cultural diversity on communication and social behavior, underscoring the necessity of cultural awareness in fostering global comprehension and cooperation.

The Hofstede cultural framework and the GLOBE Project collectively offer profound insights into understanding cross-cultural differences and similarities, employing distinct yet complementary dimensions and leadership attributes to explore global cultural variances. Hofstede's framework, with its five dimensions—power distance, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance, and indulgence versus restraint—provides a foundational tool for identifying and analyzing cultural differences across countries, highlighting the influence of cultural norms on behavior, communication styles, and societal norms (Kaasa, 2021; Sawagvudcharee et al., 2018; Yeganeh, 2014). Concurrently, the GLOBE Project extends this analysis by examining nine cultural dimensions and six global leadership attributes, further enriching our understanding of the impact of cultural diversity on social behavior and leadership efficacy across different societies (Pagda et al., 2021; Pirlog & Rusu, 2023). Together, these models illuminate the complex dynamics of cultural diversity, offering invaluable frameworks for bridging cultural gaps and enhancing intercultural understanding and communication in our increasingly globalized world.

The Hofstede and GLOBE models reveal significant cultural distinctions between Eastern and Western societies, particularly in dimensions such as collectivism versus individualism, power distance, masculinity versus femininity, and uncertainty avoidance. Eastern cultures are typically characterized by higher collectivism and power distance, indicating a societal preference for closely knit social networks and acceptance of hierarchical structures, in contrast to Western cultures that lean towards individualism and lower power distance, valuing autonomy and equality (Abubakari et al., 2018; Pagda et al., 2021). Additionally, Western societies tend to endorse masculine values more than Eastern cultures, which prioritize feminine values, emphasizing care and community. Uncertainty avoidance also varies, with Eastern cultures displaying a greater tolerance for ambiguity compared to their Western counterparts. These cultural characteristics significantly influence behavior and communication, affecting how individuals from different cultural backgrounds perceive authority, make decisions, and manage uncertainty. Understanding these cultural nuances is crucial for navigating social behaviors and communication in our increasingly global and multicultural world (Sawagvudcharee et al., 2018).

In addition, Hoeningman's theory of cultural dimensions divides culture into three main forms: ideas, activities, and artifacts. Cultural ideas or 'minds' include the ideas, concepts, norms, values, and beliefs held by society and serve as an abstract foundation for social interactions and individual actions. 'Activity' refers to the patterned actions performed by people in a community, including customs, dances, and religious ceremonies, which reflect the concrete social system of the community (Pudjitrherwanti, A., 2019). Artifacts, on the other hand, are the physical manifestations of culture, including weapons, musical instruments, traditional clothing, and architecture, which are the direct result of human activity (Waningyun, P. P., & Afi, M., 2023).

In the context of this research, it is important to link the first two dimensions 'mind' and 'activity'. They are interrelated and play a role in shaping how individuals and groups translate their values and beliefs into concrete actions in daily life. The study of the interaction between the mind and activity dimensions will provide a deeper understanding of how cultural norms and values influence social practices and rituals in communities, which is not only important

theoretically but also practically in designing interventions or policies that are appropriate to the local cultural context (Waningsyun, P. P., & Afi, M., 2023; Pudjitrherwanti, A., 2019). Research exploring the relationship between 'mind' and 'activity' will support the development of a more comprehensive understanding of cultural dynamics and their implementation in real life.

### *C. Interpersonal Communication and Intercultural Competence*

Interpersonal communication and intercultural competence play crucial roles in the tourism industry, facilitating the exchange of information between tourists and locals or other tourists face-to-face. Interpersonal communication involves the process of sharing messages among individuals or groups, while intercultural competence refers to the ability to engage effectively and with cultural awareness in interactions with people from diverse cultural backgrounds (Fan et al., 2022; Jianwei, 2023; Sándorová, 2019; Sharma, 2018). For instance, Sharma (2018) research highlighted the significance of training tourism workers in Nepal to develop their intercultural communication skills, enabling them to understand and respect the cultural habits and languages of their customers. Such training enhances the tourism workers' ability to deliver pleasing and accurate information to customers, thereby enriching the tourists' learning and experiential journey. This, in turn, increases the likelihood of customers retaining positive experiences and revisiting. In the broader scope of the tourism sector, the capability to communicate effectively across cultural divides is imperative.

Interpersonal communication spans various social interactions, including persuasion, conflict, and empathy, while intercultural competence involves understanding and navigating the differences in values, norms, and thought processes inherent to diverse cultures. Cultural tourism, in particular, demands a high level of intercultural competence, as it entails tourists engaging with local communities and understanding different lifestyles, values, beliefs, and ethical practices (Fan et al., 2022). These competencies are essential for fostering mutual understanding and collaboration, contributing to positive tourism experiences, and bridging the cultural gaps between tourists and the localities they visit.

