



# The Influence of Experiential Marketing and Tourist Satisfaction in Revisit Intention Tourism

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**Abstract.** This study aimed to determine the effect of experiential marketing on Revisit intention, the effect of Tourist satisfaction on Revisit intention, and the positive influence and influence of experiential marketing and Tourist satisfaction on tourists on Belitung Island. This research uses quantitative data to test the hypothesis between variables. The research variables were experiential marketing, tourist satisfaction, and revisit intention. The instrument in this research is a questionnaire. The sample in this study were tourists who had visited the Belitung Island tourist area for the first time or had visited more than once. The sampling technique used purposive sampling technique. The sample in this study was 212 respondents, but there were only 194 respondents who met the criteria to be used as respondents. The research data were analyzed using SEM-PLS with Smart PLS. The results showed that there is a positive and significant influence between experiential marketing on Revisit intention, there is a positive and significant influence between Tourist satisfaction, and there is a positive and significant influence between experiential marketing and Tourist satisfaction on Revisit intention of tourists on Belitung Island.

**Keywords:** Experiential Marketing, Tourist Satisfaction, Revisit Intention, Belitung.

## 1. INTRODUCTION

The tourism industry is essential in driving regional and national economic progress<sup>1</sup>. The World Tourism Organization (UNWTO) predicts that international tourist arrivals are expected to hit 1.8 billion by 2030, experiencing an annual growth rate of 3.3 percent<sup>2</sup>. Today, Indonesia's tourism industry plays a vital role in boosting local revenue across the vast archipelago. The industry serves as an important source of foreign exchange, drives job creation and income growth, and serves as a means to introduce the culture of a nation.

According to information on the kemenparekraf.go.id website, Indonesia has identified ten key tourism destinations, including the Belitung island. Despite being designated as a major tourism destination, the number of domestic and foreign tourists

visiting Belitung has decreased yearly. Apart from the pandemic that hit Indonesia at the end of 2019, several tourist areas experienced a decrease in visitors. The number of visits by foreign and domestic tourists to Belitung can be seen in the following table:

**Table 1 Tourist Visits to Belitung**

Year	Foreign tourists	Domestic Tourist
2019	19.063	329.091
2020	6.280	126.829
2021	1.583	182.987
2022	298.157	3.749

The decline in the level of visits to Belitung Island requires managers, in this case, tourism awareness groups and tourism services, to be more competitive in providing quality services to tourists so that it impacts tourist satisfaction and loyalty to visit again.

Previous research entitled *The Relationship Between Experiential Marketing and Consumer Satisfaction in the Study*<sup>3 4</sup>. According to <sup>5</sup>, revisit intention is a behavior (behavioral intention) or a customer's desire to return, give a positive word of mouth, stay longer than expected, and visit more often. <sup>6</sup> states that satisfaction significantly positively affects revisit intention. <sup>7</sup> examines the importance of satisfaction as a determinant of goal loyalty, noting that a higher level of satisfaction results in an increased likelihood of future visits and recommendations to others. <sup>8</sup> states that experiential marketing significantly affects the intention to return, where the five dimensions of experiential marketing allow the formation of a desire to visit in the future. Based on the background above, researchers need to research the effect of experiential marketing and tourist satisfaction on revisit intention tourism on Belitung Island.

#### 1. Experiential marketing

Schmitt states that the Strategic Experiential Modules (SEM) measure experiential marketing using the dimensions of Sense, Feel, Think, Act, and Relate <sup>7,9,10</sup>. Stating that the application of experiential marketing will be able to create experiences for customers <sup>11</sup>.

#### 2. Tourist Satisfaction

<sup>12</sup>Tourist satisfaction results from how tourists' experience in a destination matches their expectations of the place. Tourist satisfaction is an evaluation made by customers regarding the level of fulfillment of a product or service <sup>13</sup>. Stating that tourists have a central role as decision-makers in visiting certain tourist attractions according to their goals.

#### 3. Revisit intention

A tourist revisit occurs when the tourist obtains satisfaction after evaluating the results of the visit. Repeat visits are research on factors influencing tourist satisfaction <sup>14,15</sup>. Revisit intention is a person's mental state reflecting plans to take several actions

within a certain period <sup>16</sup>. According <sup>to 17</sup>, motivation can also drive tourists to visit a tourist spot that can educate and provide comfort.

## 2. METHOD

This study uses quantitative data to test the hypothesis between research variables. The instrument in this study was a questionnaire. With the Slovin formula, 194 samples were obtained with the criteria of tourists who had visited tourist attractions in Belitung. The research data were analyzed using SEM-PLS with Smart PLS. According to Kock, the significance of hypothesis support can be assessed by looking at the structural model, which consists of hypothesized relationships between latent constructs in the research model. The research hypothesis can be accepted if the P-values  $\leq 0.05$ .

