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THE INFLUENCE OF EXPERIENTIAL MARKETING ON VISITORS' SATISFACTION AND INTENTION TO REVISIT AT BATUR CAMP BALI

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ABSTRACT

Experiential marketing which consists of sense, feel, think, act, and relate is a marketing approach that can generate sensations and experiences, can be used to create tourist satisfaction and become the basis of revisit intention. The purpose of this study is to analyze the influence of experiential marketing to satisfaction and revisit intention. The data in this study were obtained through distributing questionnaires by online to 100 respondents who had experienced on undertook camping at the Batur Camping Ground. Data were analyzed using the SmartPLS based on Structural Equation Modeling (SEM) method. The results showed that sense, feel, act, and relate significantly influence satisfaction. Feel, think, and relate significantly influence revisit intention. Tourist satisfaction significantly influence tourists' intention to revisit. This study suggests that Batur Camping Ground management must improve services in order to keep maintaining tourist satisfaction and increase tourists' decision in undertaking camping.

Keywords: *experiential marketing, visitor's satisfaction, intention to revisit.*

INTRODUCTION

Camping tourism can be one type of tourism that can be developed well in Bali, one of which is in Kintamani area due to the supportive regional conditions, with its natural beauty. This tourism destination in Bali is also supported by the availability of infrastructure, including an international airport and main road access to various tourism facilities and tourism attractions within the region (Suryawardani et al., 2014). The current type of new normal era tourism can be done by replacing mass tourism with alternative tourism, one of which is ecotourism, where commercial camping tourism is an available option (Samarathunga and Gamage, 2020). The camping site in Kintamani which is one of the latest places visited by domestic tourists is Batur Campground. Knowing the wishes of tourists is something that needs to be considered so that later it is expected to be able to bring in or increase visits and can fulfill the wishes of tourists so that tourists in tourist destinations are satisfied with the products and services provided. Tourist satisfaction is the main goal of the tourism industry (Wiranatha et al., 2016).

Satisfaction is a complex human process that includes emotional and cognitive processes, along with physical and psychological effects that reflect the individual's sense of positive experience, where after meeting the needs of tourists, destination managers have a strong opportunity to persuade tourists to visit again (Kerdpitak, 2019). Persuading tourists is done with marketing programs to inform and persuade current and potential customers of the value of the product (Suryawardani, 2010).

Experiential marketing is a concept that is considered to be able to create behavioral intention by touching the emotional aspects of tourists and creating positive feelings or impressions on the products offered (Schmitt, 1999). Batur Campground as a tourist destination cannot be separated from the assessment of tourists regarding their experience of camping in that place. The assessment is important to know by the manager, so that they can find out what needs to be improved from the tourism products provided so that tourists are expected to be interested in doing camping again.

The reason for doing this research is that there has not been research related to this topic in the area of Bali, hence research on the influence of experiential marketing on visitors' satisfaction and intention to revisit is urgently needed.

The formulation of the research problem, namely:

- a. How is the influence of experiential marketing on tourist satisfaction.
- b. How is the effect of experiential marketing on the intention of returning tourists to camp.
- c. How is the effect of experiential marketing on the intention of returning tourists to camp through satisfaction.
- d. What is the effect of satisfaction on the intention to return to tourists?

Schmitt (1999) with his theory of Strategic Experiential Modules (SEMs) states, SEMs consist of several experiences, namely sensory (sense), feeling (feel), cognitive experience or thinking (think), physical experience and overall lifestyle (act), and experience. obtained through relationships with other communities (relates). Sense marketing deals with the five senses with the aim of creating sensory experiences, through touch, sound, sight, taste and smell. Experience can be viewed as a past activity that occurred in an individual and is stored in the memory of the individual and in experiential marketing a person's experience can be measured more specifically (Hardini et al., 2018). In the research of Tastri et al (2019), stated that experiential marketing which consists of sense, feel, think, act, relate has an effect on visitor satisfaction and intention to revisit.

