

## **Are We Different? The Effects of Perceived Value on Revisiting Intention in The Context of MICE Tourism: a Multi-Group Analysis**

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The COVID-19 pandemic has had a devastating effect on businesses of all kinds. Accompanied by quarantine requirements in most countries and closed borders worldwide, the MICE (meetings, incentives, conventions, and expeditions) industry has been badly hit. To bounce back from the COVID-19 disruption, there is a need for MICE event organizations and destination marketers to understand the value, attitude, and behavioral sequences among the MICE participants. Using the partial least squares structural equation modeling (PLS-SEM), this study examines the role of perceived value in affecting MICE participants' attitude towards the events they had participated in, their attitude towards the hosting destination, and their revisiting intention. Recognizing the potential cultural differences between international and domestic event participants, this study further conducted the multi-group analysis to analyze the difference between international and domestic event participants. This timely study provides new insight into strategies to rebuild domestic and international events during the post-COVID recovery period.

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