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# Does Nationality Moderate Tourists' Intention to Co-Create? Investigating Tourist Behavior in a Developing Country

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**Abstract:** The intention to co-create plays a pivotal role in sustainable tourism development. This study investigates whether tourist nationality moderates the intention to co-create within the tourism experience. The research sample consists of 400 international tourists visiting Indonesia for tourism purposes, with data collected between October 2023 and February 2024. The findings reveal that tourist nationality significantly moderates the relationships among tourists' experiences, trust, and involvement in co-creation. Specifically, tourist nationality influences the relationship between tourist trust and the intention to co-create. However, it does not moderate the correlation between the tourist experience and the intention to co-create. Additionally, tourist nationality moderates the relationship between tourist involvement and the intention to co-create. This study contributes to the Value Co-Creation Theory and offers practical insights for developing more comprehensive platforms and programs aimed at enhancing traveler engagement. The implications of these findings highlight the significance of considering tourist nationality as a moderating factor that influences tourists' intentions to collaborate within the tourism context. This research provides valuable insights for designing more effective and inclusive tourism development strategies.



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**Keywords:** intention to co-create; tourist experience; developing country; tourist behavior; sustainability tourism

## 1. Introduction

The concept of intention to co-create has become a central aspect of sustainable tourism development. The intention to co-create refers to tourists' willingness or desire to actively participate in the creation and enhancement of products, services, and overall tourism experiences (Lee et al., 2017; Nadeem & Al-Imamy, 2020). Various factors influencing this intention have been identified, including social support, social media interactivity, government IT support, consumer ethical perceptions, and relationship quality (Shirazi et al., 2021). A comprehensive understanding of these factors is crucial for enhancing the competitiveness of tourism destinations (Saufi et al., 2015; Marasco et al., 2018; Villamediana-Pedrosa et al., 2020) and providing more satisfying experiences for visitors (Kozak, 2002). Aligning with tourists' co-creation interests enables destination managers to better meet the needs and preferences of tourists, reflecting their motivation to actively engage in the co-creation process with service providers (Prayag et al., 2015).

Factors such as experience, trust, and involvement significantly influence tourists' interest in creating unique and fulfilling tourism experiences (Kozak, 2002). With growing awareness of the importance of memorable tourism experiences, tourists are increasingly seen as active participants rather than passive consumers in the process of experience creation. This shift creates opportunities for the development of more innovative and sustainable tourism products while encouraging greater community involvement in supporting the tourism industry. Recent studies indicate that these co-creation efforts not only improve tourist satisfaction but also foster stronger loyalty to destinations (Villamediana-Pedrosa et al., 2020).

Cultural differences have also been shown to play a significant role in shaping these factors, highlighting the importance of nationality in moderating tourists' intention to co-create (Li et al., 2011; Grott et al., 2018; Villamediana-Pedrosa et al., 2020). A thorough understanding of the intention to co-create is crucial for enhancing the competitiveness of tourism destinations and providing more satisfying experiences for visitors. By aligning with tourists' co-creation interests, destination managers and tourism service providers can more effectively respond to the needs and preferences of tourists. This alignment reflects tourists' desire and motivation to engage in the co-creation process with service providers (Prayag et al., 2015).

However, the existing literature provides a limited exploration of whether nationality moderates the relationships between factors such as experience, trust, and involvement and tourists' intention to co-create. Nationality is recognized as a significant moderating factor in tourist behavior, often reflecting cultural values and social norms that influence tourists' preferences in co-creation activities (Villamediana-Pedrosa et al., 2020; Wondirad et al., 2021). For instance, tourists from collectivist cultures tend to prefer group activities, whereas those from individualistic cultures place greater value on personal experiences (Kozak, 2002; Akman et al., 2019). Additionally, previous studies indicate that nationality affects the extent to which tourists are willing to engage in co-creation, particularly in diverse destination contexts (Villamediana-Pedrosa et al., 2020).

In developing countries like Indonesia, tourism plays a critical role in economic development, often serving as a bridge between traditional cultural practices and global market demands. Indonesia offers destinations rich in natural beauty and cultural heritage, making it one of the leading tourist destinations in Southeast Asia. However, challenges such as inadequate infrastructure and limited resources necessitate innovative approaches to enhancing tourist experiences. In this context, co-creation emerges as a powerful tool, enabling destination managers to leverage cultural and community-based assets. By integrating tourists into co-creation processes, Indonesia can offer unique and authentic experiences that set it apart in the competitive global tourism market (Holzner, 2011; Zhang et al., 2018).

Understanding how nationality moderates these behaviors is particularly relevant in Indonesia, where diverse tourist profiles, both domestic and international, interact within culturally rich yet resource-constrained environments. This study seeks to address this gap by investigating whether nationality moderates the relationships among experience, trust, involvement, and tourists' intention to co-create within the context of Indonesia.

## 2. Theoretical Framework

### 2.1. Service-Dominant Logic (S-D Logic)

Over the past few decades, marketing paradigms have evolved significantly. Traditionally, marketing literature placed products at the center of the market. Service-dominant logic, abbreviated as S-D logic (Lusch & Vargo, 2006), emphasizes physical resources and a product-oriented managerial approach. Within this framework, customers are seen as

objects of production and marketing, with the production process enhancing product value, while marketing focuses on value exchange through pricing (Randall et al., 2011). McCarthy's 4P marketing model, developed in the 1960s, is often considered the foundational framework for this approach (Zsigmond et al., 2021).