According to Kotler and Keller in (Oroh et al., 2015), satisfaction is a person's feelings that arise after comparing perceptions or things expected to the results of a product consumed. If the performance or results of the company obtained are lower than consumer expectations, then consumers are dissatisfied. If performance meets or exceeds expectations, consumers will feel satisfaction. Customer satisfaction creates a good basis for repeat purchases and the creation of

consumer loyalty, as well as forming a desire for word of mouth recommendations. Research by Widari et.al (2020), shows that tourist satisfaction has a significant effect on tourist loyalty. Satisfaction significantly contributes to their willingness to pay return visits (Purnami and Suryawardani, 2019). If on previous visits tourists are satisfied, then tourists will intend to revisit and vice versa (Aridayanti et al., 2020).

Behavioral intentions (buy back and word of mouth) are expressed as possibilities in determining behavior (Wu et al., 2018). In short, it can be said that revisit intention is related to the consumer's decision to continue the relationship with the service provider in the future. The interest in revisiting is taken from the theory of repurchase interest, where Purchase intention in relation to tourist visits in the purchase of tourism services is referred to as revisit intention (Pujiyati and Sukaatmadja, 2020). The decision process to revisit is formed after the post-visit stage (Hidayana et al., 2019).

METHODOLOGY

This research was conducted at Batur Campground which consists of Belong Camp, Belong Keliki Camp, Bintang Danu Camp, Jempana Lake side camp located in Kintamani, Bangli Regency, Bali. The research instrument is using a questionnaire, with the determination of the sample is using purposive sampling technique. The respondents used were 100 respondents who were domestic tourists who had camped at Batur Campground. Data was collected through Google Form to visitors who had experience in doing camping in the area of research in Bali. This study uses a quantitative approach and was analyses based on SEM (Structural Equation Modeling) by using SmartPLS program.

The hypotheses in this study are as follow:

The first hypothesis:

H₀₁ : Sense has no influence on tourists' satisfaction

H_{a1} : Sense has an influence on tourists' satisfaction

The second hypothesis:

H₀₂ : Feel has no influence on tourists' satisfaction

H_{a2} : Feel has an influence on tourists' satisfaction

The third hypothesis:

H₀₃ : Think has no influence on tourists' satisfaction

H_{a3} : Think has an influence on tourists' satisfaction

The fourth hypothesis:

H₀₄ : Act has no influence on tourists' satisfaction

H_{a4} : Act has an influence on tourists' satisfaction

The fifth hypothesis:

H₀₅ : Relate has no influence on tourists' satisfaction

H_{a5} : Relate has an influence on tourists' satisfaction

The sixth hypothesis:

H₀₆ : Sense has no influence on intention to return to do camping

H_{a6} : Sense has an influence on intention to return to do camping

The seventh hypothesis:

H₀₇ : Feel has no influence on intention to return to do camping

H_{a7} : Feel has an influence on intention to return to do camping

The eighth hypothesis:

H₀₈ : Think has no influence on intention to return to do camping

H_{a8} : Think has an influence on intention to return to do camping

The ninth hypothesis:

H₀₉ : Act has no influence on intention to return to do camping

H_{a9} : Act has an influence on intention to return to do camping

The tenth hypothesis:

H₀₁₀ : Relate has no influence on intention to return to do camping

H_{a10} : Relate has an influence on intention to return to do camping

The eleventh hypothesis:

H₀₁₁ : Tourists' satisfaction has influence on intention to return to do camping

H_{a11} : Tourists' satisfaction has an influence on intention to return to do camping

The twelfth

H₀₁₂ : Tourists' satisfaction does not mediate experiential marketing on intention to return to do camping

H_{a12} : Tourists' satisfaction mediates experiential marketing on intention to return to do camping

RESULTS AND DISCUSSION

Characteristics of Respondents

The respondents of this study were domestic tourists. In terms of gender, the largest number of respondents were women. Based on regional origin, the majority came from Denpasar City, followed by Tabanan and Giayar Regencies. Based on age, the age range is 20-29. Characteristics of tourists based on the highest

occupation, namely self-employed. Sources of information on campsites, predominantly sourced from social media and through friends. Based on the characteristics of tourists based on the people who are invited to camp, dominated by respondents who camp with friends, followed by couples, and families.