Three variables can be measured: Experiential marketing, Tourist satisfaction, and Revisit intention. The research hypothesis is:

H1: There is a positive and significant influence of experiential marketing on the Revisit intention of tourists in Belitung island.

H2: There is a positive and significant influence of Tourist satisfaction on the Revisit intention of tourists in Belitung island.

H3: There is a positive and significant influence of experiential marketing and Tourist satisfaction on the Revisit intention of tourists in Belitung Island.

## 3. RESULTS AND DISCUSSION

194 research respondents met the criteria in this study in the age category of respondents, dominated by the age range 40-49 years, namely 27.4% or 58 people. For gender, it is dominated by female tourists, namely 102 (52.7%). Furthermore, judging from the origin of the respondents, as many as 78.8% or as many as 149 respondents came from areas outside Bangka Belitung, such as Jakarta, Bogor, Batam, Palembang, Banten, Gresik, and Medan. The remaining 21.2% are local tourists from the Bangka Belitung Islands.

For validity testing, all loading factors for each indicator have an excellent and reflective size because the value is  $> 0.50$ , so it is stated that all variables are valid. From the results of the calculations carried out for the reliability test, the value of composite Cronbach's Alpha  $> 0.7$  or composite reliability  $> 0.6$  for all variables. Thus, the variables of Experiential Marketing and Tourist Satisfaction on the variable of Returning Intention meet the reliability.

*Inner Model Test or Structural Model*

*Determination Coefficient Test (R-Square)*

**Table 2. R-Square**

	R Square	Adjusted R Square
Revisit Intention	0.360	0.250

Sources: Data Processing 2023

Based on Table 2, it can be seen that the variable of revisit intention is influenced by latent variables in this study by 36%. In comparison, the remaining 64% is explained by other factors not explained in the model. This shows that experiential marketing and tourist satisfaction have a simultaneous effect but are still weak or insignificant. The conclusion is that H3 is accepted. This is in line with previous research<sup>18</sup>, which states that satisfaction significantly positively affects revisit intention.<sup>7</sup> Stated that revisit intention is a form of behavior (behavioral intention) or a customer's desire to return, give a positive word of mouth, stay longer than expected, and visit more often than expected.

*Path coefficient*

**Table 3. Path Coefficient**

	Revisit Intention
Experiential Marketing	0.161
Tourist Satisfaction	0.144

Sources: Data Processing 2023

Based on Table 3, the experiential marketing and tourist satisfaction variables have a value in the range of 0 to 1, so the variable positively influences the revisit intention variable. Then, H1 and H2 are accepted. This finding is supported by research from<sup>14,19,20</sup>, which states that there is a positive and significant influence between experiential marketing and revisit intention. Also, this study supports previous research from<sup>21,22</sup> which obtained findings that tourist satisfaction will positively and significantly affect tourist intention to make a repeat visit. When someone is satisfied, they tend to recommend it to others and make a return visit in the future.

Based on the calculation, the T-Statistics of experiential marketing is  $2.64 > 1.96$ , and the variable has a significance of 0.008, which means the p-values are below 5% or 0.05, so the hypothesis is accepted. In the following, researchers present the results of calculating t-statistics and p-values. Furthermore, the T-statistic for tourist satisfaction is  $2.25 > 1.96$ , and the variable has a significance of 0.025, which means the p-values are below 5% or 0.05, so the hypothesis is accepted. Therefore, experiential marketing and tourist satisfaction significantly influence revisit intention.

<sup>23</sup> Argues that satisfaction directly affects the short term but not the long term unless marketers continuously develop satisfaction. <sup>24</sup> Argue that satisfaction has a significant and positive effect on behavioral intention where revisit is part of behavioral intention. Research with similar results was conducted by <sup>20,25</sup> there is a positive and significant effect between satisfaction and revisit intention.

Some studies have shown a positive relationship between experiential marketing and revisit intention. <sup>18</sup> satisfaction has a significant positive effect on revisit intention. For example, research by <sup>26</sup> shows that positive experiences provided through experiential marketing can increase tourist intentions to return to visit.

This study has three hypotheses, and the results show that all three hypotheses proposed at the beginning of the study are accepted. Research on the influence of experiential marketing and tourist satisfaction must be carried out to help find the

impact of applying these two variables to increase tourist revisit interest in a tourist area.

#### 4. CONCLUSION

Based on the results of the research that has been done, the following conclusions are obtained:

1. There is a positive and significant influence between experiential marketing on the Revisit intention of tourists in Belitung Island
2. There is a positive and significant influence between Tourist satisfaction on the Revisit intention of tourists in the island of Belitung
3. There is a positive and significant influence between experiential marketing and Tourist satisfaction on the Revisit intention of tourists in Belitung Island

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