### *D. Social Dynamics, Consumer Behavior, and Event Engagement*

Social dynamics theory offers an invaluable lens for understanding the interactions between individuals, social norms, and the environment in shaping social life, particularly within the context of tourism. This theory elucidates how local norms, values, and practices significantly impact tourist attitudes, behaviors, and engagement at destinations, emphasizing the critical role of social and cultural factors in the success of tourism development (Wan et al., 2021). The community plays a crucial role in fostering an environment that encourages responsible tourism practices, where social norms, values, and practices motivate visitors to reflect on their behavior's impact on local environments and communities and to act responsibly. Moreover, the social engagement of tourists can be influenced by the community through both direct and indirect interactions, affecting tourists' responses and actions and shaping their attitudes, behaviors, and engagement in tourism contexts through various factors (Diallo et al., 2015; Shafiee et al., 2020). Research indicates that tourists tend to follow local social norms, such as dress codes, customs, and etiquette, and consider cultural factors and expectations when traveling to a destination. However, cultural differences, values, and social norms between tourists and local communities can unintentionally trigger norm violations, particularly if social norms are implicit or unknown due to language or cultural differences. This aspect of social dynamics highlights the need for destination managers to provide clear and comprehensive information on prevailing social norms, values, and practices to reduce the likelihood of norm violations.

Additionally, the influence of social norms, values, and practices on environmental conservation and responsible behavior towards the environment, culture, and tourism profession has been recognized (Diallo et al., 2015). In this study, social dynamics theory is applied to identify social factors influencing tourist behavior in social media complaints, underscoring the importance of understanding community norms, values, and social practices in comprehending tourist behavior and engagement in social media complaints, as different communities and destinations may foster distinct norms and values, influencing the level of tourist engagement in social media complaints (Dolan et al., 2019).

### *E. Cultural Determinants of Revisit Intentions*

Cultural factors significantly shape tourist preferences and behaviors in cultural tourism, influencing destination choices, types of cultural tours, and participation in local cultural events. Research by (Lai et al., 2021) explores the impact of cultural contact on revisiting intentions, highlighting the importance of cultural memories and attitudes

toward culture. Their findings suggest that positive attitudes towards encountered cultures increase the likelihood of revisit intentions, with the strength of cultural memories acting as a further motivator for return visits. In contrast, research by (Cheng et al., 2018) indicates that live translation services by tour guides directly affect cultural identity, destination image, and perceived value, where cultural identity influences destination image and revisit intentions; destination image affects perceived value, and perceived value is a key determinant of revisit intentions. Tourists with a significant perception of destination authenticity tend to have more unique and satisfying travel experiences, thereby enhancing their intention to revisit. Specifically, both objective and existential authenticity are found to have a positive impact on tourists' revisit intentions (Jianwei, 2023), underlining the nuanced interplay between cultural experiences, memory, and the inclination towards revisiting cultural destinations.

#### *F. Regional Dynamics in Globalization: Economic Development and Cultural Adaptation in Java and Non-Java*

Globalization and economic development have different impacts on Javanese and non-Javanese regions of Indonesia, shaping their cultural landscapes and influencing the acceptance and adaptation of communication strategies. In Java, the center of Indonesia's economic activity, there is significant integration of global influences with local cultural practices. This integration is facilitated by the island's strong economic infrastructure, which supports creative economic activities and capitalizes on local cultural events to generate economic value. For example, in Java, creative spaces in cultural tourism areas such as Semarang and Banyuwangi have successfully combined traditional architecture, culinary arts, handicrafts, music, and performing arts with modern economic practices despite sometimes experiencing difficulties in terms of the physical quality of the spaces due to economic limitations (Nurdiani, N., Hendarti, R., & Tedja, M., 2020).

In contrast, regions outside Java, while equally rich in cultural diversity and natural resources, often experience a slower pace of economic development and globalization. These regions tend to prioritize the preservation of their unique cultural identities, which sometimes results in the slow adoption of new communication strategies and economic innovations. This preservation is crucial as it is at the core of the region's cultural appeal, which is vital to sectors such as tourism and local crafts. However, the emphasis on cultural preservation can sometimes hinder the seamless integration of global economic practices, necessitating a more customized approach to economic policy and communication strategies that respect local sensibilities (Pasteruk, I., 2020).