However, these traditional views began to be questioned in the 1980s, and new research in the 1990s started recognizing the crucial role of consumers in the marketing process. Discussions contributed to the development of an alternative approach known as service-dominant logic (Ribeiro et al., 2021). The basic principles of S-D logic, proposed by Lusch and Vargo, challenge traditional marketing assumptions by emphasizing the value generated through service use. They argue that all business interactions involve processes of value exchange, where serving means providing benefits to others through the integration of offered resources (Ballantyne et al., 2011; Vargo & Lusch, 2008).

The value-in-use perspective in S-D logic acknowledges that customers are co-creators and, as beneficiaries, determine what is valuable (Tregua et al., 2021; Vargo & Lusch, 2008). S-D logic represents an integrated mindset for understanding the objectives and nature of organizations, societies, and markets (Vargo & Lusch, 2008). The fundamental principles of S-D logic include the following: (1) exchange indirectly involves the basic unit of exchange; (2) skills and knowledge form the basis of the unit; (3) knowledge is the primary source of competitive advantage; (4) goods are mechanisms for delivering services; (5) companies develop value propositions but do not create or add value independently; (6) all economies are service economies; (7) a service-centered view is inherently relational and customer-oriented; and (8) the customer is always a co-producer (Tregua et al., 2021; Uzoka, 2020).

Vargo and Lusch (2010) outline eight shifts in thinking within S-D logic, including (1) a shift towards emphasizing financial performance as a tool for learning and feedback rather than solely for profit maximization; (2) a shift towards focusing on the service process rather than product creation; (3) recognition of the strategic benefits of symmetric information over asymmetric information; (4) an understanding that companies can only create and act on value propositions, not create or add value directly; (5) a shift towards the creation and utilization of dynamic operating resources as opposed to the consumption and depletion of static resources; (6) a shift in focus towards relational rather than transactional exchanges; (7) a shift towards conversation and dialogue rather than propaganda; and (8) a shift towards intangible excellence rather than tangible offerings in company market strategies.

S-D logic has had a significant impact on tourism management literature (Ballantyne et al., 2011; Ballantyne & Varey, 2008) and has served as a theoretical foundation for various studies in the tourism sector. In the tourism industry, stakeholders interact within a service ecosystem involving multiple parties (such as tourists, hotels, and destinations), and its complexity arises from the differing roles played by each actor. Studies in this field (Giannopoulos et al., 2021) demonstrate the importance of S-D logic in understanding the concept of co-creation. Therefore, this research is well-grounded in applying the S-D logic framework to investigate co-creation and tourist experiences.

## 2.2. Value Co-Creation Theory (VCC)

The Value Co-creation Theory (VCC) has gained increasing prominence in studies within the tourism industry in recent years. Value Co-creation Theory (VCC) is defined as a collaborative process wherein both material and symbolic value are generated through joint efforts (Galvagno & Dalli, 2014). This theory characterizes co-creation value as the partnership between service providers and customers in creating mutual value. It underscores the significance of collaboration between tourism service providers and their customers in generating shared value. Rooted in service-dominant logic (S-D Logic), VCC empha-

sizes that services and interactions are essential for creating value for both companies and customers (Lusch & Vargo, 2006). S-D logic highlights the importance of collaboration, interdependence, and reciprocal relationships throughout the value-creation process.

The concept of value co-creation represents a shift from focusing solely on company resources to considering customer resources, necessitating that organizations realign their core activities to foster meaningful dialogue with customers (Prahalad & Ramaswamy, 2004a). Several studies have underscored the pivotal role of customers in the value co-creation process within the tourism sector. Researchers view customers as active co-creators of value and emphasize their critical role alongside that of companies (Zhao et al., 2019). Furthermore, Prahalad and Ramaswamy (2004b) highlight that changes in the market environment, particularly rapid advancements in the internet, have enabled customers to access extensive information swiftly, thereby amplifying their role in the value creation process.

Additionally, Solakis et al. (2022) emphasize the importance of collaboration between service providers and customers in enhancing customer experiences within the tourism industry. These findings suggest that the value co-creation process not only affects customer experiences but also contributes positively to product innovation and the overall sustainability of the tourism sector (Dube et al., 2023). Trust is identified as a critical element in the relationship between consumers and service providers, influencing loyalty, engagement, and cooperation with organizations. In a competitive business environment, trust is recognized as a crucial factor; its absence can heighten customer uncertainty and risk (Wang et al., 2014). Zillifro and Morais (2004) argue that investing in information provision bolsters trust and commitment between natural tourism service providers and customers. Prior research indicates that consumer trust significantly impacts their interest in co-creation activities. Empirical studies employing various survey methods, including in-person, mail, and online surveys, demonstrate that consumer trust is a critical determinant of their intention to engage in co-creation (Wang et al., 2014).

