

THE ROLE OF CUSTOMER SATISFACTION MEDIATES THE INFLUENCE OF TOURIST EXPERIENCE AND DESTINATION IMAGE ON THE REVISIT INTENTION (STUDY AT KERTALANGU TOURISM VILLAGE)

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Received: June, 2023

Accepted: August, 2023

Published: March, 2024

Abstract

The existence of the Kertalangu Tourism Village as a tourist attraction became increasingly visible when the tourism village received the Nusantara Tourism Village Promotion award in 2022. However, it appeared that the lack of care and maintenance causes damage to tourism support facilities. The results of the pre-survey are that most of the respondents intend to return to Kertalangu Tourism Village with influencing factors, namely the feeling of security and the uniqueness of the tourist village, and 83.33 percent of respondents stated that they get what they want when visiting Kertalangu Tourism Village. Data analysis in this study was the SEM application accompanied by the VAF test on 91 respondents. All variable models in direct hypothesis testing obtain positive Path Coefficient values. In the indirect hypothesis, tourist satisfaction has a positive and significant mediating role in the effect of destination image on revisit intention and the effect of tourist experience on revisit intention.

Keywords: *kertalangu tourism village, tourists satisfaction, revisit intention*

1. INTRODUCTION

Tourism business development requires strategies related to the potential, motives, interests, demands, or behavior of tourism actors. This continues to change according to the times and needs to be followed up quickly and precisely. With limited quality tourism products and increased product and service competition in the tourism sector, a strategy for tourism development is necessary. A good strategy is expected to increase the competitiveness of tourism products and services.

Based on data from the Central Statistics Agency, tourism visits to Bali Province have shown an increase after the COVID-19 pandemic. Foreign tourist arrivals increased to 2,155,747 visits after experiencing a drastic decrease due to the pandemic in 2020 and 2021. Likewise seen in domestic tourist visits, in 2022 there was an increasing trend to

8,052,974 visits and there was also an increasing trend from January 2022 to December 2022.

The occurrence of COVID-19 caused a change in travel behavior. Changes in consumer behavior and changes at the macro level have caused the A3 concept, namely Attraction, Amenity, and Accessibility to change drastically as a consequence of the formation of a new tourism economy and the formation of new tourism trends. In the pandemic era, serving destinations and attractions that offer Nature, Eco, Wellness, and Adventure (NEW-A) will be more in demand and become the new mainstream in the tourism industry.

This trend and paradigm shift has implications for the increasing interest of tourists visiting areas that offer tourist attractions located in rural areas. The results of Sudjana's research (2021) show that tourist interest in traveling after the COVID-19 pandemic is dominated by domestic tourist destinations with the types of tourism that are in demand being marine tourism, mountain nature tourism, and culinary tourism.

Kertalangu Tourism Village is one of the tourist attractions in Denpasar City which is oriented towards efforts to preserve the artistic and cultural environment. Kertalangu Tourism Village is not a village in the real sense but the space that is constructed becomes an attraction. Kertalangu Tourism Village is located in the Kesiman Kertalangu Village area. Since it was inaugurated in 2007, Kertalangu Tourism Village has developed well. The existence of the Kertalangu Tourism Village as a tourist attraction was increasingly visible when the Denpasar City Government received the Archipelago Tourism Village Promotion award in 2022 (Jawapos, 2022). This award can encourage the village community, especially the Subak Teba Majelangu educational tour in the Kertalangu Tourism Village. With this tourist attraction, it's no wonder that the number of tourist visits to the Kertalangu Tourism Village in 2022 is quite varied, as shown in the following table,

Table 1. Tourist Visits to the Kertalangu Tourism Village in 2022
[Source: Kertalangu Tourism Village Manager. 2023]

Month	Numbers of Visitors	
	2021	2022
Jan		14.075
Feb		9.517
Mar		8.527
April	10.715	10.605
May	15.324	15.343
June	15.608	10.881
July	3.809	9.889
August	7.690	8.540
Sept	10.997	14.569
Oct	11.703	6.570
Nov	9.072	9.617
Des	10.419	19.237
TOTAL	95.338	137.370