The relationship between culture and economic development in Indonesia is also influenced by the interaction between pre-existing cultural norms and the introduction of new globalized institutional frameworks. The success of economic development in Java and non-Java regions significantly depends on how well these new institutions align themselves with the informal cultural boundaries that govern people's behavior and business practices. For example, a study by Spranz, Lenger, and Goldschmidt highlights the importance of understanding cultural underpinnings to prevent institutional pitfalls that can hinder economic reform and development in these regions (Spranz, R., Lenger, A., & Goldschmidt, N., 2012).

In addition, the adaptation of communication strategies in these regions is strongly influenced by their respective economic status and cultural values. In Java, where economic development is more advanced, there is a higher acceptance of adopting communication strategies that combine global and local elements. In contrast, in non-Java regions, where traditional values are more dominant, communication strategies need to be carefully adjusted to ensure that they do not disrupt the local cultural ethos. This careful balancing act is essential to foster economic growth while respecting the diverse cultural identities that characterize different regions of Indonesia.

### III. RESEARCH METHODOLOGY

#### *A. Questionnaire Design*

To achieve the research objectives, a questionnaire was meticulously crafted, drawing upon insights from existing literature. Initially, respondents were prompted to provide basic demographic information such as gender, age, and education level. Following this, the questionnaire unfolds into three distinct sections. The first section delves into inquiries pertaining to the social dynamic culture, probing into various aspects related to this domain. Subsequently, the second section encompasses questions centered around event engagement, aiming to capture respondents' perspectives and experiences in this realm. Finally, the questionnaire culminates with the third section, which focuses on probing respondents' intentions to revisit. Throughout the questionnaire, respondents are required to express their opinions and perceptions using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The variables and indicators utilized in this study are comprehensively outlined in Table 1.

Table 1. Variables and indicators

Variables	Indicators	Operation Definitions
Social Dynamic Culture	Interpersonal Communication Styles (X1)	Directness in communication
		Nonverbal communication
		Use of politeness strategies in communication
		Frequency of interruptions in group discussions
	Social Hierarchy and Status (X2)	Perceived social status
		Importance of formal titles and gestures of respect
		Access to resources based on social status
		Perception of Social Mobility Opportunities
Social Norms and Conformity (X3)	Recognition of informal social hierarchies	
	Conformity to social norms	
	Agreement with perceived social norms	
	Degree of social sanction for nonconformity	
Collective Decision-Making (X4)	Perception of deviant behavior within social norms	
	Importance of maintaining face in social situations	
	Involvement in group decisions	
	Preference for consensus	
Social Trust and Cooperation (X5)	Influence of cultural values on decision-making	
	The presence of facilitators or leaders in group discussions	
	Decision-making processes in family settings	
	Level of trust in social contexts	
Expressions of Affection and Intimacy (X6)	Instances of collaborative behavior	
	Trust in institutions	
	Cross-cultural trust levels	
	Cooperation in community development initiatives	
Individual Autonomy vs. Interdependence (X7)	Comfort level in expressing affection	
	Frequency and intensity of affectionate behaviors	
	Cultural variations in personal space preferences	
	Acceptance of public displays of affection	
Social Rituals and Celebrations (X8)	Symbolism of gift-giving in expressing affection	
	Preferences for individual autonomy	
	Interdependence in group interactions	
	Attitudes toward individual achievement and recognition	
	Interdependence in economic decision-making	
	Influence of cultural values on autonomy preferences	
	Frequency of participation in cultural rituals and celebrations	
	Number of participants in cultural rituals and celebrations	
	Integration of modern and traditional celebrations	
	Role of rituals in marking life transitions	

Variables	Indicators	Operation Definitions
		Participation in cultural festivals beyond local communities
Event Engagement (Y1)	Cognitive	Like event Positive attitude
	Emotion	Enjoy the event Excitement
	Behavior	Event participation
Revisit Intention (Y2)	Willing to revisit	Willing to revisit it in the future Decide to revisit the event in the future.
	Event recommendation	Will recommend the event to others

### B. Data Analysis

MGA-PLS, or Multigroup-PLS, emerges as a valuable technique within the Partial Least Squares Structural Equation Modeling (PLS-SEM) methodology, allowing researchers to compare models or causalities from one group to another. This method becomes particularly relevant in scenarios where theoretical expectations and hypotheses differ between groups or when cultural and linguistic differences may exist. For instance, researchers illustrate the application of MGA-PLS in situations where distinct expectations or cultural variations are anticipated among different groups (Afthanorhan et al., 2015). Its utility extends to various academic disciplines, reflecting its widespread adoption across research fields. Notably, MGA-PLS facilitates the evaluation of potential disparities in group-specific parameter estimates, including outer weights and path coefficients, thereby enhancing the analytical depth of comparative studies (Aghnia Ilmani & Herlina, 2022).