Another study by Arica et al. (2023) underscores the critical role of trust in influencing tourists' motivation to engage in co-creation and their perception of service outcomes within the tourism industry. In the context of collaborative innovation, trust among members is believed to foster community engagement and relationship building, as it enhances individuals' willingness to cooperate toward achieving common goals. Additional research indicates that trust has a significantly positive effect on co-creation; users are more engaged and contribute more actively to platforms when they trust the information and interactions provided. Trust also helps mitigate users' concerns about the authenticity of content on a platform (Lam et al., 2020).

**Hypothesis 1.** *Tourist trust has a positive effect on tourists' intention to co-create.*

Previous research has revealed several intriguing findings regarding the relationship between the tourist experience and the intention to co-create. For example, Chen (2020) discovered that diversity in co-creation experiences positively impacts interest in co-creation. Although this was observed in a different context, it is argued that such diversity can enhance creative self-efficacy and confidence, thereby promoting active participation in co-creation activities within virtual communities. Additionally, Luo et al. (2021) explored the comprehensive understanding of tourist experiences and their impact on the willingness to revisit, which is vital for tourism destination management. This study emphasizes the importance of understanding the correlation between tourist experiences, satisfaction levels, and the intention to revisit, which is crucial for tourism destination marketing strategies.

Rather and Hollebeek (2021) further highlight the significance of experiences in utilizing online tourism destination platforms. They found that the emotional experience

of a destination serves as a significant mediator between user platform experience and destination engagement intentions. Aesthetically pleasing and trustworthy online interaction environments influence emotional responses to destinations more than perceptions of usefulness and ease of use. Trust in the platform also plays a significant role in users' emotional evaluations of the destination. Furthermore, [Kim et al. \(2015\)](#) established a significant positive relationship between tourist experiences and the intention to revisit destinations, asserting that travel experiences also impact the intention to return.

**Hypothesis 2.** *Tourist experience positively affects tourists' intention to co-create.*

Several studies have confirmed that customer involvement in co-creation contexts positively impacts loyalty and trust, applicable to both brand and non-brand customers ([Busser & Shulga, 2019](#)). [Cheung and To \(2011\)](#) demonstrated that freedom in co-creation fully mediates the effect of customer involvement on service performance evaluation. Moreover, a relational-motivation orientation acts as a moderator in the relationship between customer involvement and freedom in co-creation.

[Y. C. Liu et al. \(2018\)](#) found that the direct, positive, and significant relationship between involvement and place attachment is mediated by co-creation. This underscores the effectiveness of co-creation in enhancing place attachment and provides practitioners with insights to assess partners' capabilities in co-creation. [Lorincz et al. \(2020\)](#) highlighted that customer involvement in experiences varies according to age, emphasizing the need to understand the dimensions of customer involvement to enhance services and loyalty within the tourism industry. This research offers a comprehensive overview of the importance of customer involvement in relation to the intention to co-create.

**Hypothesis 3.** *Tourist involvement has a positive effect on tourists' intention to co-create.*

The moderating role of tourists' nationality in their intention to participate in co-creation activities is recognized as a significant factor. Variations in culture, values, and preferences among tourists from different countries can influence their level of interest in engaging in co-creation. Factors such as previous experiences, destination perceptions, and consumer preferences may also differ across nationalities, potentially moderating the relationship between the intention to co-create and other influencing factors. Therefore, destination management must understand these differences and adapt their marketing strategies to cater to each tourism market.

Previous research confirms that variables such as tourists' perceptions of destinations, satisfaction levels, demographic profiles, and tourist activities may vary according to their country of origin. These variations highlight the importance of destination management in understanding the needs of distinct tourist groups, segmenting the tourism market, and developing tailored marketing strategies for each market ([Kozak, 2002](#)). Additionally, [Pizam and Sussmann \(1995\)](#) found significant differences in learned behavior characteristics between nationality pairs. Destination management can leverage this information to implement more effective marketing strategies based on the preferences and behaviors of tourists from different countries.

Other studies indicate significant differences in the perceptions of tourists from four nationalities concerning behavioral characteristics. For instance, American tourists were found to be the most distinct, followed by Germans, British, and French tourists. These findings challenge the common assumption of similarities among Anglo-Saxon descendants and differences with the French. Factor analysis identifies five main factors that explain most of the variation in tourist behavior. Destination management can utilize this

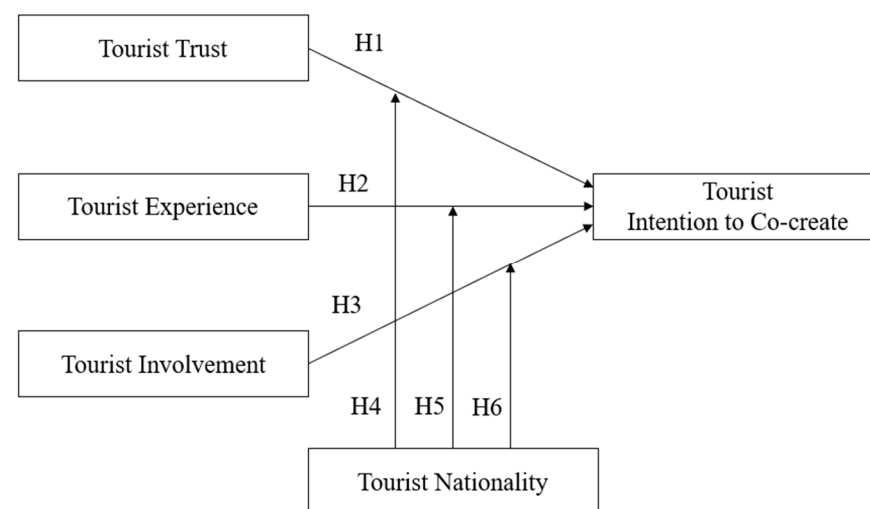
information to develop more effective marketing strategies tailored to the preferences and characteristics of tourists from various countries (Pizam & Reichel, 1996).

