

THE INFLUENCE OF SENSE EXPERIENCE AND FEEL EXPERIENCE ON TOURISTS' INTENTION TO REVISIT

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Abstract

This research is motivated by the existence of market openness which results in the number of products in the form of goods and services increasing and causing too many people to compete in the market. One of them is Waterboom Tirta Sumber jaya Cipangalun, a company engaged in the tourism sector that competes with the emphasis on the loyalty of its visitors so that they have an interest in visiting again by paying attention to important factors in the marketing field such as sense experience and feel experience. The purpose of this study was to determine the effect of sense experience and feel experience on the interest of returning tourists at Waterboom Tirta Sumber Jaya Cipangalun Ciamis partially and simultaneously. The research method used is descriptive verification method with a quantitative approach. This type of data includes all variables that are closely related to the influence of sense experience and feel experience on the interest of returning tourists. Data collection techniques were obtained from questionnaires and literature study. The sample used in this study amounted to 100 respondents of tourists from Waterboom Tirta Sumber Jaya Cipangalun Ciamis using a non-probability sampling method. The results of the analysis using multiple linear regression where these results indicate that sense experience and feel experience have a positive and significant effect on the interest of returning tourists. The results of the partial analysis using the t-test showed that for the sense experience variable, $t_{count} > t_{table}$ ($7.578 > 1.984$) with a significance value of $0.000 < 0.05$. For the feel experience variable, $t_{count} > t_{table}$ ($4.978 > 1.984$) with a significance value of $0.000 < 0.05$. The results of simultaneous hypothesis testing using the F test showed that the value of $F_{count} > F_{table}$ ($170,204 > 3.09$) with a significance value of $0.000 < 0.05$. From the calculation of the coefficient of determination (R^2), the result is 0.778 or 77.8%. While the remaining 22.2% is influenced by other variables not examined in this study.

A. INTRODUCTION

Over time, marketing has been rapidly developing, both in marketing products in the form of tangible and intangible goods and services. The tourism industry is a company that must provide both tangible and intangible products (Sitorus, 2019). In addition to providing facilities, the tourism industry must also provide hospitality, comfort, safety, and beauty.

Tourism development plays an important role when viewed from various aspects (Pradana, 2020). In terms of the economy, in recent years, tourism has contributed to the amount of Gross Domestic Product (GDP), both through foreign exchange and economic turnover (Mudrikah, 2014). The tourism sector also provides opportunities for tourism service providers and opens up many job opportunities, which can ultimately become a solution to the high unemployment rate (Muthahharah & Adiwibowo, 2017). Indonesia is a country with tourism objects that offer natural beauty (Krisnani & Darwis, 2015). The offered tourism destinations include natural tourism and recreational tourism, with various types. Natural tourism includes mountain, coastal, and other man-made natural destinations such as lakes, ponds, and reservoirs.

Recreational tourism includes zoos, swimming pools, water parks, and many more. In addition to focusing on developing tourism destinations, there are aspects that need to be considered by tourism operators, namely the visitors. Visitors are the determining factor for the success of a tourism business (Kansil & Sepang, 2014). At present, tourism managers must conduct market research on what type of entertainment is needed by the public. One of the popular entertainments with a wide target market is water parks. Waterboom Tirta Sumber Jaya Cipangalun is a family recreational water park in Ciamis Regency that provides water rides. The facilities provided are very diverse, aimed at accommodating visitors of different ages. In addition to water attractions, there is an outdoor cafe area at Waterboom Tirta Sumber Jaya Cipangalun with a view of the mountains. After observation, the author found that the water park still has marketing issues, as shown in the comparison table of targets and visitor numbers during 2016-2020 below:

Table 1. Comparison Data of Target Visitors and Visitors of Waterboom Tirta Sumber Jaya Cipangalun Ciamis in 2016-2020

Year	Number of Target Visitors	Number of Visitors
2016	80.000	72.954
2017	100.000	92.635
2018	120.000	106.842
2019	140.000	122.473
2020	160.000	34.846