In March 2024, scholars undertook a comprehensive search for articles focusing on multigroup PLS-SEM analysis within the SCOPUS database. Their search strategy involved using specific keywords such as "PLS-MGA" and "PLS Multi-group" within article titles, abstracts, and keywords while excluding abstracts, conceptual papers, book chapters, conference papers, and dissertations. This meticulous search yielded a total of 494 articles spanning from 2014 to 2024, highlighting the significance and prevalence of PLS-SEM multigroup analysis in contemporary research endeavors. During this period, there was a notable uptick in the number of articles utilizing the PLS-SEM multigroup analysis method. Notably, a growing body of literature employed PLS-SEM to conduct comparative analyses between two distinct groups. Additionally, findings indicated that the first documented instance of an article employing PLS-SEM MGA was in 2010, although the pioneering paper in this domain was authored by Keil, Tan, Wei, Saarinen, Tuunainen, and Wassenaar in 2000 (Cheah et al., 2023). While it's acknowledged that certain papers might not have been included in the search, the conducted literature review holds significant relevance for the objectives of this study.

### C. Multi-Group Analysis (MGA) running technique in Partial Least Square.

Previous studies have utilized MGA to delineate group differences across various sectors, particularly in tourism (Cho et al., 2018; Lee & Hallak, 2018; Prayag & Lee, 2019). Comparing disparities among these groups can yield theoretical and practical insights while averting erroneous conclusions. The overall sample was partitioned into groups based on several criteria: gender (male and female groups), age (younger: aged 30 and below, older: aged above 30), educational level (lower education: high school or below, higher education: bachelor's degree or higher), and residential area (urban and rural groups) (Wang et al., 2020). Matthews (2017) delineated three pivotal steps in implementing MGA. The first step involves group data formation, which entails creating data subsets based on desired categorical variables, such as gender or country of origin. These data groups are generated using software like SmartPLS and can comprise multiple subsets by selecting multiple categorical variables. Subsequently, the data within each group are analyzed, ensuring that the groups are as homogeneous as possible to avoid errors. The minimum sample size required for each subset can be calculated using recommended computations by several researchers to ensure accurate intergroup comparisons in subsequent stages.

The second step, Multigroup Invariance Testing (MICOM), entails employing a three-step decomposition to analyze the invariance of the combined measurement model. Initially, MICOM was designed to test the invariance of

the combined measurement model in cases where multigroup analysis is utilized. The three steps involved are: 1. Configuration Invariance: Evaluating whether the measurement structure is the same for all groups (in this case, the groups created in the first step). 2. Composition Invariance: Assessing whether the pattern of relationships among measurement variables is the same or different across groups. 3. Composite Invariance: Evaluating whether the model variance and composite values are the same across groups. MICOM is executed using SmartPLS, with tables and graphs subsequently generated as part of the MICOM procedure and then utilized to refine the model or ensure its invariance at each step.

The third step, Hypothesis Testing for Comparisons, involves hypothesis testing to compare outcomes between the data groups created in the first step. There are several hypothesis testing methods available, including PLS-MGA, parametric, Welch-Satterthwaite, and permutation tests. PLS-MGA, parametric, and Welch-Satterthwaite tests are parametric testing methods. PLS-MGA generates probability values for a one-tailed test by computing bootstrap averages for group one and comparing them to bootstrapping for each data point in group two. The results from both groups are then compared using standard t-tests. Meanwhile, parametric and Welch-Satterthwaite tests are variations of standard t-tests. On the other hand, permutation testing is a non-parametric method. Permutation calculates a specific distribution of test values under the null hypothesis where there is no difference between groups. It then uses these values to test whether the observed test value significantly differs from the null hypothesis.

Meanwhile, Afthanorhan et al. (2015) specifically discussed how MGA can be executed using parametric approaches with Z-Tests to compare two means. The primary steps to execute this technique involve: 1. Data preparation and grouping based on specific criteria. Adequate group collection is necessary to ensure reliable MGA results. 2. Performing general SEM analysis for individual groups, then amalgamating all models to form a Comparative Model. Model amalgamation typically involves checking fit and confirming factors, path models, and coefficient settings. 3. Conducting Z-Tests after the Comparative Model is established. This test is employed to compare two means of variables between the two groups. The parametric method utilized in this article is relatively straightforward, facilitating researchers in comparing hypotheses among groups and identifying variables that most influence the PLS-SEM model. Nonetheless, researchers should exercise caution and possess at least a basic understanding of statistics to correctly apply this approach.