However, in its development, Kertalangu Tourism Village has not fully become a leading tourist attraction. This can be seen from the physical conditions in the Kertalangu Tourism Village. The lack of care and maintenance causes damage to tourism support facilities including the jogging track zone, blank bale in the jogging track area, the neglect of several buildings and not being utilized, and the lack of environmental maintenance around the cultural village area. In addition, several programs have stopped and have not even been implemented as the initial concept of establishing this cultural village. This is certainly in contrast to the achievements achieved in 2022.

Return intention is a strong desire to come back to a place and then recommend and spread positive information to those around it. This is felt when customers are satisfied with a tourism experience. Hua *et al.* (2018). The emergence of the influence of visiting interest in consumers is due to a memorable experience for tourists which is expected to form memories of a particular event Qu and Uk (2017). Previous research by Luo *et al.* (2021) found a relationship between tourist experience that causes the effect of revisit intention.

Destination image is a product of thought created by tourists for subjective reasons and personal feelings. Destination image has two factors consisting of cognitive factors, which refer to a tourist's beliefs about destination attributes, and affective factors, which confirm corporate image which refers to tourists' feelings and motivations about destinations Li *et al.* (2018). A positive image from a previous visit will encourage someone to make a return visit to the same destination. This opinion is by the research of Rompas *et al.* (2019) states that there is an influence between destination image and revisit intention.

The pre-survey research was conducted on 30 randomly selected people who had visited the Kertalangu Tourism Village. The results of the pre-survey research were that most of the respondents intended to return to the Kertalangu Tourism Village with influencing factors, namely the feeling of security and the uniqueness of the tourist village, and 83.33 percent of respondents stated that they got what they wanted when visiting the Kertalangu Tourism Village.

The model of this research is the role of tourist satisfaction in mediating the effect of tourist experience and destination image on the intention to return. The researcher formulates the research objectives, namely: Explain the effect of tourist experience and destination image on the intention to return and explain the role of tourist satisfaction in mediating the effect of tourist experience and destination image on the intention to return.

2. RESEARCH METHODS

The theory used in this research is Consumer Behavior Theory (Kotler & Keller. 2016). This study uses quantitative research, namely research that emphasizes testing theories through measuring research variables with numbers by carrying out statistical procedures. In this study, hypothesis testing was carried out to obtain the results of a causal relationship.

The variables in this study are exogenous latent variables consisting of tourist experience (X1), and destination image (X2). Endogenous latent variables consist of intention to return (Y) and mediating variable tourist satisfaction (M). Data analysis in this study is SEM (Structural Equation Modeling) using SmartPLS Version 3 software.

SEM analysis consists of measuring the outer model and inner model. Measurement of the indirect relationship where there is a mediating variable, namely tourist satisfaction between exogenous latent variables and endogenous latent variables using the Variance Accounted For (VAF) test. The sample size in this study was 91 samples. The determination of the research sample using the non-probability sampling technique used in this study is purposive sampling. The concept in this study is as follows:

