

# Why Do Tourists Have Revisit Intention? The Effect of Customer Experience as a Marketing Strategy

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**Keywords:** Customer Experience, Revisit Intention, Marketing Strategy, Tourism.

**Abstract:** This study aims to analyse customer experience as a marketing strategy for the intention to revisit the tourist destination Camplong Beach. Customer experience has Affective Experience, Sensory Experiences, creative cognitive experiences, behaviors and lifestyles, social-identity experiences and physical experiences which result from relating to a reference group/culture as the variable of Customer Experience—data analysis with descriptive quantitative. The study collected 130 adults. Sense, think, and relate have no positive significance on revisit intention. But feeling and acting have positive significance.


## 1 INTRODUCTION

Tourism has become a way of life in recent years. Whenever a holiday arrives, people frantically search for tourist destinations. This will lead to tourism becoming the driving force of the global economy. (Tsiotsou & Ratten, 2010). Tourism has a significant impact on the economy, which requires sustainable and competitive strategies for tourist destinations. Thus, tourism marketing can be regarded as a means of accomplishing this objective (R. Tsiotsou & Ratten, 2010). The research mentions several areas of research in tourism marketing, including consumer behavior, segmenting, targeting, and positioning, brand management, digital marketing, and marketing strategy.

Marketing is focused on what consumers want and need. The focus of tourism marketing in the past has been on the destination and the products or services offered (Williams, 2006). Moreover, (Morgan, et al. 2002) stated that tourism marketing concentrates more on the interests of tourists rather than influencing them through different means. This is a mistake and it is essential to re-strategize marketing to be more effective. According to research (R. H. Tsiotsou, 2010), adopting customer-oriented marketing strategies leads to direct improvement and correlation with destination performance. Therefore, in tourism marketing, it is crucial to focus on consumers.

The decision-making process, both rationally and emotionally, was previously understood through customer relationship marketing theory. Several studies emphasize customer loyalty as the core of sales. Moreover, the relationship with customers can be understood via their consumer experiences. Tourism marketing depends on consumers' perceptions of their experiences while visiting a tourist destination. In this scenario, experiential marketing is the latest core element of marketing that has enormous potential in tourism marketing. (H. Tsiotsou, 2010). What is more, ((Pralhad & Ramaswamy, 2003; Rather, 2020) argue that there is a need for a new perspective that enables individuals to actively construct their own experience of consuming to create added value.

According to previous research on Camplong Beach, only 8,222 visitors were recorded in 2018, which is considerably lower when compared to the visitor count of Lon Malang Beach, which was 28,523 (Wahyuni & Tamami, 2021). Lon Malang Beach is newer than Camplong Beach in Sampang City. In addition, data from suarabangsa.id indicates that the number of tourists visiting the beach has decreased by 50 percent daily. In 2022, specifically after Eid al-Fitr, Camplong Beach continued to be a popular tourist destination among travelers. According to detik.com, there was a significant increase in visitors to Camplong Beach during the Eid period. The surge in visitor surge to Camplong Beach

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is an encouraging sign for the Sampang Regency government, indicating that the beach remains popular among tourists. Nevertheless, it is necessary to address the demand for more visitors on a regular basis. The Regency government must maintain tourist destinations because of its inherent, non-linear, complex, and dynamic factors.

The decline in visitors requires a strategy to enhance people's visits to the destination. According to (Cronin, J. & Taylor, S., 1992), repurchase intention is customer behavior in which customers respond positively to what a company has provided and are interested in making return visits or consuming the company's products again. In marketing literature, it is common to associate purchase intention with consumer purchasing decisions, which can have an impact on marketing strategy planning and business success. According to Schiffman & Kanuk, (2010), purchase intention is "a strong intention to buy a particular product or service which is reflected in the actual act of purchasing." Purchase intention helps marketers understand consumer intent and provides important insight into the extent to which consumers are likely to make a purchase. This allows companies to adjust their marketing strategies, thereby increasing marketing effectiveness.

In addition, (Engel et al., 1995) stated that purchase intention reflects the final result of the consumer decision-making process. Analyzing the influence of factors such as brand image, promotion, price, and product quality on consumer purchasing decisions can be done using purchase intention in this context. The connection between purchase intention and in-depth consumer decision-making theory is depicted in this illustration.

Meanwhile, Fornell (2016) states that satisfied consumers or customers will make repeat visits in the future and recommend the services to others. Customer experience is one of those strategies created at the moment of truth when the consumer is going through the buying process, which can have a long-term impact on the decision to visit again (Yuniawati & Finardi, 2016).