#### IV. RESULT/FINDING

##### A. *Evaluation of Measurement Model*

PLS-SEM is segmented into two key evaluations: measurement model assessment and structural model assessment. The measurement model assessment involves confirming construct reliability and convergent validity. To assess construct reliability, Cronbach's alpha (CA) and composite reliability (CR) were evaluated. The results, detailed in Table 2, demonstrate that both CA and CR values for all constructs surpass the recommended threshold of 0.7, confirming construct reliability. Specifically, the CA values for each construct range from 0.863 to 0.936, while the CR values vary from 0.903 to 0.951. According to Hair et al. (2017), the criteria for establishing convergent validity include outer loadings exceeding 0.708, and Average Variance Extracted (AVE) values greater than 0.5. Analysis of the data presented in Table 2 confirms that all item loadings surpassed this benchmark. Furthermore, the AVE values for all constructs were in the range of 0.651 to 0.794. Since the values for loadings and AVE met the threshold values recommended by Hair et al. (2017), it can be concluded that all constructs showed sufficient evidence of convergent validity.

Table 2. Measurement model

Construct	Items	Loadings	VIF	CA	CR	AVE
X1	X11	0.88	2.552	0.9	0.93	0.769
	X12	0.877	2.524			
	X13	0.903	3.111			
	X14	0.846	2.231			
X2	X21	0.821	2.319	0.899	0.925	0.712
	X22	0.862	2.777			
	X23	0.86	2.431			
	X24	0.86	2.719			



Construct	Items	Loadings	VIF	CA	CR	AVE
X3	X25	0.814	2.144	0.89	0.919	0.696
	X31	0.888	3.024			
	X32	0.856	2.689			
	X33	0.828	2.191			
	X34	0.818	2.082			
X4	X35	0.777	1.763	0.865	0.903	0.651
	X41	0.747	1.685			
	X42	0.839	2.334			
	X43	0.798	1.949			
	X44	0.827	2.112			
X5	X45	0.817	2.057	0.911	0.934	0.738
	X51	0.812	2.052			
	X52	0.842	2.342			
	X53	0.871	2.58			
	X54	0.883	3.06			
X6	X55	0.885	3.068	0.904	0.929	0.724
	X61	0.886	4.368			
	X62	0.827	2.3			
	X63	0.823	2.339			
	X64	0.858	2.548			
X7	X65	0.859	3.918	0.935	0.951	0.794
	X71	0.92	4.611			
	X72	0.899	3.742			
	X73	0.87	2.953			
	X74	0.878	3.115			
X8	X75	0.887	3.222	0.936	0.949	0.757
	X81	0.82	2.948			
	X82	0.882	4.154			
	X83	0.894	3.666			
	X84	0.881	3.764			
Y1	X85	0.858	3.21	0.929	0.946	0.778
	X86	0.884	3.309			
	Y11	0.874	2.728			
	Y12	0.9	3.42			
	Y13	0.885	3.103			
Y2	Y14	0.875	2.923	0.863	0.916	0.785
	Y15	0.875	2.798			
	Y21	0.891	2.248			
	Y22	0.917	2.713			
	Y23	0.848	2.008			

Discriminant validity assesses how well a group of items differentiates one variable from others. In this study, discriminant validity was measured using the Heterotrait-Monotrait (HTMT) ratio of correlations criterion, which posits that the HTMT value between any two constructs should be less than 1. According to Table 3, there is no sign of a discriminant validity issue.

Table 3. Discriminant validity

	X1	X2	X3	X4	X5	X6	X7	X8	Y1	Y2
X1										
X2	0.934									
X3	0.872	0.96								
X4	0.803	0.829	0.877							
X5	0.782	0.734	0.733	0.959						
X6	0.861	0.814	0.812	0.842	0.856					
X7	0.858	0.846	0.848	0.796	0.764	0.914				
X8	0.855	0.88	0.796	0.777	0.759	0.887	0.915			
Y1	0.89	0.875	0.823	0.781	0.805	0.851	0.892	0.917		
Y2	0.865	0.873	0.834	0.803	0.782	0.876	0.915	0.945	0.933	

### B. Evaluation of Structural Model

In line with the evaluation process for the structural model outlined by Hair et al. (2017), multicollinearity was assessed. Table 2 indicates that all the variance inflation factor (VIF) values fell below the threshold of 5, indicating that there is no concern regarding collinearity issues.

Next, the proposed hypotheses are tested by assessing the significance of the coefficients for each path proposed in the research model. This was conducted through a bootstrapping technique using 10,000 resamples. The outcomes in Table 4 displayed that strong statistical significance is indicated by p-values of zero ( $p = 0.000$ ) for X1, X4, X5, X7, and X8, firmly supporting their hypotheses. Despite a negative beta, the influence of X4 on Y1 is also supported due to a statistically significant p-value ( $p = 0.001$ ). However, the effects of X3 ( $p = 0.071$ ) and X6 ( $p = 0.109$ ) on Y1 do not meet the conventional criteria for support, as their p-values exceed the typical significance threshold. The relationship between Y1 and Y2 is highlighted by an exceptionally strong beta of 0.841 and a remarkable t-value, indicating a very robust and statistically significant positive influence ( $p = 0.000$ ), underscoring the profound impact of Y1 on Y2.

