

The Influence of Customer Experience to Revisit Intention in Pandawa Beach Attraction

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Abstract

One of the attractions in Bali to allure domestic and foreign visitors to come is Pandawa Beach. Located in Kutuh Village, Kuta Selatan sub-district, Badung regency, less than 3 kms from Nusa Dua Tourism Area and Uluwatu Temple, Pandawa Beach gives a different perspective of sight from the trimmed limestone cliffs terraced on the sides of the road, the ocean's beauty and clean white sands garnished by stone carved statues. All of these constitute a potential view and offering experiences for the visitors. Therefore, the local authority along with the caretaker of Pandawa Beach have implemented a concept of customer experience in order to achieved the increasing level of revisit intention to Pandawa Beach. The aim of this research is to find out the effect of customer experience to revisit intention in Pandawa Beach Tourist Attraction, using quantitative descriptive method. As many as 100 respondents was taken by simple random sampling test and surveyed. The results of the study are due to between customer experience and revisit intention. Customer experience significant impact on revisit intention. Of the relations between experiences visitors with their respective interest visit back marked positive. This proves that the better experience of the visitors will be interest visit back.

Keywords: Customer experience; Revisit intention; Attractiveness.



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1. Introduction

Tourism is one of many industry sectors that could boost the country's income rapidly. The development of tourism sector as one of the national development, involving the society, private sector, the government etc. Tourism has become one of the most reliable sector for many Asia Pacific countries. Indonesia as a part of the ASEAN countries has a potencial tourism resources to attracts visitors (Yuniawati and Finardi, 2016). Nowadays tourism sector has developed into many types of interests such as marine tourism, pilgrim tourism, eco tourism, culture tourism, etc. Along with these interests, there are products crafted and designed to meet the needs of the customers.

One of the most important factor in the success of a product is inovating with the customer's experience to any product or service available as well as the marine tourism. 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. The value of customers's satisfaction can be seen by the achievement gap of expectation and reality (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 experience gained and felt when visiting a tourist destination can also be a consideration for prospective visitors in choosing a destination.

Therefore, visitor experience (customer experience) is very important and needs to be the attention of the marketers or managers of destiny in providing satisfaction to their consumers so that they can provide an evaluation of the tourist destination. With 5 approaches (sense, feel, think, act, relate) consumers can distinguish between services and products that exist and experience them directly, both before and when they use services or products. The visitor's experience provides a bond that occurs because of their response to certain stimuli by optimizing sense (sensory), feel (emotional), think (cognitive), act (action), and relate (relationship)

Based on the definitions described above, it can be concluded that customer experience is an experience that can be related to service, destination management, facilities provided, and ways of interacting between the consumers and the manager. These will form the emotional, cognitive, and actions response of the consumers, also providing experience in the consumers' memory.

One of the tourism potentials in Indonesia is Bali Island, which is well known by the title "Island of the Gods" and has become a symbol of Indonesian tourism. One of the attractions in Bali able to allure domestic and foreign visitors to come is Pandawa Beach. Located in Kutuh Village, Kuta Selatan sub-district, Badung regency, less than 3 kms from Nusa Dua Tourism Area and Uluwatu Temple, Pandawa Beach gives a different perspective of sight from the trimmed limestone cliffs terraced on the sides of the road, the ocean's beauty and clean white sands garnished by stone carved statues.

All of these constitute a potential view and offering experiences for the visitors. Therefore the local authority along with the caretaker of Pandawa Beach have implemented a concept of customer experience in order to achieved

the increasing level of revisit intention to Pandawa Beach. The aim of this research is to find out the effect of customer experience to revisit intention on Pandawa Beach Tourist Attraction, using quantitative descriptive method to prove the hypothesis.'

1.1 Hypothesis

The hypothesis in this study are as follows:

H₁: There is the effect of customer experience on revisit intention in the tourist attraction

2. Literature Review

2.1. Customer Experience in Service Marketing

According to Kotler and Keller (2009) Marketing is all things offered to meet human and social needs both services and products. Some focuses on consumer behavior, namely customer choice, customer experience and post experience evaluation (Zeithaml *et al.*, 2009).