Source: Waterboom Tirta Sumber Jaya Cipangalun (2021)

Based on Table 1, it can be seen that the number of visitors to Waterboom Tirta Sumber Jaya Cipangalun over the last 5 (five) years has had a negative trend when compared to the target number of visitors expected by the Waterboom management. Moreover, in 2020, the number of Waterboom visitors decreased drastically due to the Covid-19 pandemic (Sucipto & Nurohman, 2021), This has led the company to implement policies to tighten its operating hours compared to usual and to enforce social distancing measures (Al Bustomi, 2021). To identify the issues at Waterboom Tirta Sumber Jaya Cipangalun more specifically, a mini survey was conducted by interviewing one of the visitors. Based on the interview results, it was indicated that the tourist experience provided by the management did not yet meet the visitors' expectations.

There were several complaints expressed regarding the facilities and services related to the experience obtained by the tourists during their visit, such as the inadequate waste disposal system, frequently clogged bathroom drains, slippery water slides, lack of attentiveness of the employees towards visitor complaints, and unfriendly staff. The visitor's experience is suspected to be one of the factors that makes them interested in revisiting the tourist attraction (Pratiwi & Prakosa, 2021). Experiential marketing is a method that involves the emotional and sensory aspects of consumers by creating high-quality, memorable experiences, so that consumers are willing to use and become attached to a particular product through the experiential marketing dimensions consisting of sense, feel, think, act, and relate (Hutama, 2013).

Based on the initial interview results with one of the visitors, the problems reported only relate to the sense and feel dimensions. When tourists have a pleasant experience during their visit, they are more likely to have an interest in returning and have a desire to recommend it to others. This can lead to an increase in the number of visitors. The intention to revisit is an action that often arises as a response to an object expressing the customer's desire to revisit the attraction (Umar, 2000).

B. LITERATURE REVIEW

1. Management

Management is the achievement of organizational goals in an effective and efficient manner through planning, organizing, leading, and controlling organizational resources (Sulastri, 2016).

2. Marketing Management

Marketing Management is the science and art of analyzing the target market, including ways to attract, retain, and grow customer delivery, create and communicate value to customers in a good way (Kotler & Keller, 2009).

3. Experiential Marketing

Experiences are private events that occur in response to some stimulus (e.g. as provided by marketing efforts before and after purchase) which means that experiences are personal events that occur in response to certain stimuli (for example, provided by pre-purchase and post-purchase marketing activities) (Schmitt, 1999). Module Strategic Experiential Modules (SEMs) contains experiential marketing dimesni consisting of sense, feel, think, act and relate that can be used as an effort to create various types of experiences in marketing (Panjaitan, 2017). Sense is an effort to touch consumers by creating sensory experiences through visual, sound, touch, taste and smell (Kustini, 2012). Marketing Sense is used to create product and brand differentiation among business competitors, provide encouragement to consumers, and provide product value advantages (Rini, 2009). Feel is a type of experience that arises to touch the deepest feelings and emotions of the customer

with the aim of creating an affective experience (Widyanata & Setyono, 2017). Think is an experience whose purpose is to create cognitive (Sinaga et al., 2013). The company tries to challenge consumers in various ways in order to provide a problem-solving experience to encourage customers to interact cognitively and creatively with its products. Act is an action that has a relationship with all individual components (mind and body) in order to improve life and lifestyle. Relate is how to form or build a community of consumers through communication.

4. Interest In Visiting Again

Interest revisit is an action that often appears to be in response to the object that expresses the customer's desire to malaksanakan return visit (Umar, 2000).

C. METHOD

The method used in this study is descriptive verification with quantitative approach. The population in this study were tourists or visitors to Waterboom Tirta Sumber Jaya Cipangalun from 2016-2020 as many as 429,750 people. Sampling technique performed in this study is a non probability sampling method. Total samples taken from Waterboom Tirta Sumber Jaya Cipangalun population of 100 visitors .