**Hypothesis 4.** *Tourist nationality moderates the relationship between the tourist experience and tourist's intention to co-create.*

**Hypothesis 5.** *Tourist nationality moderates the relationship between tourist trust and tourist's intention to co-create.*

**Hypothesis 6.** *Tourist nationality moderates the relationship between tourist involvement and tourist's intention to co-create.*

The research model can be delineated from the foundational research depicted in Figure 1 as follows.



**Figure 1.** Research model.

### 3. Materials and Methods

#### 3.1. Data Collection and Sampling

This study utilized an online survey to collect data from 400 international tourists visiting Indonesia. The respondents were active users of social media platforms, such as Facebook and Instagram. An initial screening process was conducted to ensure respondent eligibility, including questions about their country of origin and the purpose of their visit to Indonesia. Respondents were also asked to share their experiences in reviewing tourist destinations on social media and providing feedback on new or modified services offered by travel service providers through their official websites. The diversity in the sample composition enabled the study to capture a wide range of perspectives, facilitating a comprehensive analysis of tourists' co-creation behavior across various cultural and socio-economic contexts. Out of 559 total responses received, 119 respondents were deemed ineligible, as their visit to Indonesia was not for tourism purposes, while 40 others were excluded, as they were not active social media users. After the screening process, data from 400 eligible respondents were used for further analysis. The survey responses were thoroughly reviewed to ensure data consistency, and anonymization was performed to maintain confidentiality and reliability during the analysis.

### 3.2. Instrument

This study adopts a quantitative approach, employing structural equation modeling with partial least squares (SEM-PLS) to analyze the relationships among the variables of interest (Hair et al., 2019; Nguyen et al., 2023). A questionnaire with 35 items was developed to measure key constructs, employing a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Arafah, 2020). The questions in the questionnaire were adapted from validated instruments in previous studies to ensure reliability and validity. These instruments were selected due to their proven relevance in measuring key constructs related to tourist trust, experience, and involvement within the context of tourism studies. For instance, items measuring tourist trust were derived from J. Liu et al. (2019), which focus on the role of trust in consumer behavior and service relationships. Similarly, questions on tourist experience were based on Pine and Gilmore (1998), a foundational study on experiential design, as well as more recent works such as Köchling and Lohmann (2022), which explore the quality of experiences in tourism. Questions on tourist involvement were adapted from Morosan (2018) and Parihar et al. (2019), which emphasize the active participation of tourists in the decision-making process. Additionally, to ensure the suitability of respondents, a series of screening questions were asked. These questions included the respondents' country of origin and their purpose for visiting Indonesia. The sample of 400 international tourists was selected using criterion-based sampling, ensuring that respondents were individuals who had visited Indonesia and actively used travel websites or social media platforms (e.g., Facebook, Instagram) to seek travel-related information or share their experiences. The instrument was carefully designed to capture insights into respondents' behaviors, motivations, and perspectives on co-creation in the tourism context.

### 3.3. Data Analysis

Data analysis was conducted using the structural equation modeling–partial least squares (SEM-PLS) method with SmartPLS 4.0 software. The analysis was performed in two main stages: measurement model analysis (outer model) and structural model analysis (inner model). In the measurement model analysis, the validity and reliability of constructs were evaluated through convergent validity, discriminant validity, and construct reliability. In the structural model analysis, the relationships between latent variables were evaluated. This stage involved calculating path coefficients, *p*-values, and adjusted R square to determine the significance and influence of independent latent variables on dependent latent variables. The structural model analysis provided deeper insights into the hypothesized relationships within the theoretical framework.

## 4. Results

### 4.1. Demographic Characteristics

The respondents in this study were international tourists from 20 countries, including Germany, the United States, France, Austria, the United Kingdom, Canada, Italy, Finland, Japan, the Netherlands, Spain, Sweden, Switzerland, India, China, Malaysia, Turkey, Singapore, South Korea, and the United Arab Emirates. This diversity in respondents' countries of origin provides valuable insights into the socio-economic contexts that shape tourists' perceptions and experiences. Detailed information about the distribution of respondents by country can be found in Table 1.

In terms of gender, the respondents were nearly evenly distributed, with 51% male and 49% female participants. This balanced gender representation allows for an in-depth analysis of co-creation interest among male and female tourists. Furthermore, 67.3% of respondents were married, while 32.7% were unmarried, providing additional demographic perspectives for the study.

