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What Comes After Customer Experience in Tourist Attraction?

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Research Highlights

“Seeing is believing, but feeling’s the truth (Thomas Fuller)”. Many people rely on this feeling which derived from a seeing (and or) experiencing activities. Therefore in tourism sector it is important to get a good feeling from the customer. In the matter of destination management especially a tourist attraction, what comes after a customer experience could be the revisit intention of the customers. The study proposed a hypotesis H₁: There is an influence of customer experience on revisit intention. The result indicated there is a positive relationship between customer experience and revisit intention. This proves that the better the experience the more the intention to revisit.

Research Objectives

One of the most important factor in the success of a product is inovating with the customer’s experience. With the positive experience that customers had, will make them easier to spend their income and energy to be able to enjoy the product and service (Schmitt, 1999). The purpose of the tourist destination manager is to determine the ways for tourists to return to their destination. As a manager, the strategy must be planned as an effort to create revisit intention. In general, customer experience is when the process of buying a service or product made by consumers that can provide long-term effects on the decision to visit again. Whereas the interest in revisiting in this research is called revisit intention, which can be interpreted as the possibility of domestic and foreign tourists o revisit or repeat activities at a destination (Lin, 2012). The purpose of this study is to prove the hypotesis H₁: There is an influence of customer experience on revisit intention. The case study was at Pandawa Beach tourist attraction, Bali Province, Indonesia

Methodology

In accordance with the conditions at the time of the study, sampling was directly collected at the research’s locus. and aimed at obtaining results using questionnaire instrument. The total





population taken from tourist's visit data on location, started from the period of January 2017 to February 2018 was 1,725,297 people. 100 respondents were chosen using Slovin sampling technique, with minimum sample size set by $e = 0.1$, and taken by simple random sampling test. The indicators used are sense, feel, think, and act which are variables or dimensions of customer experience measured using adjusted general news from (Taskin, 2012). While indicators of relate are measured by surveys that are modified from (Lee, Chang, Hou, & Lin, 2008). Research instruments have passed validity and reliability test. The corrected item total correlation value is above $r_{table} = 0.1965$. Based on the reliability test with a significance level of 0.05, $N = 100$, $r_{table} = 0.1965$ obtained $0.366 > r_{table}$. Simple linear regression analysis technique is used for this study analyzing the independent variables customer experience (x), and the dependent variable (y), revisit intention. From these 2 variables can be formulated $Y = a + bx$.

Results

Based on the f test that will occur using a real level of 0.05 obtained p-value = 0,000 < 0.05 which can then be concluded that the customer experience variable simultaneously influences revisit intention. While the results of the t test with a real level of 0.05 were obtained from p-value = 0,000 < 0.05 and the customer experience variable was partially affected on revisit intention. The simple regression model formed is: Information: Y: revisit intention

X: customer experience.

$$Y = 12,344 + 0,443x$$

The analysis will give a constant value of 12,344. If the customer experience variable increases by one unit, the level of revisit intention increases by 12,344. If the customer experiences go up one unit then the intention of revisit will increase by 0.443.

The effect of customer experience on revisit intention is based on the results of simultaneous testing (F test) and produces that there is an influence between customer experience and revisit intention. In accordance with the results of the t test, the customer experience uses 5 indicators consisting of sense, feel, think, act, relate, has a partial effect on revisit intention. The customer experience has a significant positive effect on the revisit intention.





Findings

The study shows positive relation influence between customer experience on revisit tourist intention. Fell dimension gets the highest value and measured based on the experience of tourists when enjoying the atmosphere and natural aesthetics of the Pandawa Beach. It also shows that there are still problems to be considered by the management of Pandawa Beach. Hence efforts must be made to enhance the novelty element of Pandawa beach, both through added tourism activities and tourists visiting the Pandawa Beach. Revisit Intention gets the lowest evaluation. Pandawa Beach must pay attention to many emerging competitors which have more diverse attractions.

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