D. RESULTS and DISCUSSION

1. Validity test and reliability test

The validity test is used to take into account the validity or not of each instrument item. This test is done by looking at the relationship of each statement. If $r_{count} > r_{table}$ whose significance level is 5% then the instrument is considered valid. The value of r_{hitung} obtained is 98 which when viewed from the significance level of 5% shows the number 0.196 (r_{tabel}). Then the questionnaire is said to be valid if the result of the calculation exceeds 0.196.

Table 2 Item Validity Test Results

Variable	Item	r Count	Description
<i>Sense Experience</i> (X1)	1	0,676	Valid
	2	0,765	Valid
	3	0,773	Valid
	4	0,858	Valid
	5	0,775	Valid
<i>Feel Experience</i> (X2)	1	0,787	Valid
	2	0,816	Valid
	3	0,865	Valid
	4	0,856	Valid
	5	0,834	Valid
	6	0,896	Valid
	7	0,808	Valid
Interest in Returning	1	0,877	Valid
	2	0,882	Valid
	3	0,843	Valid

Source: SPSS Data Processing results 26, 2021

Based on Table 22, the results of the analysis on each instrument sense experience (X1), feel experience (X2) and interest revisit. Because $r_{hitung} > r_{table}$, it can be concluded that all items of the instrument declared valid. This reliability test is used to determine the consistency of the measuring instrument, whether the instrument (item) used is reliable and consistent if the measurement is repeated. This test was conducted on each variable, namely sense experience (X1), feel experience (X2), and return visit interest (Y). The reliability testing method used by researchers is Cronbach's Alpha testing.

Table 3 Reliability Test Results

Variabel	Cronbach's Alpha
<i>Sense Experience</i>	0,828
<i>Feel Experience</i>	0,929
Minat Berkunjung kembali Wisatawan	0,829

Source: SPSS Data Processing results 26, 2021

Based on Table 3, Cronbach's Alpha value of each variable above 0.81 which means it has a very strong interpretation based on the criteria according to Sekaran (2014).

2. Classical Assumption Test

a. Normality Test

Normality test in this study using Kolmogorov Smirnov method in SPSS program by comparing the significance.

Table 4 normality test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,95369374
Most Extreme Differences	Absolute	,107
	Positive	,107
	Negative	-,098
Test Statistic		,107
Asymp. Sig. (2-tailed)		,070 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Data Processing results 26, 2021

If the sig value $\alpha > 0.05$ at a significance level of 5%, it means that the data is normally distributed. Conversely, if $\text{sig } \alpha < 0.05$ at a significance level of 5%, it means that the data distribution is considered not normal. Based on the results of the calculation of the normality test in the SPSS application program, a significance value of 0.070 was obtained. It can be concluded that the sig α value is $0.070 > 0.05$, so the variables in this study are normally distributed.

b. Multicollinearity Test

Multicollenarity test in this study using SPSS application program. The study was conducted by analyzing the value of VIF (variant Inflation Factors) and ensure the value of $VIF < 10$ and tolerance value < 0.1 . The results of multicollinearity test data processing are as follows

5 Multicollinearity Test Results

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
Model								
1	(Constant)	,581	,673		,863	,390		
	Sense Experience	,354	,047	,565	7,578	,000	,412	2,430
	Feel Experience	,160	,032	,371	4,978	,000	,412	2,430

a. Dependent Variable: Minat Berkunjung Kembali

a. Dependent Variable: Minat Berkunjung Kembali

Source: SPSS Data Processing results 26, 2021

Based on the table above obtained value Tolerance variable sense experience (X1) is 0.412 and the value of Variance Inflation Factors of 2.430. Brand Equity variable Tolerance value (X2) is 0.412 and Variance Inflation Factors value of 2.430. Of the two variables have a Tolerance value > 0.1 and the value of VIF (Variance Inflation Factors) < 10 . It can be concluded that the data does not occur multicollenarity.

c. Heteroscedasticity Test

Heteroscedasticity test in this study using SPSS Application program, analyzed by looking at the significance value that if greater than 0.05 then there is no occurrence of heteroscedasticity. In addition, the analysis can be seen on the scatterplot pattern. The results of data processing are as follows

Table 6 Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	1,182	,463		2,552	,012
	Sense Experience	-,002	,032	-,008	-,051	,959
	Feel Experience	-,016	,022	-,111	-,707	,481

a. Dependent Variable: RES_2

Source: SPSS Data Processing results 26, 2021

Based on the table above, it is found that the value of significance in the sene experience variable is 0.959 and the value of significance in the feel experience variable is

0.481. Both variables have a significance value > 0.05, it can be concluded that there is no heteroskedasticity data which means the regression model is considered good.

