

ABSTRACT

Indonesia is one of the archipelagic countries rich in natural resources and abundant culture, making Indonesia one of the world's main tourist destinations. One of the famous cultural tourism in West Java is Saung Angklung Udjo which preserves and develops Sundanese culture, especially Angklung. This study was conducted to determine the effect of aesthetic judgment and flow experience on behavioral outcomes at Saung Angklung Udjo. The purpose of this study is to determine and analyze how aesthetic judgment affects flow experience, the effect of aesthetic judgment on behavioral outcomes, the effect of flow experience on behavioral outcomes, and the effect of aesthetic judgment on behavioral outcomes through flow experience at Saung Angklung Udjo.

This research uses quantitative methods with descriptive research types. The data in this study were obtained through two sources, namely primary data sources through distributing questionnaires to Saung Angklung Udjo tourists and secondary data sources obtained from previous research, journals, and books. Sampling was carried out using non-probability sampling method, with a total of 385 tourists as respondents. After the data is collected, data analysis is carried out using descriptive analysis techniques and Partial Least Square Structural Equation Model (PLS-SEM) with SmartPLS 4.0 analysis tools.

The results of this study show descriptive analysis that aesthetic judgment is in the very good category, flow experience is in the very good category, and behavioral outcomes are in the very good category. The results of hypothesis testing show that there is a positive and significant influence between aesthetic judgment and flow experience, aesthetic judgment on behavioral outcomes, flow experience on behavioral outcomes, and the indirect effect of aesthetic judgment on behavioral outcomes through flow experience.

Keyword: *Aesthetic judgment, Flow experience, Behavioral outcomes*