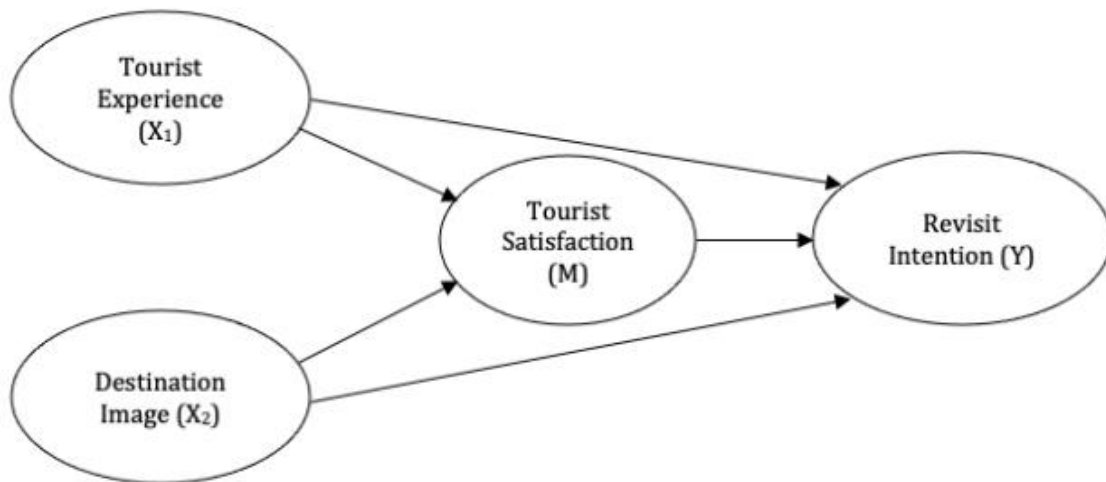


Figure 1. Research Concept
[Source: Prasad *et al.* (2017) and Nurfa *et al.* (2022)]

3. RESULTS AND DISCUSSION

3.1 Data Description

Respondent Characteristics

The characteristics of these respondents were divided into several categories both demographically and psychographically, namely based on gender, age, marital status, and occupation. The age of the respondents was dominated by the age range of 17-29 years with nearly equal gender, namely 45 men and 46 women. In terms of employment, the highest number of respondents in this study were private employees with 23 people, followed by students with 16 people. Regarding marital status, the majority of respondents were unmarried 63.74 percent.

Inferential Data Analysis

This study uses reflective indicators so that the outer model test pays attention to the value of the cross-loading validity test, HTMT, and Fornell Lecker for construct validity. In the construct reliability test, pay attention to the value of Cronbach's alpha, average variable extracted, and composite reliability. Convergent validity is the correlation between latent variables and reflective indicator scores. The convergent validity test in this study uses a loading factor with a minimum value of 0.7 to be said to meet the criteria. However, according to Hair *et al.* (2014), a loading factor value of 0.6 is still considered sufficient and can be used as an indicator for latent variables if these indicators are important in explaining latent variables.

In this study, the 16 indicators used met the criteria with a loading factor value below 0.6. Apart from using the loading factor assessment, the convergent validity test also uses the average variance extracted (AVE) assessment. An AVE value of 0.5 or more means that the construct can explain 50 percent or more of the item variance (Sarstedt *et al.*, 2017).

Table 2. Value of Average Variance Extracted (AVE)

[Source: Processed data, 2023]

	Cronbach's Alpha	Average Variance Extracted (AVE)
Destination Image	0.875	0.664
Tourist Satisfaction	0.801	0.715
Revisit Intention	0.837	0.676
Tourist Experience	0.791	0.613

Based on Table 2, the results of the composite reliability test show a value of > 0.6, which means that all variables are declared reliable. The structural model is then evaluated using R-square for the dependent construct. The R² value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive effect. The R² results of 0.67, 0.33, and 0.19 indicate that the model is "good", "moderate", and "weak" (Ghozali, 2014).

Table 3. R Square Value

[Source: Processed data, 2023]

	R Square
Tourist Satisfaction	0.377
Revisit Intention	0.488

Based on Table 4, the R-square value of tourist satisfaction is 0.377, this means that 37.7 percent of variations or changes in tourist satisfaction are influenced by tourist experience and destination image. For the R-square value of intention to return, it is 0.488, this means that 48.8 percent of the variation or change in intention to return is influenced by the tourist experience. So it can be said that the R-square on the variables of tourist satisfaction and intention to return is moderate.