Validity and Reliability Test Results

This study uses path analysis techniques for hypothesis testing. Path analysis technique is used to describe and test the relationship model between variables in the form of cause and effect. SEM is able to perform path analysis with latent variables (Ghozali and Latan, 2015). This research was conducted to analyze and test the causal relationship between constructs or latent variables. There are seven latent variables in this study consisting of, sense, feel, act, think, relate, tourist satisfaction, and intention to camp again. The total research indicators are 20 indicators, can be seen in Figure 1

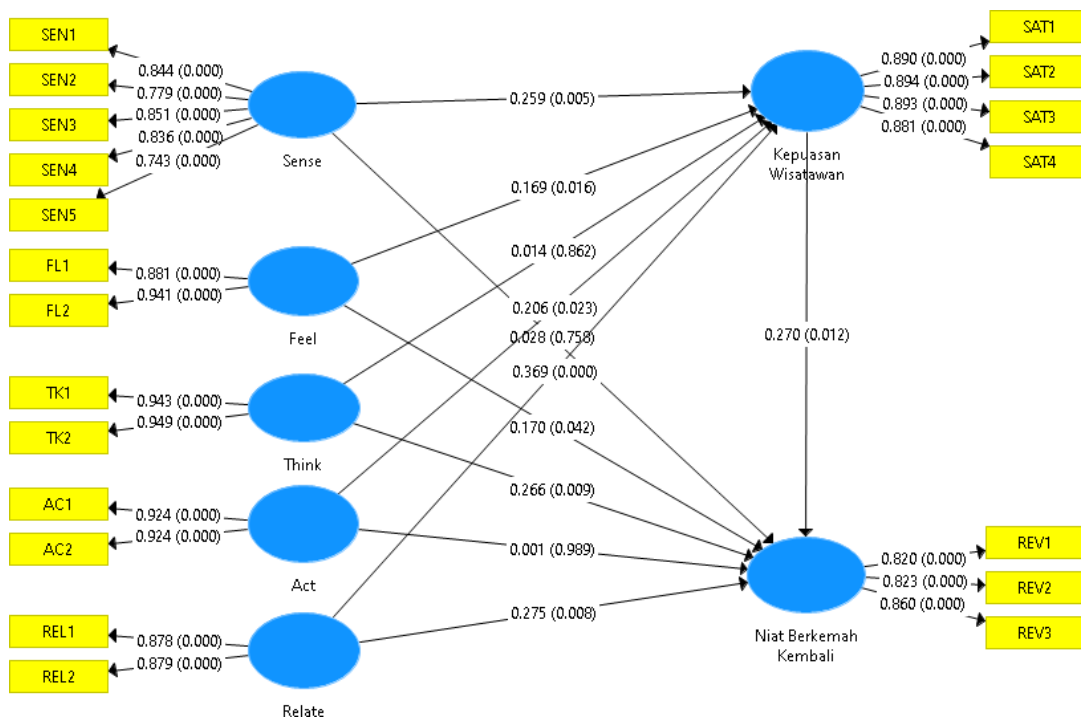


Figure 1. Research Structural Model
 Source: data processed with smartpls software

The collected questionnaire data was tested first through validity and reliability tests by looking at the value criteria for convergent validity, discriminant validity and composite reliability. SEM-PLS analysis consists of two sub-models, namely the measurement model or the outer model and the structural model or the inner model.

Validity test can be seen on the value of convergent validity and discriminant validity. Based on Figure 1 of the Research Structural Model, the results of the outer loading can be seen that all indicators reflect the variables of sense, think, act, relate, feel, tourist satisfaction, and intention to return to camping

with a loading factor value of > 0.70 , and can be declared valid and has meet the convergent validity test. This outer loading value can be used to determine the contribution of each variable. The highest value of outer loading on the indicator of a variable shows that the indicator is strongly correlated with the latent variable.

The model has good discriminant validity if the average variance extracted (AVE) measurement value for each variable is greater than 0.5 ($AVE > 0.5$). Based on Table 1, the average variance extracted (AVE) value of all variables is > 0.5 . The discriminant validity of the indicators can also be seen in the cross loading between the indicators and their constructs. The cross-loading criteria based on the results of this study correlated variables with measurement items greater than the size of other variables, so this indicates that latent variables are able to predict the size of their block better than the size of the other blocks.