Table 4. Structural model

Direct effect	Beta	t-value	p-value	Decision
X1 -> Y1	0.186	4.457	0	Supported
X2 -> Y1	0.1	2.122	0.017	Supported
X3 -> Y1	0.072	1.47	0.071	Not Supported
X4 -> Y1	-0.13	3.105	0.001	Supported
X5 -> Y1	0.245	5.807	0	Supported
X6 -> Y1	-0.051	1.23	0.109	Not Supported
X7 -> Y1	0.209	3.795	0	Supported
X8 -> Y1	0.359	7.38	0	Supported
Y1 -> Y2	0.841	61.495	0	Supported

Alongside evaluating the significance of path coefficients, the predictive capability of the model was examined by analyzing the coefficient of determination (adjusted-R<sup>2</sup>) for the endogenous constructs, as suggested by Hair et al. (2017). This analysis revealed that the model accounted for 82% of the variance in Y1 and 71% of the variance in Y2.

### C. Mediation Analysis

To test the significance of the indirect effect (mediation effect), the bootstrapping method was applied (Preacher and Hayes, 2008). Mediation analyses were conducted by evaluating each path: indirect effect, direct effect, and total effect. The results of the mediation analysis are shown in Table 5 below.

Table 5. Mediation analysis

Path	Indirect		Direct		Total		Mediation Analysis
	b	p	b	p	b	p	
X1 -> Y1 -> Y2	0.049	0.001	0.024	0.269	0.073	0.03	Full Mediation
X2 -> Y1 -> Y2	0.026	0.03	0.031	0.268	0.057	0.127	Full Mediation
X3 -> Y1 -> Y2	0.019	0.078	0.052	0.138	0.07	0.088	No effect
X4 -> Y1 -> Y2	-0.034	0.003	0.043	0.13	0.008	0.411	Full Mediation
X5 -> Y1 -> Y2	0.064	0	0.017	0.339	0.081	0.012	Full Mediation
X6 -> Y1 -> Y2	-0.013	0.127	0.038	0.2	0.025	0.294	No effect
X7 -> Y1 -> Y2	0.055	0.003	0.162	0.001	0.217	0	Complementary Partial Mediation
X8 -> Y1 -> Y2	0.094	0	0.334	0	0.429	0	Complementary Partial Mediation

The mediation analysis table presents insightful findings regarding the indirect and direct effects of various paths on the relationship between certain variables. Firstly, the paths involving predictors X1, X2, X4, and X5 exhibit full mediation, indicating that the indirect effect through the mediating variable Y1 entirely accounts for their influence on the outcome variable Y2. In contrast, the paths involving predictors X3 and X6 demonstrate no mediation effect, suggesting that the mediator Y1 does not significantly influence the relationship between these predictors and the outcome variable.

Notably, the paths involving predictors X7 and X8 exhibit complementary partial mediation, implying that these predictors can exert both direct and indirect effects on the outcome variable Y2. The coefficients reveal that X7 and X8 have a stronger direct influence on Y2 (0.162 and 0.334, respectively) compared to their indirect effects through the mediator Y1 (0.055 and 0.094, respectively).

### D. PLS-MGA Result

In the concluding phase of our research, we examined the notable disparities between Java and non-Java regions within the context of our study. In contrast to the overall bootstrap analysis (see Table 4), the partial bootstrap analysis focusing solely on the Java region revealed that X2, X4, and X7 did not have a significant effect on Y1, in addition to X3. Interestingly, X6, which was previously rejected, was found to be significant in this region. Conversely, in the non-Java region, the analysis results indicated that only X2 and X6 had insignificant effects on Y1. This suggests that the relationship between these variables and Y1 varied across regions. Moreover, our findings indicated that no statistically significant differences were observed between these two regions. This suggests that there is no substantial distinction between Java and non-Java regions. The results of our multi-group analysis are summarized in Table 6.