**Table 1.** Respondent by country.

Country Name	Number of Respondents ( <i>n</i> )	Percentage (%)
Austria	83	20.75
Canada	13	3.25
China	14	3.5
Finland	10	2.5
France	16	4
Germany	86	21.25
India	13	3.25
Italy	11	2.75
Japan	13	3.25
Malaysia	28	7.25
Netherlands	11	2.75
Singapore	14	3.5
South Korea	9	2.25
Spain	10	2.5
Sweden	9	2.25
Switzerland	21	5.25
Turkey	3	0.75
United Arab Emirates	10	2.5
United Kingdom	12	3
United States	14	3.5
Total	400	100

#### 4.2. The Measurement Model

##### 4.2.1. Convergent Validity

Convergent validity was assessed by examining the outer loading values and average variance extracted (AVE). Indicators with outer loading > 0.7 were considered valid, although values between 0.5 and 0.6 were acceptable for the initial research stage, provided that the AVE value was > 0.5. The AVE values can be seen in Table 2.

**Table 2.** Average variance extracted (AVE).

Variable	AVE
Tourist Nationality (Y1)	0.831
Moderating Effect Y1 between X1 and Y2	0.822
Moderating Effect Y1 between X2 and Y2	0.817
Moderating Effect Y1 between X3 and Y2	0.824
Tourist Experience (X2)	0.644
Tourist Intention to Co-create (Y2)	0.758
Tourist Involvement (X3)	0.691
Tourist Trust (X1)	0.695



#### 4.2.2. Composite Reliability

A composite reliability test was conducted to assess the reliability of the instruments using the SEM-PLS. Composite reliability evaluates internal consistency and Cronbach's Alpha. Both measures apply the same threshold value, which is greater than 0.7. The composite reliability and Cronbach's Alpha values for the variables are presented in Table 3.

**Table 3.** Cronbach's Alpha and composite reliability values.

	Cronbach's Alpha	Composite Reliability
Tourist Nationality (Y1)	0.932	0.952
Moderating Effect Y1 between X1 and Y2	0.991	0.991
Moderating Effect Y1 between X2 and Y2	0.990	0.991
Moderating Effect Y1 between X3 and Y2	0.992	0.992
Tourist Experience (X2)	0.881	0.913
Tourist Intention to Co-create (Y2)	0.936	0.949
Tourist Involvement (X3)	0.924	0.939
Tourist Trust (X1)	0.912	0.932

#### 4.2.3. Discriminant Validity

The discriminant validity test evaluates the correlation between constructs and other variables. It assesses the measurement model with reflective indicators by examining cross-loadings between constructs and their respective measurement indicators. For a construct to predict its indicators effectively, the correlation between the construct and its measurement indicators should be higher than its correlation with other constructs. The results of cross-loadings for each indicator are presented in Table 4.

**Table 4.** Cross loading.

Variable	X1 (Tourist Trust)	X2 (Tourist Experience)	X3 (Tourist Involvement)	Y1 (Tourist Nationality)	Y2 (Tourist Intention to Co-Create)
Tourist Trust	0.802	0.170	0.419	0.368	0.317
	0.831	0.121	0.393	0.281	0.249
	0.828	0.111	0.363	0.271	0.281
	0.857	0.105	0.371	0.297	0.250
	0.857	0.117	0.433	0.379	0.278
	0.822	0.169	0.446	0.373	0.291
Tourist Experience	0.406	0.672	0.014	0.114	0.151
	0.424	0.837	0.018	0.085	0.085
	0.579	0.750	0.061	0.069	0.071
	0.563	0.900	0.022	0.033	0.081
	0.218	0.883	0.209	0.159	0.241
	0.157	0.804	0.175	0.174	0.186

**Table 4.** *Cont.*

Variable	X1 (Tourist Trust)	X2 (Tourist Experience)	X3 (Tourist Involvement)	Y1 (Tourist Nationality)	Y2 (Tourist Intention to Co-Create)
Tourist Involvement	0.237	0.120	0.686	0.268	0.291
	0.276	0.150	0.854	0.194	0.229
	0.519	0.090	0.872	0.322	0.315
	0.054	0.038	0.882	0.036	0.164
	0.167	0.084	0.831	0.210	0.225
	0.099	0.000	0.845	0.094	0.132
	0.152	0.065	0.866	0.134	0.153
	0.308	0.079	0.786	0.303	0.240
	0.009	0.112	0.853	0.075	0.166
	0.062	0.007	0.775	0.166	0.226
	0.274	0.092	0.854	0.224	0.268
	0.221	0.060	0.872	0.150	0.171
	0.061	0.077	0.882	0.073	0.200
Tourist Nationality	0.144	0.215	0.259	0.918	0.269
	0.212	0.099	0.338	0.895	0.184
	0.152	0.193	0.183	0.941	0.122
Tourist Intention to Co-create	0.469	0.120	0.419	0.890	0.255
	0.165	0.146	0.138	0.054	0.816
	0.152	0.091	0.099	0.004	0.888
	0.076	0.100	0.172	0.103	0.913
	0.016	0.185	0.236	0.077	0.833
	0.162	0.074	0.236	0.149	0.917
	0.534	0.249	0.514	0.344	0.851

### 4.3. Structural Model

#### 4.3.1. Path Coefficients

In evaluating the relationship between variables, there are several stages involved. The first stage focuses on path coefficients, which represent the direction of the relationship between constructs. The sign of the path coefficients should align with the theoretical framework underlying the hypotheses. The significance of path coefficients can be assessed from the t-value using the bootstrapping process in SEM-PLS. The results of the analysis are presented in Table 5.