The customer experience from experiential marketing is a marketing management philosophy (Le et al., 2019). Experiences are private events that occur in response to the stimulation of the client's sense(s) (e.g., thrill-seeking) (Rather, 2020). Experiential marketing has a significant impact on understanding consumer behavior and brand image formation. Through creating positive experiences, marketers can influence consumer perceptions of brands (Brakus et al., 2009). In tourism, experience

has been seen as a subjective mental state experienced by consumers (Tsauro et al., 2006). Experience refers to what an individual perceives, observes, perceives, and thinks of all the activities carried out while interacting with others, not just when the event happens but also by analyzing it later in hindsight (Yoo et al., 2020). Therefore, the experience should be understood in terms of all the senses, emotions, perceptions, behaviors, and relationships that consumers acquire through the product/service or brand (Schmitt, 1999).

There are numerous marketing strategies to choose from, such as product, price, promotion, or other strategies. However, competitive advantages gained from memorable experiences are more challenging to replicate and replace (Tsauro et al., 2006). Experiential marketing is a tool to get a competitive advantage (Tsauro et al., Experiential Marketing can be beneficial for companies to enhance their brands in decline, differentiate their products from those of competitors, establish a unique image/identity for a company, increase innovation, and persuade customers to try and buy their products. Encourage customers to try and buy products and services, such as tourism companies (preferably in 2020).

Experiential Marketing is critical for the hospitality and tourism (Yuan & Wu, 2008). Three schemes (Yuniawati & Finardi, 2016) are used to evaluate customer behavior, which include customer choice, customer experience, and post-experience evaluation. Customer experience is defined as the experience that consumers have, both directly and indirectly, with the service process, the company, the facilities and how a consumer interacts with the company and other consumers. This, in turn, creates cognitive, emotional and behavioral responses in the consumer and leaves a memory of the experience before and after the visit (Yuniawati & Finardi, 2016).

Schmitt (1999) identified five different types of experiences, or 'strategic experience modules' (SEM), that marketers can create for their customers. These include sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences and behaviors and lifestyles (ACT), as well as social identity experiences that result from relationships with reference groups or cultures (RELATE). Older studies have found that sense, feel, think, and relate impact revisiting intentions (Hendarsono, 2013). Overall, customer experience impacts revisit intention (Merdani & Suryaningprang, 2019; Yuniawati & Finardi, 2016). Nevertheless, other studies found that customer experience does not impact revisit intention (Rompas et al., 2019).

(Rather, 2020) states that it is crucial to examine separately each item of customer experience (sense, feel, think, act, relate) on revisiting intentions. The goal of experiential marketing is to create comprehensive, integrated experiences that encompass the senses, feelings, thoughts, actions, and relationships. Each of these dimensions or aspects will be discussed in the following sections.

### 1.1 Customer Experience and Revisit Intention

*Sense* is the effort to create experiences from the five senses: sight, sound, touch, taste and smell. It is used to motivate consumers to buy those products and communicate their value to them. The intention to revisit comes from the travel experience (Griffin, 1997), and according to (Chang et al., 2014), the quality of the tourist experience is the most critical factor in travel. In addition, customers who have a memorable experience have a strong desire to be loyal customers, which ultimately leads to revisit intentions (Boulding et al., 1993). will become loyal customers, which ultimately leads to revisit intentions. Older studies point out that customer experience has a direct effect on revisit intentions (Chang et al., 2014), so:

H1: Sense has a positive influence on revisit intention.

H2: Feel has a positive influence on revisit intention.

H3: Think has a positive influence on revisit intention.

H4: Act has a positive influence on revisit intention.

H5: Relate has a positive influence on revisit intention.

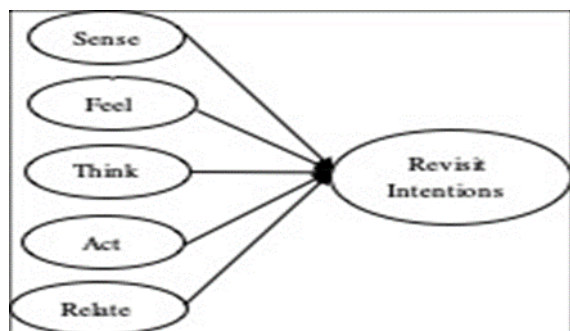


Figure 1: Research Framework.

## 2 METHODOLOGY

This study has quantitative methods. The study is located at Camplong Beach, Sampang City, East

Java, Indonesia. The reason for choosing this location was the increase in tourist numbers during Eid Al Fitr. Nevertheless, in other seasons, there is a decrease in visitors. The population that was targeted was those who went to Camplong Beach. Purposive sampling was used for a technique sampling analysis, with a minimum age of 17 years old as a criterion. A total of 130 questionnaires were collected from various sources. The questionnaires were measured with 1-5 scale (Strongly disagreement-strongly agreement). The customer experience variables (sense, feel, think, act, and relate) were measured by Schmitt in 1999, and revisit intentions were measured by Rather in 2020. Multiple linear regression analysis was used in this study with SPSS 26.