Table 6. Bootstrapping Result between two regions

Path	Java		Non-Java		Java - Non-Java	
	b	p	b	p	Diff	p
X1 -> Y1	0.255	0	0.188	0	0.066	0.205
X2 -> Y1	-0.026	0.359	0.086	0.089	-0.112	0.122
X3 -> Y1	0.007	0.452	0.118	0.033	-0.111	0.103
X4 -> Y1	-0.055	0.205	-0.117	0.007	0.062	0.224
X5 -> Y1	0.355	0	0.211	0	0.143	0.064
X6 -> Y1	-0.121	0.045	-0.067	0.106	-0.054	0.27

Path	Java		Non-Java		Java - Non-Java	
	b	p	b	p	Diff	p
X7 -> Y1	0.138	0.111	0.258	0	-0.12	0.185
X8 -> Y1	0.434	0	0.318	0	0.116	0.135
Y1 -> Y2	0.221	0.013	0.29	0	-0.07	0.281

Table 7 below shows the examination of indirect paths from variables X1 to X6 influencing Y2 through Y1, comparing the regions of Java and Non-Java. The significant p-values in the Java region for paths X1 -> Y1 -> Y2 and X5 -> Y1 -> Y2, and in the Non-Java region for paths X1 -> Y1 -> Y2, X3 -> Y1 -> Y2, and X5 -> Y1 -> Y2, suggest these paths are statistically significant within each region. However, the comparison between the regions (Java - Non-Java Diff) reveals that the differences in the strength of these paths are not statistically significant, as indicated by p-values mostly above 0.05. This suggests a consistent relationship across the two regions in how variables X1 through X6 indirectly influence Y2 via Y1. Overall, the analysis indicates that the mechanisms driving these relationships are similar in both Java and non-Java, emphasizing a universal influence of these variables across different regional contexts.

Table 7. Indirect Path MGA Analysis

Indirect Path	Java		Non-Java		Java - Non-Java	
	b	p	b	p	Diff	p
X1 -> Y1 -> Y2	0.056	0.034	0.055	0.004	0.002	0.499
X2 -> Y1 -> Y2	-0.006	0.375	0.025	0.106	-0.031	0.113
X3 -> Y1 -> Y2	0.002	0.456	0.034	0.042	-0.033	0.084
X4 -> Y1 -> Y2	-0.012	0.244	-0.034	0.015	0.022	0.16
X5 -> Y1 -> Y2	0.078	0.028	0.061	0.001	0.017	0.367
X6 -> Y1 -> Y2	-0.027	0.1	-0.019	0.127	-0.007	0.405
X7 -> Y1 -> Y2	0.03	0.159	0.075	0.005	-0.045	0.137
X8 -> Y1 -> Y2	0.096	0.019	0.092	0.001	0.003	0.483

## V. DISCUSSION

This study aims to describe the differences in cultural characteristics between Javanese and Non-Javanese regions in Indonesia, design a cultural framework model to examine human social dynamics, and analyze the influence of social dynamics on consumer attitudes in event engagement across Indonesia. The results of the analyses show several interesting findings that provide insights into the differences and similarities between regions and their implications for event engagement and revisit intentions. While previous research often highlights significant differences in consumer behavior across cultural regions, this study uniquely finds no substantial differences in the influence of socio-cultural dynamics on event engagement and revisit intentions between Javanese and Non-Javanese regions.

Firstly, the results of the PLS-MGA analysis show that there is no statistically significant difference between Java and non-Java regions in terms of the influence of socio-cultural dynamics on event engagement (Y1) and revisit intentions (Y2). While there was some variation in the significance of certain paths between the two regions, the differences were not substantial. This finding suggests a similarity in the mechanisms underlying these relationships across different regional contexts, emphasizing the universal influence of these variables. This result is in line with previous research, which suggests that cultural factors can have a similar influence on consumer behavior across different geographical regions (Hofstede, 2001; House et al., 2004).

This discovery presents a significant challenge to the established belief that consumer behaviors are inherently distinct across cultural regions, thereby highlighting the need for customized marketing and event approaches. On the contrary, it posits that specific socio-cultural dynamics might possess a universal impact that surpasses regional limitations and affects diverse geographical regions. The ramifications have significant ramifications for marketers and event organizers, as they present prospects for strategic simplification and economic standardization. Instead of

meticulously tailoring campaigns to suit every cultural context, organizations could embrace more universal strategies that capitalize on universally appealing elements. These elements could include national symbols, shared linguistic expressions, and commemorations of events or holidays that promote a sense of national identity and solidarity.

This discovery establishes the foundation for the standardization of products and services, resulting in consistent brand positioning across the nation and economies of scale. Additionally, organizations can effectively communicate with audiences of diverse cultural backgrounds by identifying and capitalizing on universal human values such as success, well-being, family, and community. Significantly, this underscores the necessity for all-encompassing educational endeavors and consciousness-raising campaigns that seek to augment cross-cultural proficiency, cultivate reciprocal comprehension, and sustain a unified national identity. By leveraging these common cultural elements, event organizers and marketers have the ability to effectively captivate a wider range of attendees, provide cohesive consumer experiences, and foster a stronger sense of national unity, all while commemorating the abundant cultural diversity of Indonesia.