Table 4. Direct Hypothesis Testing Results

[Source: Processed data, 2023]

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P values
Citra Destinasi -> Kepuasan Wisatawan	0.349	0.368	0.090	3.888	0.000
Citra Destinasi -> Niat Berkunjung Kembali	0.259	0.268	0.123	2.111	0.035
Kepuasan Wisatawan -> Niat Berkunjung Kembali	0.309	0.302	0.114	2.712	0.007

Pengalaman Wisatawan -> Kepuasan Wisatawan	0.349	0.343	0.089	3.937	0.000
Pengalaman Wisatawan -> Niat Berkunjung Kembali	0.270	0.268	0.132	2.049	0.041

Based on the results of the description in Table 4, it can be concluded that the overall model in this variable has a positive Path Coefficient value. This can be seen because the greater the value of the Path Coefficient, the stronger the influence or relationship between the independent variables and the dependent variable.

Because this study uses a mediating variable, an indirect hypothesis test was also carried out which obtained the following results:

Table 5. Indirect Hypothesis Testing Results

[Source: Processed data, 2023]

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P values
Citra Destinasi -> Kepuasan Wisatawan -> Niat Berkunjung Kembali	0.108	0.113	0.054	1.986	0.048
Pengalaman Wisatawan -> Kepuasan Wisatawan -> Niat Berkunjung Kembali	0.108	0.103	0.048	2.252	0.025

The data in Table 5 shows that the t statistic value is greater than t table 1.96 and the p value is less than 0.05 which indicates a positive direction. So it can be said that tourist satisfaction mediates positively and significantly the effect of destination image on intention to return, as well as between tourist experience on intention to return which can be positively and significantly mediated by tourist satisfaction.

3.2 DISCUSSION

The Influence of Tourist Experience on Revisit Intentions

The results showed that the tourist experience had a positive and significant effect on the intention to return to the Kertalangu Tourism Village, meaning that tourists who had an interesting and enjoyable experience while visiting the Kertalangu Tourism Village would have the opportunity to visit again the future. The better the visitor experience provided by the Kertalangu Tourism Village, the higher the intention to visit again. The concept of travel experience conveyed by Damanik (2013: 156), where the experience gained by these tourists can be a benchmark for visiting frequency, tourism activities carried out and being able to adapt to the situations offered at these tourist destinations. When tourists get a pleasant travel experience in the Kertalangu Tourism Village, the tourist may have enjoyed the factual situation that exists in the Kertalangu Tourism Village so the frequency of visits will continue to increase.

This is also to the results of the initial research conducted that the respondents did have a high intention to return to the Kertalangu Tourism Village, one of which was because they felt safe. If seen from the visiting respondents who were dominated by groups of

respondents aged 17-26 years and not married, it means that the group of respondents who are classified as the younger generation if they have had a pleasant experience when visiting Kertalangu Tourism Village then this tourist destination is one of the best alternatives. can be visited again to fill spare time or just for refreshing. The results of this study are also supported by previous research conducted by Ventura (2018), Pujiastuti (2020), and Sulistyanda & Sulistiyowati (2022), that visitor experience influences intention to return.

The Effect of Destination Image on Revisit Intentions

The destination image of the Kertalangu Tourism Village has a positive and significant influence on tourists' revisit intentions. This means that the better the perception seen by tourists from the appearance of Kertalangu Tourism Village after visiting for the first time, the higher the chance that these tourists can revisit. In line with the concept of destination image presented by Anggraeni (2022), the image of a tourist destination will be the initial reference in determining how attractive a tourist destination is which will influence tourists' decisions to come to visit. The Kertalangu Tourism Village Manager who has been able to create a positive destination image for visiting tourists can be an added value to the marketing strategy of the tourist destination so that tourists will be more interested in visiting again.

According to Qu *et al.* (2011) and Zhang *et al.* (2017), the influence of this destination image can be measured based on three elements: cognitive image, unique image, and affective image. In this case, Kertalangu Tourism Village already has these three measurement elements. The cognitive image displayed by Kertalangu Tourism Village is through a comfortable environment and infrastructure for visiting tourists. Seen from the unique image element, Kertalangu Tourism Village is certainly able to preserve the natural environment by utilizing it as a jogging track tour and still prioritizing Balinese traditional and cultural traditions. This is also by the results of preliminary research which found that the dominant tourists who visited Kertalangu Tourism Village because of its unique and well-known tourist attractions. The last element, namely affective image, of course, comes from the feelings of individual tourists who have visited Kertalangu Tourism Village. This research is also supported by Nugraha's research (2022) which states that destination image (travel environment) has a substantial influence on return visit intentions.