To (Tjiptono, 2009) Services are things that have intangible or intangible properties and are offered by companies to service users in actions or actions. Customer experience is an experience experienced by consumers in the service of a company both services and products (Walter *et al.*, 2010), How to measure customer experience in a product or service through five approaches (sense, feel, think, act, relate) (Ali and Hasan, 2013). The five customer experience approaches are as follows:

2.1.1. Marketing Senses

Sense marketing is a way to make consumers feel experience through the five human senses. In the sense of marketing there are three key strategies that can be used to stimulate the marketing sense, namely:

a) *Senses as Differentiator*

In general, consumer experience will be more embedded in the heart if it is obtained through the five senses and appear in a unique and interesting way. In a way that attracts or exceeds marketing limits, it is usually possible to make these products and services already have special characteristics for consumers who use them.

b) *Sense as Motivator*

Senses that can motivate consumers to buy or use services or products and not force consumers.

c) *Sense as Value Provider*

Senses are used to assess a product or service that will offer added value to the product or service.

2.1.2. Feel Marketing

Feel marketing is used to find out the feelings or moods of consumers. Feel comes from good service, and friendliness of employees who give a good impression too. A damage must take into account the feelings of consumers to get the feel of the consumer.

2.1.3. Think Marketing

It is an approach for consumers to grow creative ideas and consumers do not feel bored. So consumers can develop ideas that they have.

2.1.4. Marketing Act

Act marketing is used to create experiences in the form of physical body, lifestyle, and interactions with other people. The influence of behavior and lifestyle will have an impact on customer loyalty.

2.1.5. Relate Marketing

Relate marketing is a way to create customers with communication. Relate marketing combines with existing aspects to create relationships between people and other social groups, so that these individuals can feel happy and proud. Relate marketing can have a positive or negative influence on customer loyalty. Come back again with how to give pleasure and pride in being in another social group.

2.2. Revisit Intention

Revisit intention occurs when tourists decide to return because the experience gained is very good and tourists get wonderful memories. Tourists who are satisfied with the experience can come back to deepen their experience (Taskin, 2012).

Visitor behavior is divided into three stages, namely: pre-visit, during the visit, and post-visit (Huang and Hsu, 2009; William *et al.*, 2003) in his journal "Effects of Travel Motivation, Past Experience, Perceived Constraints, and Attitude on Revisit Intention", stated that there were 4 factors that could increase the intention to visit again, namely:

2.2.1. Travel Motivation

There are various factors that motivate tourists to return, so a company must investigate what motivates tourists to return.

2.2.2. Past Experience

Seeing past experiences when the tourists returned, so that it became a reference for tourists to visit again

2.2.3. Perceived Constraint

To find out the obstacles that are felt in the intention of tourists to visit again.

2.2.4. Attitude

Seeing from the attitude of tourists who come happy or not with the existing conditions. The dimensions used in this study are the dimensions proposed by Lin (2012), there are also two dimensions, namely:

1. Intention to Recommend (wish to recommend to others)
2. Intention to Revisit (Desire to return to visit)

There are several main factors in influencing someone's buying interest to make a repurchase, namely: psychological factors; personal factors; social factors.

(Hawkins *et al.*, 2010) state that there are three indicators that can form an interest in repurchasing, namely:

- a) Frequency of purchase;
- b) Purchase commitment;
- c) A person's recommendations.

3. Methodology/Materials

From the variables mentioned, the method used in this study is a descriptive research method using a questionnaire. In accordance with the conditions at the time of the study, the research carried out using a cross-sectional development method because some populations were collected privately in the area and aimed at obtaining results from part of the population questionnaire. In this study the population that plays a role in influencing interest in returning because of good experience are all tourists visiting Pandawa Beach during the period of January 2017 to February 2018. Counted tourist visit data is as many as 1,725,297 people where the data can be directly obtained from the office unit managing the coastal tourism area pandawa Mr. I Wayan Kasim as chief of staff in the office unit. In this study the method of sampling using a formula developed by Slovin, the results of the calculation show that the minimum sample size in this study is set by $e = 0.1$, then the sample size (n) is obtained by 100 respondents. This study uses a sampling technique that is used is a simple random sampling technique.