The reliability test in the study can be seen from the composite reliability value with the value of > 0.60 . Table 1 shows that the composite reliability value is above 0.60 which means that all variables have met good variable reliability. Another reliability measurement is also seen from the Cronbach's Alpha value, where the Cronbach alpha value is said to be reliable if it exceeds 0.60. Based on Table 1, it can be seen that the value of Cronbach's Alpha in this study on all variables has a value exceeding 0.60.

The strength of the relationship between one variable and another can be seen from the value of R², where the value is said to be weak if the distance is 0.19-0.32, moderate if the distance is 0.33-0.66, and strong if the distance is > 0.67 .

Table 1. Reliability Test Results

Research Variable	Variable Type	Average variance extracted (AVE)	Composite Reliability	Cronbach's Alpha	R-square
<i>Sense</i> (X ₁)	Exogenous	0,658	0,906	0,870	NA
<i>Feel</i> (X ₂)	Exogenous	0,831	0,908	0,802	NA
<i>Think</i> (X ₃)	Exogenous	0,895	0,944	0,882	NA
<i>Act</i> (X ₄)	Exogeneous	0,854	0,921	0,829	NA
<i>Relate</i> (X ₅)	Exogenous	0,771	0,871	0,704	NA
Tourist Satisfaction (Y ₁)	Endogenous	0,791	0,938	0,912	0,752
Recamping Intention (Y ₂)	Endogenous	0,697	0,873	0,783	0,778
Avarage		0,785	-	-	0,765

Source: Primary Data (processed), 2021

The results of the study in table 1 show that the value of R2 on the tourist satisfaction variable is 0.752 which can be interpreted that the variability of the tourist satisfaction variable can be explained by the variability of the feel, sense, think, act, and relate variables, which is 75.2 percent and is said to be strong, while the remaining 24.8 percent is explained by other variables outside the researched. The variable intention to return to camping has an R2 value of 0.778 which can be interpreted that the variability of the variable intention to return to camping can be explained by the variability of the variables sense, feel, think, act, relate and tourist satisfaction of 77.8 percent and can be said to have a strong influence, while the rest of 22.2 percent is explained by other variables outside the researched.

Model Feasibility Test Results

To assess the feasibility of the structural equation model as a whole, the Goodness of Fit (GOF) value of the model can be done by referring to the formula introduced by (Tanenhaus in Suryawardani 2018) as follows:

$$\sqrt{\text{Communality} \times R^2} = \sqrt{\text{AVE} \times R^2}$$

The GOF value of the model by using the formula is 0.77, where this value exceeds 0.5 so that the model can be interpreted. SRMR (Standardized Root Mean Residual) < 0.10, and the model will be declared very suitable if the value of SRMR (Standardized Root Mean Residual) < 0.08. Based on table 2, it can be seen that the SRMR value in this study is 0.071, so the model is said to be feasible to test the research hypothesis.

Table 2. Testing Result of GoF

	<i>Saturated Model</i>	<i>Estimated Model</i>
<i>SRMR</i>	0,071	0,071
<i>NFI</i>	0,709	0,709

Source: Primary Data (processed), 2021

Path Coefficient Estimation

In the structural model (inner model), the estimated path coefficient is seen through the influence between latent variables, both direct effects, indirect effects, and total effects.

Direct effects

The direct effect is the effect of exogenous variables to endogenous variables that are directly related without any mediating variable. From the results of the significance test, it can be seen the direction of the relationship of the influence of exogenous variables on endogenous variables. The significance of the path coefficient is seen with a significance level of 5% (p value 0.05) and the path coefficient value indicates a positive direction. The results of the direct effect significance test are shown in Table 3.