The Effect of Tourist Experience on Tourist Satisfaction

The experience felt by tourists when visiting Kertalangu Tourism Village has a positive and significant influence on tourist satisfaction. This means that the better the impression tourists obtained when visiting the Kertalangu Tourism Village, the more satisfied the tourists will be because the expected impression matches the impression obtained. These results are also by preliminary research which found that tourists have gotten what they want when visiting the Kertalangu Tourism Village. In this regard, Holbrook (1986) also states that the main purpose of tourists is to fulfill emotional needs and the need for experience. Emotional experiences will produce effective experiences starting from a positive mood and developing into emotions of joy that lead to strong satisfaction with the tourist attraction.

From the results of the description of the tourist experience variables and tourist satisfaction, it can be shown that the more tourists get an experience that matches their expectations, the more satisfied tourists are with activities in Kertalangu Tourism Village. Likewise, when tourists feel a happy, fresh, and comfortable impression when visiting Kertalangu Tourism Village, tourists will feel more satisfied to be in Kertalangu Tourism Village because of its tourist attractions and uniqueness compared to other tourist destinations. These results are also supported by Ventura (2018) and Pujiastuti (2020) who state that the destination experience felt by tourists has a significant positive effect on satisfaction.

The Effect of Destination Image on Tourist Satisfaction

There is a positive and significant influence on the image of Kertalangu Tourism Village on the satisfaction of visiting tourists. This means that the better the tourists' perceptions of the development of Kertalangu Tourism Village, the more satisfied tourists will be. Andriani (2016) states that destination image is the belief that tourists have about the products or services that tourists buy or will buy. Initially, before deciding to visit Kertalangu Tourism Village, tourists believed in the impression offered by Kertalangu Tourism Village in various promotional media. When tourists have visited Kertalangu Tourism Village and find that their initial belief is by what is obtained or enjoyed at Kertalangu Tourism Village, then that is the satisfaction felt by tourists.

Based on the results of the variable description, the relationship between the destination image variable statement and tourist satisfaction can be seen. First, the more tourists feel interested in the promotion of Kertalangu Tourism Village received, the more tourists feel satisfied when they get the experience as expected from the promotional offer received previously. Second, when tourists feel that Kertalangu Tourism Village has interesting and unique tourist activities compared to other tourist villages, they feel refreshed and fit again after doing activities at Kertalangu Tourism Village. Third, the more tourists feel it is easy to get to the location of Kertalangu Tourism Village, the more happy or pleasant tourists will feel when traveling to Kertalangu Tourism Village. Finally, tourists feel that the services provided are comparable to the price given, so tourists still feel comfortable doing activities at Kertalangu Tourism Village even though many visitors arrive. This has also been supported by research by Huete *et al.* (2020) which states that the affective or feeling component is more relevant than the cognitive component in the destination image formed by tourists. In addition, Fahmi, *et al.* (2022) stated that destination image has a significant positive effect on satisfaction.

The Effect of Tourist Satisfaction on Revisit Intention

Tourist satisfaction positively and significantly influences the intention to visit Kertalangu Tourism Village again. This proves that when the service or product expected by customers matches what tourists feel when visiting Kertalangu Tourism Village directly, these tourists will be more satisfied and have a high intention to visit again. These results successfully confirm the theoretical concept put forward by Anderson and Sullivan (1993), that the satisfaction of tourists overall or universal assessment of the performance of products or services obtained by consumers by their expectations or expectations.

In addition to conformity to expectations, according to Tjiptono (2012: 37), interest in visiting again is included in the customer satisfaction indicator. In this case, tourists who have visit intention to Kertalangu Tourism Village again, because they get complete information and explanations such as unique tourist attractions, routes, and prices offered. In line with the research of Su *et al.* (2018) which states that tourist satisfaction can be an important indicator in the formation of tourist loyalty and the possibility that they will visit again.