**Table 5.** Path coefficient.

Variable	Path Coefficient
X1 -> Y2	0.102
X2 -> Y2	0.082
X3 -> Y2	0.195
Y1 -> Y2	0.623
Moderation effect Y1 between X1 and Y2	0.199
Moderation effect Y1 between X2 and Y2	0.065
Moderation effect Y1 between X3 and Y2	0.239

It can be observed that when the path coefficient value is positive, the relationship between the exogenous and endogenous variables has a positive impact. This aligns with the theoretical framework underlying the research hypotheses.

4.3.2. R2 Test

After examining the path coefficient, the R2 values are assessed to elucidate the impact of internal variables on external ones. The R2 values are categorized into stringent criteria ( $R^2 > 0.60$ ), moderate criteria ( $R^2 > 0.33$ ), and weak criteria ( $R^2 > 0.19$ ) for evaluation. The results of the analysis are presented in Table 6.

Table 6. R-squared values.

	R-Square	R-Square Adjusted
Tourist Intention to Create (Y2)	0.892	0.826

4.3.3. Hypothesis Test

Hypothesis testing in this study employs the two-tailed t-table value, set at 1.96 for a significance level of 0.05, as the criterion. This t-table value is then used as a reference for accepting or rejecting the proposed hypotheses. The measurement and structural model developed using PLS is illustrated in Figure 2.

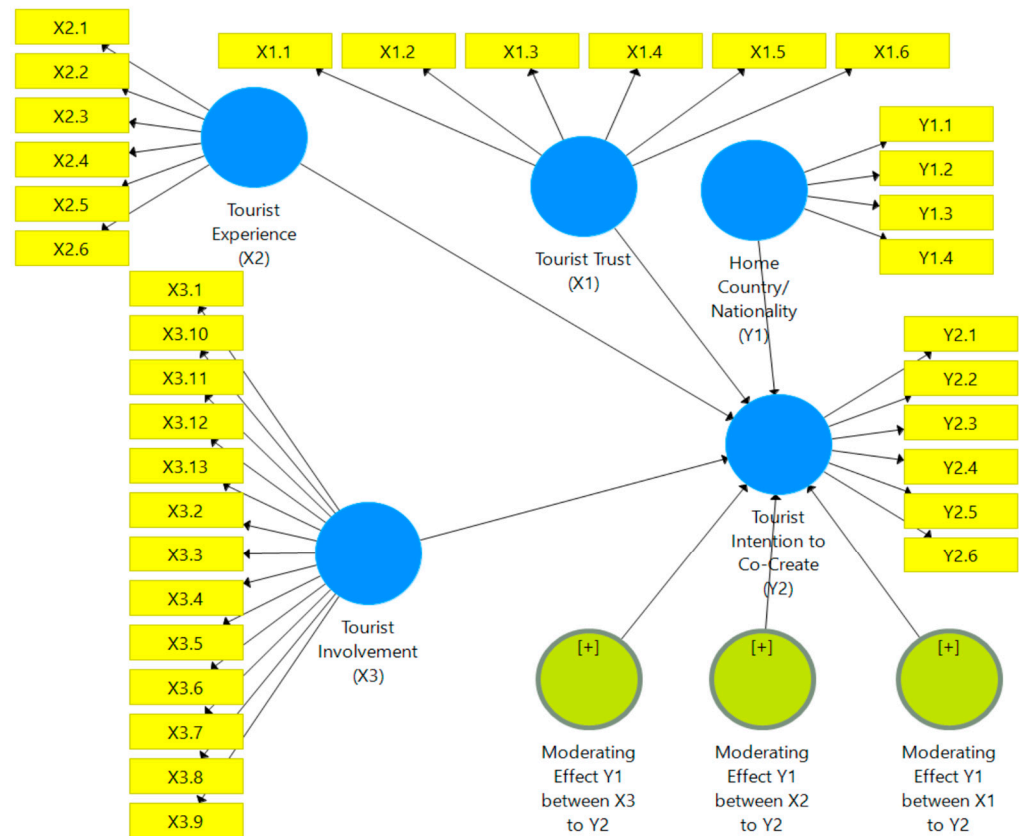


Figure 2. Measurement and structural model with PLS.

In Table 7, the direction of the hypothesis is determined by the positive value of the T statistic. The hypothesis is accepted if the T Stat  $> 1.96$ , but if the T Stat  $< 1.96$ , the hypothesis is rejected. In this study, the results of hypothesis testing using the bootstrap method in SEM-PLS are outlined below.

**Table 7.** Statistical test.

Path Analysis	Path Coefficient	T Statistics	Hypothesis	Conclusion
X1 -> Y2	0.102	2.693	H1	Accepted
X2 -> Y2	0.082	1.159	H2	Rejected
X3 -> Y2	0.195	4.440	H3	Accepted
Moderation Y1 between X1 and Y2	0.199	4.216	H4	Accepted
Moderation Y1 between X2 and Y2	0.065	1.376	H5	Rejected
Moderation Y1 between X3 and Y2	0.239	4.043	H6	Accepted

#### 4.4. Hypotheses

##### 4.4.1. Hypothesis 1: Tourist Trust Positively Influences Tourists' Intention to Co-Create

The research findings show that tourist trust (X1) has a positive influence on tourists' intention to co-create (Y2), with a path coefficient of 0.102 and a t-statistic value of 2.693. This finding supports the hypothesis that trust enhances tourists' interest in participating in the co-creation process. Trust provides a sense of safety and confidence in the service providers, encouraging tourists to be more active in creating a shared experience. This result aligns with the Value Co-Creation (VCC) Theory discussed in Section 2, which emphasizes the importance of collaboration between tourists and service providers. Furthermore, as mentioned in Section 1, tourist trust strengthens the relationship between tourists and service providers, encouraging engagement in the process of co-creating value (Lee et al., 2017; Nadeem & Al-Imamy, 2020).