Tabel 3. Direct effect

Hypo thesis	Var. Eksogenus → Var Endogenus	Koefisien Jalur	Simpang an Baku	T Statistics	P Value	Signifik ansi	hypothesis statement
H1	Sense → Tourist Satisfaction	0,259	0,092	2,801	0,005	** (Significant)	Accepted
H2	Feel → Tourist Satisfaction	0,169	0,070	2,407	0,016	** (Significant)	Accepted
H3	Think → Tourist Satisfaction	0,014	0,083	0,173	0,862	ns (non significant)	Rejected
H4	Act → Tourist Satisfaction	0,206	0,090	2,281	0,023	** (Significant)	Accepted
H5	Relate → Tourist Satisfaction	0,369	0,074	4,954	0,000	** (Significant)	Accepted
H6	Sense → Recamping Intention	0,028	0,093	0,308	0,758	ns (non significant)	Rejected
H7	Feel → Recamping Intention	0,170	0,083	2,038	0,042	** (Significant)	Accepted
H8	Think → Recamping Intention	0,266	0,102	2,604	0,009	** (Significant)	Accepted
H9	Act → Recamping Intention	0,001	0,090	0,014	0,989	ns (non significant)	Rejected
H10	Relate → Recamping intention	0,275	0,103	2,665	0,008	** (Significant)	Accepted
H11	Tourist Satisfaction → Recamping intention	0,270	0,108	2,504	0,012	** (Significant)	Accepted

Source: Primary Data (processed), 2021

Based on table 3, it can be seen that the direct effects research results show that the variables sense, feel, act, and relate have a direct influence on satisfaction. This shows that if the sense, feel, act, and relate increase then tourist satisfaction increases. Think marketing on tourist satisfaction shows an insignificant value, this shows that think does not increase tourist satisfaction. The feel, think, and relate variables have a positive and significant influence on the intention to return to camp. This shows that if feel, think, and relate increase, then camping intention will increase again. The sense and act variables have insignificant values, so this shows that sense and act do not increase tourists' intention to return to camp. The tourist satisfaction variable has a positive and significant effect on the intention to return to camping. The results of the exposure in Table 3 can be seen the accepted and rejected hypotheses in this study.

Indirect Effect and Total Effect

The indirect effect is the effect of exogenous variables to endogenous variables which is realized through mediating variables, which can be seen in Table 4. The indirect and total effects are obtained by bootstrapping, with the aim of seeing the t-statistic value of the measurement model and obtaining the significance of the relationship between latent variables. Significance was seen with a significance level of 5% (p value <0.05).

Table 4. Indirect effect dan Total Effect

Exogenous	Mediator	Endogenous	Standard Deviation	T	P	Significance
Indirect Effect						
Sense	Tourist Satisfaction	Recamping Intention	0,050	2,005	0,046	** (Significant)
Feel	Tourist Satisfaction	Recamping Intention	0,061	1,979	0,048	** (Significant)
Think	Tourist Satisfaction	Recamping Intention	0,023	0,168	0,867	ns (non significant)
	Tourist Satisfaction	Recamping Intention	0,035	1,597	0,111	ns (non significant)
Act						
Relate	Tourist Satisfaction	Recamping Intention	0,048	2,071	0,039	** (Significant)

Total Effect						
Sense	-	Recamping Intention	0,094	1,050	0,294	ns (non significant)
Feel	-	Recamping Intention	0,085	2,542	0,011	** (Significant)
Think	-	Recamping Intention	0,103	2,623	0,009	** (Significant)
Act	-	Recamping Intention	0,079	0,722	0,471	ns (non significant)
Relate	-	Recamping Intention	0,090	4,164	0,000	** (Significant)

Source: Primary Data (processed), 2021

The results of the study stated that the sense, feel, and relate variables had a positive and significant effect on the intention to return to camping with tourist satisfaction as a mediation. Meanwhile, think and act are not significant on the intention to return to camping with tourist satisfaction as a mediation.

The number of direct effects and indirect effects forms the total effect. The significance of the path coefficient is seen with a significance level of 5% (p value <0.05). The results of the total effect significance test can be seen in Table 5. The effect of feel, think, and relate variables on the intention to return to camping with a combination of direct and indirect effects has a positive and significant effect on the intention to return to camp. Meanwhile, sense and act on the intention to re-camp again with a combination of direct and indirect effects were not significant on the intention to re-camp again. The value of this path coefficient is obtained from the result of multiplying the outer loading value in Figure 1.