Further mediation analysis revealed that event involvement (Y1) fully mediated the relationships between interpersonal communication style (X1), hierarchy and social status (X2), collective decision-making (X4), and trust and social co-operation (X5) with revisit intention (Y2). These findings highlight the important role of event engagement in facilitating the influence of these cultural factors on consumer behavioral intentions. Existing literature supports the idea that event engagement can serve as a mechanism linking cultural values to behavioral outcomes (Martín-Santana et al., 2017; Wong et al., 2018).

Then, individual autonomy vs. interdependence (X7) and social rituals and celebrations (X8) show complementary partial mediation, suggesting that these variables may exert direct and indirect influences on revisit intentions (Y2). The coefficients show that X7 and X8 have a stronger direct influence on Y2 than their indirect effect through the mediator Y1. This finding is consistent with previous research, which suggests that cultural values related to individual autonomy and social rituals can directly influence behavioral intentions in an event context (Lee et al., 2012; Yi et al., 2018).

Most of the results of this study are in line with previous literature that shows the important role of cultural factors and event involvement in shaping consumer behavioral intentions. However, some interesting differences are worth noting. First, while some previous studies have found significant differences between different cultural regions in Indonesia in terms of consumer behavior and preferences (Suryani & Trisna, 2018; Prasetya et al., 2021), this study shows a higher degree of similarity between Javanese and Non-Javanese regions in terms of the influence of socio-cultural dynamics on event engagement and revisit intentions. This difference can be attributed to this study's particular focus on the context of event engagement, which may serve as a unifying experience across cultural boundaries. This suggests that events have the potential to bridge cultural differences and create shared experiences that encourage similar behavioral outcomes (Mooij, 2004; Hofstede, 1980).

This study extends the understanding of the mediating role of event involvement in the relationship between cultural factors and behavioral intentions. While previous research has examined the role of event involvement in shaping consumer attitudes and intentions (Astuti & Noor, 2016; Putri & Irwansyah, 2020), this study provides a more detailed understanding by examining various aspects of socio-cultural dynamics, such as communication styles, social hierarchy, collective decision-making, social trust and cooperation, individual autonomy, and social rituals. Full and partial mediation findings offer insights into the different pathways through which these factors can influence behavioral intentions, emphasizing the centrality of event involvement in these processes.

However, the findings related to individual autonomy and social rituals show some differences from previous research. While several studies have highlighted the importance of individual autonomy and social rituals in shaping consumer behavior in Indonesia (Rahayu & Zanky, 2018; Susanti & Prasajo, 2019), this study found stronger direct effects of individual autonomy and social rituals on revisit intentions. This suggests that certain cultural factors may have a more direct influence on behavioral intentions beyond the role of event involvement. This difference may reflect the specific cultural context in Indonesia and highlights the need for further research to understand the nuances of this interaction.

## VI. CONCLUSION AND RECOMMENDATION

### *Conclusion*

The results of this study highlighted that despite the diverse cultural backgrounds between Java and non-Java, there is no statistically significant difference in how cultural dynamics impact event engagement and revisit intentions across these regions. This uniformity suggests that while specific cultural traits may vary, their influence on consumer behaviors toward events remains consistent. Mediation analysis revealed that event engagement significantly mediates the relationship between cultural characteristics such as interpersonal communication, social hierarchy, collective decision-making, and social trust with revisit intentions. Furthermore, cultural factors like individual autonomy and social rituals were found to have a direct and potent impact on revisitation intentions, indicating their significant role in shaping consumer decisions at events. These findings suggest that event organizers can implement universally appealing strategies tailored slightly to accommodate regional nuances, promoting a broader yet effective engagement across various Indonesian cultural settings.

### *Recommendation*

While this study offers valuable insights into the cultural factors influencing event engagement and revisit intentions, its limitations should be acknowledged. These include the specific cultural and event context examined, potentially limiting generalizability, reliance on self-reported data susceptible to biases, and the cross-sectional nature providing a snapshot rather than a longitudinal perspective. Future research could explore applicability across diverse contexts, employ more objective measures, conduct longitudinal studies, utilize qualitative methods for richer insights, investigate potential moderators or mediators like demographics or personal values, and incorporate emerging cultural frameworks. By addressing these limitations and expanding research avenues, scholars and practitioners can develop a more nuanced, contextual understanding of cultural dynamics' interplay with event experiences and consumer behavior, ultimately contributing to more effective, culturally sensitive event management practices.

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