## 3 RESULT AND ANALYSING

### 3.1 Reliability Measurement

Table 1 shows the results of the reliability test on each of the customer experience and revisit intention variables. From the data in Table 1, it is found that the reliability test is more than 0.6, so it is said to be reliable (Bagozzi & Yi, 1986).

Table 1: Reliability Analysis.

Variabel	Cronbach $\alpha$
Sense (3 items)	0.673
Feel (2 Items)	0.863
Think (3 items)	0.720
Act (4 items)	0.858
Relate (2 items)	0.893
Revisit Intention (3 Items)	0.943

### 3.2 Hypothesis Testing

To test this hypothesis, multiple regression using IBM SPSS 26 was used to analyze more dependent variables (customer experience) on one dependent variable (revisit intentions). The goodness of fit was assessed using adjusted R2, F-test and t-test. This hypothesis tests sense, feel, think, act, and relate to revisit intention. The result confirms H2 and H4. However, not confirmed for H1, H3, and H5. The result of testing is presented in Table 2.

Table 2 reports the Adjusted R2, F test, and t-test. Adjusted R2 was 0.595, showing 59.5% of a dependent variable (revisit intention) determined by sense, feel, think, act, and relate. The remainder is as follows: 0.405 (40.5%) is determined by a variable other than models. F-test 38.968 with sig 0.000

showed that the models fit and sense, feel, think, act, and relate simultaneously impact revisit intention. This is consistent with research (Gersom Hendarsono, 2013; Merdani & Suryaningprang, 2019; Paisri et al., 2022; Yuniawati & Finardi, 2016) showing that customer experience influences return intention. Additionally, (Kim et al., 2011) suggest that customer experience can enhance customer satisfaction through positive word of mouth, repurchase intention, consumer retention, and complaint reduction.

Table 2: Goodness of Fit of Customer Experience on Revisit Intention.

Independent Variable	Coefficient (b)	t	Sig.	Decision
Sense	0.009	0.111	0.912	Rejected
Feel	0.204	2.288	0.024*	Accepted
Think	-0.055	-0.836	0.405	Rejected
Act	0.595	6.085	0.000*	Accepted
Relate	0.060	0.780	0.437	Rejected
Adjusted R <sup>2</sup>	0.595			
F	38.968			
Sig.	0.000			

\*sig.<0.05

To succeed, companies can use customer experience as a marketing strategy, particularly in Camplong Beach. The test demonstrated that revisit intentions are not affected by sense ( $0.912 > 0.05$ ). The results of this research are consistent with research by (Fitria, 2021; Setyono et al., 2017). The survey results showed that people liked the layout of Camplong Beach and the cool breeze. There was disagreement over the maintenance of the area facility, which suggests that the beach attendants should pay more attention to it. It is, therefore, crucial to prioritize facility upkeep to encourage repeat visitors to Camplong Beach.

The feel is a second indicator of the consumer experience effect on revisit intention in this study ( $0.024 < 0.05$ ). The survey revealed that people feel happy and relaxed when they go to Camplong Beach emotionally. This study is in line with previous research (Fitria, 2021). Furthermore, act as 3rd factor in customer experience showed no significance on revisit intention ( $0.405 > 0.05$ ). Respondents cause this. There are some respondents who think that the price offered is reasonable because it is easily accessible from the highway. Nevertheless, some participants strongly object to the entrance ticket price of the provided facilities, mainly since many respondents reported an income below Rp. 500,000 in this study.

This study aligns with previous research (Jannah et al., 2014).

T test showed act has a positive impact on revisit intention ( $0.00 < 0.05$ ). The main reason for this is that respondents enjoy taking photographs at Camplong Beach. Furthermore, based on interviews with respondents, it was revealed that Camplong Beach is a highly popular destination for Madura Island residents. Camplong Beach is seen as an appealing destination by respondents. This research supports previous research (Kurniawan et al., 2022). The last item is related. In this study, relate has no significance on revisit intention ( $0.780 > 0.05$ ). The value of employees who do well is evident from interviews with respondents. Nevertheless, some interviewees pointed out that visitors needed to receive adequate clarification when questioning matters concerning Camplong Beach, such as classifying the beach as a blue beach.

## 4 CONCLUSIONS

This study does have any conclusions. Their sense, think, and relate have no positive significant on revisit intention. Nevertheless, feeling and acting have positive significance. There are still many things that need to be fixed by Camplong Beach managers in order to be able to attract the attention of visitors, especially old visitors, which can be used as a marketing strategy to maintain its sustainability.

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