The Effect of Tourist Experience on Revisit Intention Mediated by Tourist Satisfaction

The results of indirect testing on this hypothesis show that tourist satisfaction mediates positively and significantly between tourist experience and intention to visit again. This means that when tourists have an interesting experience when visiting Kertalangu Tourism Village as expected, the tourists feel satisfied and have the intention to visit Kertalangu Tourism Village again. In this case, it can be concluded that satisfaction acts as a mediator in increasing the experience felt by tourists, the higher the intention of tourists to visit Kertalangu Tourism Village again.

This is to the theory of consumer behavior which states the behavior of individuals, groups, or organizations and the processes used by consumers to select and use products, services, and experiences to satisfy consumer needs and desires and the impact of these processes on consumers and society. The results of testing this hypothesis are also supported by research by Sharma and Nayak (2019) and Sulistyanda (2022) which state that visitor experience affects return visit interest with satisfaction as mediation.

The Effect of Destination Image on Revisit Intention Mediated by Tourist Satisfaction

In this study, it was also found that tourist satisfaction has been able to positively and significantly mediate the effect of destination image on return visit intention. These results indicate that when the destination image of Kertalangu Tourism Village is well known by tourists who have visited and these tourists feel satisfied with what they expect when visiting, then these tourists certainly have the intention to visit Kertalangu Tourism Village again and even be able to recommend to others so that the image of Kertalangu Tourism Village can be better known to various groups of tourists. In this study of Kertalangu Tourism Village, it can be concluded that satisfaction acts as a mediator that can improve the perception or image obtained by tourists before and after visiting so that it can influence tourists' decision to visit Kertalangu Tourism Village again.

This is by the literature which states that the success of a tourist destination is determined by how attractive the tourist destination is. Good tourism destination development, of course, can make tourists feel satisfied and then can make tourists plan to visit again or recommend related tourism destinations to others. Destination image will be the initial reference in determining how attractive a tourist destination is which will influence the decision of tourists to come to visit (Anggraeni, 2022). It is also supported by Barkah's research (2021) which states that improving the image of a tourist destination is an important way to increase the intensity of future repeat visits, even though tourists are not satisfied or have a bad experience.

4. CONCLUSIONS

The experience felt by tourists has a positive and significant effect on the intention to visit tourists again at Kertalangu Tourism Village. This shows that if the tourist experience is higher, the tourist's visit intention to Kertalangu Tourism Village will also increase.

Destination image has a positive and significant effect on revisit intention. This shows that the better the destination image of Kertalangu Tourism Village, the more the tourist's visit intention the tourist village will increase.

Tourist experience has a positive and significant effect on tourist satisfaction. This shows that with the better tourist experience provided by Kertalangu Tourism Village, tourist satisfaction will increase.

Destination image has a positive and significant effect on tourist satisfaction. This shows that destination image is the cause of tourist satisfaction. If the destination image is getting better, it will also increase the satisfaction of tourists visiting Kertalangu Tourism Village.

Tourist satisfaction has a positive and significant effect on return visit intention. This shows that if tourists are more satisfied with the Kertalangu Tourism Village, the intention to visit again will increase. Tourist satisfaction partially mediates the effect of the tourist experience on return visit intention. This means that the experience of visiting tourists can influence the intention to visit again without tourist satisfaction.

Satisfaction partially mediates a positive and significant effect on revisit intentions. This means that destination image can influence revisit intention without tourist satisfaction.

ACKNOWLEDGMENT STATEMENT

The authors would like to thank Prof. Dr. IGAK Giantari, SE, MM. and Dr. Ni Wayan Ekawati, SE, MM. from the Faculty of Economics, Udayana University, who guided and provided input to researchers both substantively and in this research method, as well as Mr. Semara Putra as the manager of TeBa Majalangu, Kertalangu Tourism Village, who was pleased to provide assistance and access to researcher.

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