##### 4.4.2. Hypothesis 2: Tourist Experience Positively Influences Tourists' Intention to Co-Create

The analysis shows that tourist experience (X2) has a positive influence on tourists' intention to co-create (Y2), with a path coefficient of 0.082 and a t-statistic value of 1.159. Although a positive influence is observed, the result is not strong enough to support the hypothesis. This finding is consistent with prior research presented in Section 1, where tourist experience has the potential to influence collaboration interest, but its effect may be moderated by other factors such as trust or tourist involvement. Section 2 also highlights that within service-dominant logic (S-D Logic), the tourist experience alone is insufficient without collaborative interaction between tourists and service providers.

##### 4.4.3. Hypothesis 3: Tourist Involvement Positively Influences Tourists' Intention to Co-Create

The research findings show that tourist involvement (X3) positively influences tourists' intention to co-create (Y2), with a path coefficient of 0.195 and a t-statistic value of 4.440. This finding indicates that the higher the level of tourist involvement, the greater their interest in participating in the co-creation process.

As explained in Section 2, actively engaged tourists are more likely to be interested in collaborating to create a unique and satisfying tourism experience. This finding is also consistent with previous research, which indicates that tourists with high levels of involvement are more interested in participating in co-creation (Frasquet-Deltoro et al., 2019). Tourist involvement reflects their active participation in creating the tourism experience, which can strengthen the relationship between tourists and the destination. This supports the theory outlined in Section 2, particularly the Value Co-Creation Theory (VCC), which states that active tourist involvement is a key element in creating shared value. Consistent with

Section 1, tourist involvement also contributes to the development of more meaningful and sustainable tourism experiences, thereby strengthening the relationship among tourists, the destination, and service providers (Lee et al., 2017; Nadeem & Al-Imamy, 2020).

#### 4.4.4. Hypothesis 4: Tourist Nationality Moderates the Relationship Between the Tourist Experience and Tourists' Intention to Co-Create

The analysis shows that tourist nationality (Y1) does not convincingly moderate the relationship between tourist experience (X2) and tourists' intention to co-create (Y2), with a moderation coefficient of 0.065 and a t-statistic value of 1.376. This finding suggests that nationality may not play a significant role in strengthening this relationship. In the context of the theory discussed in Section 2, while nationality may influence tourists' perceptions of their experiences, its moderating effect on this relationship is not strong. This may be due to the homogeneity of tourism experiences across different countries, as also mentioned in Section 1, where experience factors are more influenced by direct interaction with service providers rather than tourists' cultural background or nationality.

#### 4.4.5. Hypothesis 5: Tourist Nationality Moderates the Relationship Between Tourist Trust and Tourists' Intention to Co-Create

The research findings show that tourist nationality (Y1) strengthens the relationship between tourist trust (X1) and tourists' intention to co-create (Y2), with a moderation coefficient of 0.199 and a t-statistic value of 4.216. This finding indicates that tourists from different nationalities may respond more positively to the trust given to service providers, thereby increasing their interest in co-creating. As stated in Section 1, tourist trust plays a key role in building relationships between tourists and destinations. This finding is also consistent with the service-dominant logic (S-D Logic) theory outlined in Section 2, which emphasizes the importance of reciprocal relationships in the co-creation process. Nationality can influence how tourists process and respond to trust in service providers, which ultimately impacts their willingness to co-create.

#### 4.4.6. Hypothesis 6: Tourist Nationality Moderates the Relationship Between Tourist Involvement and Tourists' Intention to Co-Create

The analysis shows that tourist nationality (Y1) strengthens the relationship between tourist involvement (X3) and tourists' intention to co-create (Y2), with a moderation coefficient of 0.239 and a t-statistic value of 4.043. This finding suggests that nationality plays an important role in strengthening this relationship. In line with the theory discussed in Section 2, tourist involvement, influenced by their cultural or national background, can enhance their perception of the value of collaboration in the tourism experience. Section 1 also explains that tourist involvement, supported by nationality, can create more memorable and meaningful tourism experiences, reinforcing tourists' interest in active participation in co-creating value.

The results of testing these hypotheses provide valuable insights into the influence of tourist trust, experience, and involvement on their intention to co-create tourism experiences, as well as the role of nationality in moderating these relationships. These findings are relevant for the development of more responsive and sustainable destination strategies, utilizing tourist trust, experience, involvement, and nationality characteristics.

