



THE INFLUENCE OF SERVICESCAPE TOWARD THE CUSTOMER EXPERIENCE IN ENHANCING TOURIST REVISIT INTENTION

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ABSTRACT

This study aims to analyze the impact of Servicescape on Customer Experience and Tourist Revisit Intention in trendy tourist destinations, utilizing a quantitative approach. The primary data for this study were collected from 160 respondents belonging to Generations Y and Z, who had visited various tourist destinations across multiple locations in Indonesia. The random sampling technique was employed to select the participants. The collected data were processed using SEM-PLS programs. The findings of this study reveal a positive and significant influence of Servicescape on Customer Experience. Additionally, Servicescape demonstrates a positive and significant effect on Tourist Revisit Intention, while Customer Experience also exhibits a positive and significant impact on Tourist Revisit Intention. Furthermore, Servicescape exhibits a positive and significant effect on Tourist Revisit Intention, mediated by Customer Experience. In conclusion, this study highlights that an enhanced level of Customer Experience positively influences Tourist Revisit Intention. Moreover, the higher the level of Customer Experience, the greater the increase in Tourist Revisit Intention.

Keywords: *Customer Experience; Generations Y and Z; Servicescape; Tourist Revisit Intention*

RESEARCH HIGHLIGHTS

Firstly, Servicescape has a positive and significant influence on Customer Experience, indicating that the physical environment plays a crucial role in shaping the overall experience of tourists.

Secondly, Servicescape also has a positive and significant effect on Tourist Revisit Intention, suggesting that a favorable physical environment increases the likelihood of tourists revisiting the destination in the future.

Thirdly, Customer Experience itself has a positive and significant impact on Tourist Revisit Intention, highlighting the importance of providing a positive and satisfying experience to encourage repeat visits.

Lastly, Customer Experience acts as a mediator between Servicescape and Tourist Revisit Intention, indicating that the impact of Servicescape on revisit intentions is partially influenced by the quality of the customer experience. In conclusion, the study emphasizes the significance of enhancing Customer Experience to positively influence Tourist Revisit Intention, with a higher level of Customer Experience leading to a greater increase in revisit intentions.