The technique for data collection refers to the method chosen to collect the data needed. In obtaining existing data sources This study uses several supporters to help research carried out, among others, such as general news or questionnaires, library studies, observation and interviews. 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 changed from Lee *et al.* (2008). Research instruments, namely general news, have been tested for validity through the value of the corrected item total correlation. From the validity test that has been done, all items are successful because 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 $0.366 > r_{table}$, it can be said that it meets reliability. The technique used in analyzing this study is simple linear regression. the purpose of this study, the independent variables analyzed were customer experience (x), and for the dependent variable (y), namely revisit intention.

From these 2 variables can be formulated $Y = a + bx$. The analysis used in this study is simple linear regression analysis and is used to analyze the impact of the customer experience independent variable on the dependent variable revisit intention.

4. Results and Findings

Based on the f test that will occur using a real level of 0.05 obtained $p\text{-value} = 0,000 < 0.05$ 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 $p\text{-value} = 0,000 < 0.05$ and the customer experience variable was partly affected on revisit intention. The simple regression model formed is:

Information:

Y: revisit intention

X: customer experience

The analysis will give a constant value of 12,344. If the customer experiences 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.

Based on the results obtained from the analysis above, this study is in sync with previous research by Adytia *et al.* (2015). that holistically customer experience has a strong correlation with the revisit intention at The Trans Luxury Hotel Bandung that holistically customer experience has a correlation the strongest against revisit intention used a score of 0.658. The amount of customer experience in influencing revisit intention is as much as 48.7%, while the remaining 52.3% is influenced by other variables not examined in this study. In this study it can be concluded that customer experience has an effect on revisit intention on the coast of Pandawa. Customer experience suggests revisit intention (Zeithaml *et al.*, 2009).

Customer experience or visitors can be interpreted as an internal and subjective response that consumers have to direct or indirect contact with a company. Direct contact generally occurs when of purchase, service and use of

indirect contacts including, unplanned meetings with representations of the company's products, services or brands in the form of recommendations or criticism, news report advertisements, reviews and so on.

5. Conclusion

Customer experience on Pandawa Beach, gets a good evaluation from tourists who have visited. Dimensions feel get the highest value. Dimension feel is measured based on the experience of tourists when enjoying the atmosphere and natural aesthetics of the Pandawa Beach which provides a good experience in the eyes of tourists. This illustrates that the aesthetic requirements and the atmosphere given by nature on Pandawa Beach are evaluated both by tourists and provide good benefits.

Revisit intention has obtained a relatively good evaluation. Question indicators also get good responses. This is seen from the score which has a slight disagreement. Questions from tourists about their desire to recommend a visit to Pandawa Beach get the highest score. And the desire of tourists to return to visit Pandawa Beach has the lowest score. The results of the scores illustrate, there is already an expectation for tourists to visit their back and recommend Pandawa Beach to their families, relatives, and colleagues.

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 income intention. In accordance with the results of the t test share the results that the customer experience uses 5 indicators consisting of sense, feel, think, act, relate has a partial effect on revisit intention. The visitor's experience has a significant effect on the interest in returning. The direction of the relationship between the experience of visitors and their interest in returning is positive. This explains that the better the experience of visitors will enhance the interest in returning.

Suggestion

According to the research obtained, it is expected that from this research the progress and development of the management of Pandawa Beach. This study explains the existence of a significant impact between customer experience on revisit tourist intention. Then, it also shows that there are still problems that must be considered by the management of Pandawa Beach. Therefore it needs to be considered to enhance the novelty element of Pandawa beach, both through more added tourism activities and tourists visiting the Pandawa beach not only to enjoy the natural atmosphere and others but there are other activities that provide new experiences for tourists. So that it can make the tourists for interest in returning to Pandawa Beach.

Revisit Intention or interest in visiting again gets the lowest evaluation. The response is quite willing to make a return visit to Pandawa Beach, obtained almost in part wisawatan. Therefore Pandawa Beach must pay attention to the competition of tourist destinations, because of the many emerging competitors, other tourist attractions that are more diverse tourist attractions. Rejuvenating the caldera, innovating new attractions, guarding the cleanliness of tourism so tourists feel interested in visiting again. From these recommendations can increase the assessment of tourist visions of the Pandawa Beach.

Other recommendations are also intended for further research. Judging from the existence of a significant influence between customer experience on the revisit of the tourist intentions of Pandawa Beach, then further research can further examine other problems that affect customer experience and efforts that can maintain and advance the revisit of tourists' intentions on Pandawa Beach

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