## 5. Discussion

This study demonstrates that nationality plays a significant moderating role in the relationship between tourist trust and the intention to co-create, while it does not significantly moderate the relationship between tourist experience and the intention to co-create. These findings align with prior research, such as Villamediana-Pedrosa et al. (2020) and Li

et al. (2011), which emphasize the role of cultural differences and motivational factors in shaping tourist behavior. Specifically, the results support the hypothesis that cultural values inherent in nationality influence tourists' trust and subsequent engagement in co-creation activities. Additionally, Wondirad et al. (2021) highlighted the importance of cultural authenticity and traditional values in enhancing tourist trust and participation, reinforcing the findings of this study.

The lack of a significant moderating effect of nationality on the relationship between tourist experience and co-creation intention suggests that tourist experiences are more individualized and less influenced by collective cultural identity. This perspective aligns with the globalization of tourism, where shared universal experiences facilitated by technology and increased travel accessibility diminish the impact of cultural identity on individual behaviors (Vargo & Lusch, 2008). These results indicate that while nationality remains an important factor in trust-based interactions, its influence may not extend uniformly across all dimensions of co-creation.

Applying service-dominant logic (S-D Logic), this study underscores the importance of trust as a foundational element of value co-creation. Trust facilitates relational exchanges, enabling effective collaboration between tourists and service providers (Lusch & Vargo, 2006; Prahalad & Ramaswamy, 2004a). The findings confirm that nationality influences trust-based interactions, supporting the need for tailored strategies to build trust across diverse cultural groups. These results align with recent findings by Grott et al. (2018), which emphasize the necessity of cultural sensitivity in fostering trust and engagement.

### 5.1. Practical Implications

The findings offer significant practical implications for destination management and tourism service providers. Understanding the moderating role of nationality on trust provides actionable insights for developing culturally sensitive strategies. For instance, cross-cultural training for service staff can enhance their ability to address the unique preferences and expectations of tourists from diverse cultural backgrounds (Ballantyne et al., 2011). Additionally, technology and data analytics can be leveraged to personalize communication and engagement strategies based on tourists' cultural profiles, fostering trust and encouraging co-creation.

The insignificance of nationality's moderating role in tourist experiences highlights the diminishing role of nationality in an increasingly interconnected world. This underscores the need to focus on regional or continental categorizations (e.g., Asian, European, or American tourists) that capture broader cultural patterns without oversimplifying individual variations. These findings echo the conclusions of Villamediana-Pedrosa et al. (2020), which suggest that motivational factors may serve as more effective predictors of engagement in certain contexts than nationality alone.

### 5.2. Theoretical Implications

This study extends Value Co-Creation Theory (VCC) by integrating nationality as a moderating factor within the S-D Logic framework. It highlights the dynamic interaction between socio-cultural constructs and individual behaviors in tourism contexts. By identifying the nuanced role of nationality, this research provides a deeper understanding of how cultural dimensions shape co-creation behaviors. Additionally, this study aligns with Li et al. (2011), which underscores the impact of cultural differences on service expectations and engagement.

Moreover, this research enriches the push-pull factor framework by illustrating how socio-cultural contexts (push factors) and destination-specific characteristics (pull factors) interact to influence tourist engagement. The integrated perspective offered by Wondirad

et al. (2021) further supports this study's findings by emphasizing the critical role of cultural authenticity and local traditions in fostering meaningful tourist experiences. This integrated perspective offers a more holistic understanding of tourist motivations and behaviors in the co-creation process.

### 5.3. Limitations and Future Studies

Future research should explore alternative cultural categorizations, such as regional or community identities, to provide a broader understanding of cultural influences on tourism behavior. In-depth qualitative methods, including interviews and focus groups, could uncover the underlying motivations and perceptions that drive tourists' trust and co-creation intentions. Longitudinal studies could also offer insights into how the moderating role of nationality evolves over time within the dynamic interplay of globalization and cultural identity.

Additionally, investigating the role of digital platforms and social media in shaping trust and co-creation behaviors could provide valuable insights into enhancing digital engagement strategies in tourism. Further research on destination-specific factors, such as cultural authenticity and infrastructural quality, would enrich the understanding of how these characteristics interact with nationality to influence tourist behaviors.

Another limitation of this study is the unequal representation of countries in the data. The percentages presented in Table 1 were not adjusted to ensure equal weighting among countries, which may have introduced a potential bias in the results. Future research should consider applying weighting adjustments to ensure a balanced representation across countries and reduce potential biases in cross-country comparisons. This would provide a more robust analysis of how nationality and other cultural factors influence co-creation behaviors.

Future research could also build on the dataset and methodology employed in this study to explore additional dimensions of co-creation behaviors. For instance, the dataset could be expanded to include more diverse cultural contexts, allowing for deeper cross-cultural comparisons. Additionally, the current quantitative approach could be integrated with qualitative methods to triangulate findings and provide a more comprehensive understanding of the underlying factors driving tourist trust and co-creation intentions.

## 6. Conclusions

This study highlights the critical role of nationality as a moderating factor in specific dimensions of tourist co-creation behaviors, particularly trust. While nationality remains a significant determinant in some contexts, its diminishing relevance in others calls for more nuanced and adaptive strategies in tourism management. By addressing the complexities of cultural diversity and leveraging co-creation as a tool, tourism stakeholders can enhance the quality of tourist experiences while supporting sustainable tourism practices. These findings contribute to the evolving discourse on the interplay among globalization, cultural identity, and co-creation in the tourism industry.

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