GRAPHICAL ABSTRACT

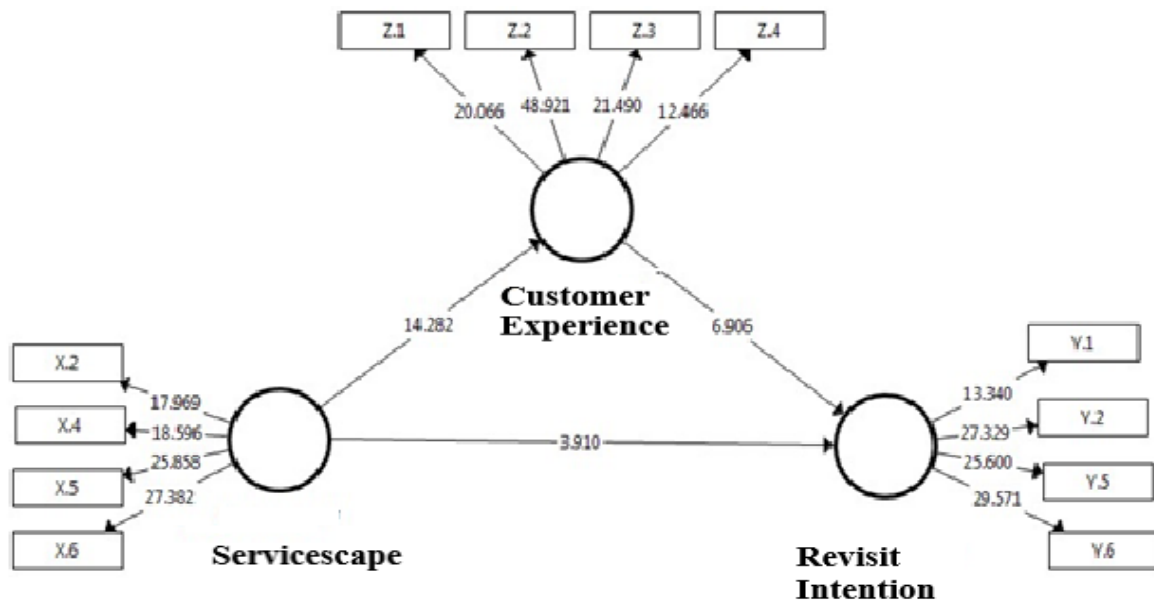


Fig. 1. Structural Model Hypothesis

Research Objectives

This study aims to investigate the influence of Servicescape on Customer Experience and Tourist Revisit Intention in trendy tourist destinations, considering the effects of the Covid-19 pandemic and the importance of addressing tourists' opinions, suggestions, needs, and desires. The decline in income within the tourism sector has prompted managers to make strategic changes to enhance customer loyalty and attract continuous tourist flow. Recognizing tourists' affinity for capturing moments through photography, especially among Generations Y and Z, who embrace digital cameras and devices, the physical appearance of tourist destinations assumes significance as a unique attraction. This presents an opportunity for destination managers to leverage the Servicescape concept in designing facilities that offer remarkable experiences for tourists. Furthermore, the study acknowledges that Customer Experience, encompassing both positive and negative encounters, plays a crucial role in shaping individuals' perception of repurchasing related products. By employing a quantitative research approach, specifically utilizing multiple linear regression analysis, this study seeks to quantify the impact of Servicescape on Customer Experience and Tourist Revisit Intention. The findings will contribute insights to tourism business managers and destination planners on enhancing service quality, improving physical aesthetics, and fostering customer loyalty in the post-pandemic landscape.

Methodology

This study adopts a quantitative approach to investigate the research objectives. The primary data for this study was collected through a questionnaire distributed to a sample of 200 respondents. However, due to incomplete responses, only 160 responses were

included in the data analysis. The sampling technique employed was random sampling, ensuring that the sample represented both male and female individuals from Generations Y and Z, with ages ranging from 15 to 30 years old. The respondents were selected based on their travel experiences to various tourism objects in five provinces of Indonesia, namely DKI Jakarta, West Java, Central Java, DI Yogyakarta, and East Java, during the years 2021 and 2022.

To analyze the collected data, the Structural Equation Modeling-Partial Least Squares (SEM-PLS) program was utilized. SEM-PLS is a statistical technique that enables the examination of complex relationships between variables and allows for the assessment of both measurement and structural models. By employing this program, the study aims to assess the relationships between Servicescape, Customer Experience, and Tourist Revisit Intention in the context of trendy tourist destinations.

Results

The research revealed that Servicescape has a positive and significant impact on the customer experience, leading to the acceptance of Hypothesis 1. Tourist destinations that cater to the preferences of Generations Y and Z, providing opportunities for capturing memorable moments and self-expression, enhance the value of the experience. Servicescape acts as more than just a functional facility, becoming an interesting and unique backdrop for capturing photographs.

Servicescape has a positive and significant impact on Tourist Revisit Intention, leading to the acceptance of Hypothesis 2. The appealing and comfortable Servicescape of tourist destinations attracts Generations Y and Z to return and visit again. Servicescape, such as luxurious restrooms or captivating waiting areas, can transform experiences into enjoyable ones, reducing perceived waiting times.

Furthermore, the research confirms that Customer Experience has a positive and significant effect on Tourist Revisit Intention (Hypothesis 3). The lasting impression created during the initial visit motivates individuals to revisit and relive the memorable experience.

Lastly, the mediating role of Customer Experience in the relationship between Servicescape and Tourist Revisit Intention (Hypothesis 4) was supported by several studies, done by Karpen and Kleinaltenkamp (2019), Baker (2019), Vargo and Lusch (2017), and Viet et al. (2020).

Findings

The results of the study show that all independent variables positive and significant effects toward the dependent variable. This implies that generations Y and Z really cares about physical appearance as one of the important things when travelling. The existence of facilities that support their interest in capturing moments by taking pictures gives a deep impression that makes them want to revisit the tourist destination. Studies conducted by various researchers, including Grönroos and Voima (2013), Durna et al. (2015), Dai et al. (2019), Bonfanti et al. (2021), Ferdinand (2021), and Hanks et al. (2021), have also demonstrated the

influence of Servicescape on the customer experience. These findings contribute to a better understanding of the impact of Servicescape and Customer Experience on Tourist Revisit Intention and highlight the importance of creating captivating and unique environments in tourist destinations.

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