Path Coefficient of Exogenous Variables to Endogenous Variables

Based on Table 5, it can be seen the comparison of the values of each direct, indirect, and total effect path coefficient in this study. The value of this path coefficient is obtained from the result of multiplying the outer loading value in Figure 1.

Table 5. Coefficient Value of Direct, Indirect, and Total Effect

	Path Coefficient		
	Direct Effect	Indirect Effect	Total Effect
Experiential Marketing Variable	Experiential Recamping Intention	→Experiential →Satisfaction →Recamping Intention	Experiential →Recamping Intention
Sense	0,028	0,070	0,098
Feel	0,170	0,046	0,216
Think	0,266	0,004	0,270
Act	0,001	0,056	0,057
Relate	0,275	0,100	0,375

Source: Primary Data (processed), 2021

a. Sense

The path sense coefficient on the intention to camp again in table 5 is 0.028. Sense of intention to re-camp again through satisfaction (indirect effect) has a path coefficient of 0.070, this indicates that satisfaction as a mediation affects sense of re-camping intention of 0.070. Thus, the sense of influencing the intention to return to camp is greater through satisfaction. The sense indicator with the highest outer loading value is SEN 3 (adequately used tents) of 0.851. The next indicator with a high outer loading value is SEN 4 (the sound of nature being listened to makes calm), SEN 1 (well-organized campsite), SEN 2 (refreshing air in the campsite), and the lowest indicator value is SEN 5 (breakfast served).

b. Feel

The experiential marketing component, namely feel marketing on the intention to return to camping, has a path coefficient value of 0.170 and an indirect effect of 0.046. It can be seen that the feel of making has a greater influence if it is directly related to the intention of returning tourists to camp. The value of the feel marketing path coefficient has a value on the total effect of 0.215. Camping area security with an outer loading value of 0.881 and a memorable feeling when camping with an outer loading value of 0.941 are indicators of feel marketing by having a significant outer loading value on feel.

c. Think

Based on Table 5, think marketing has a direct effect on re-camping intentions, with a path coefficient value of 0.266. Satisfaction as a mediating influence of think on the intention to camp again has a path coefficient value of 0.004. This shows that the direct influence of think on the intention to return to camp is greater than if through satisfaction as a mediating variable. The indicator with the value of outer loading on think marketing can be seen in Figure 1, with a higher value, namely TK 2 (nature tourism becomes more attractive) and followed by TK 2 (camping can make creative thinking).

d. Act

The marketing act on the intention to return to camping has a path coefficient value of 0.001. The indirect effect of act has the largest path coefficient value with a value of 0.056. This shows that the direct effect of act on the intention to return to camp is smaller than if through satisfaction as a mediating variable. Satisfaction as a mediating act on the intention to return to camp can increase its effect, with a total effect value of 0.057. The value of the act path coefficient on the intention to return to camping has the lowest value among the experiential marketing components. The indicators in the act consist of AC 1 (Freedom to carry out activities in the camp area) and AC 2 (capture the moment by taking pictures) which have a significant outer loading, which can be seen in Fig. Picture 1.

e. Relate

Based on Table 5, it can be seen that the direct effect of experiential marketing on the intention to camp again has a value of 0.275 and the path coefficient on the indirect effect is 0.100. It can be seen that relate marketing has a greater direct influence on the intention to return to camp. Relate marketing has the highest path coefficient value among the experiential marketing components, with a value of 0.375, it can be seen that relate is an experiential marketing component that has a strong influence on increasing the intention of returning tourists to camp. Relate marketing in this study is concerned with increasing tourists' understanding of back to nature tourism and increasing intimacy with invited relatives.

CONCLUSION

Experiential marketing which consists of sense, feel, act, and relate has a significant effect on tourist satisfaction at Batur Campground, Bali. Experiential marketing which consists of feel, think, and relate has a significant effect on tourists' intention to return to camping at Batur Campground, Bali. Tourist satisfaction has a significant effect on the intention of returning tourists to the Batur Campground, Bali. Most of variables of experiential marketing which consists of sense, feel, and relate have a significant effect on tourists' intention to return to do camping through mediation of tourists' satisfaction, however act and relate has no effect on tourists' satisfaction and returning to do camping.

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