3. Multiple Linear Regression Test

Multiple linear regression analysis is a tool to predict the effect of two or more independent variables on the dependent variable to prove whether or not there is a functional relationship or causal relationship between two or more independent variables with the dependent variable (Sugiyono, 2015). In this study in testing multiple linear regression analysis using 2 (two) independent variables, namely sense experience and feel experience. Multiple linear regression equation with 2 (two) independent variables is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Description:

a = Number of constants

Y = Return visit interest (independent variable)

B1= X1 variable regression coefficient (feeling experience)

B2= Variable regression coefficient X2 (feel experience)

Table 8 Multiple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	,581	,673		,863
	Sense Experience	,354	,047	,565	7,578
	Feel Experience	,160	,032	,371	4,978

a. Dependent Variable: Minat Berkunjung kembali

Source: SPSS Data Processing results 26, 2021

From these results are then inserted into the multiple linear regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 0,581 + (0,354)X_1 + (0,160)X_2$$

The constant (α) is equal to 0.581. This means that if Sense Experience (X1) and Feel Experience (X2) are both equal to 0, then the value of the interest to visit again is positive, namely 0.581. In the multiple linear regression equation above, the value of β for the Sense Experience (X1) variable is 0.354 with a positive direction. This means that for every 1% increase in Sense Experience, the interest to visit again will increase by 0.354, assuming that the other independent variables are relatively constant. In the multiple linear regression equation above, the value of β for the Feel Experience (X2) variable is 0.160 with a positive direction. This means that for every 1% increase in Feel Experience, the interest to visit again will increase by 0.160, assuming that the other independent variables are relatively constant.

4. Partial Test (t test)

Statistical test t is a method used to calculate and test whether there is an influence of the independent variable to the dependent variable partially (separately).

Table 9 Partial regression test results (t test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.581	.673		.863
	Sense Experience	.354	.047	.565	7.578
	Feel Experience	.160	.032	.371	4.978

a. Dependent Variable: Minat Berkunjung kembali

Source: SPSS Data Processing results 26, 2021

Based on the table and test results above, the t-table value with 97 degrees of freedom and a 95% confidence level is 1.984. The calculated t-value for the Sense Experience variable (X1) is 7.578, which is clearly larger ($>$) than the t-table value. This indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. The significance value in the data processing results is 0.000, which is smaller ($<$) than 0.05. This indicates that the regression of the Sense Experience variable on the interest to revisit has a significant effect. The statistical hypothesis statement from the explanation above is that there is an effect of Sense Experience on the interest to revisit Waterboom Tirta Sumber Jaya Cipangalun Ciamis.

5. Simultaneous Test (F Test)

The F test, also known as the simultaneous regression test, is used to determine whether the independent variables together have an effect on the dependent variable.

Table 10 Results of Simultaneous Correlation Coefficient Test (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	315,996	2	157,998	170,204	,000 ^b
	Residual	90,044	97	,928		
	Total	406,040	99			
a. Dependent Variable: Minat Berkunjung Kembali						
b. Predictors: (Constant), Feel Experience, Sense Experience						

Source: SPSS 26 Data Processing Results, 2021.

Based on the data above, the value of $F_{count} = 170.204$, while for F_{table} with a 95% confidence level and degrees of freedom of the numerator = 170.204 and $F_{table} = df_1 = k-1$, $F(3-1) = 2$ $df_2 = n-k(100-3) = 97$, so the obtained F_{table} is 3.09.

The F_{count} value for both variables, namely sense experience (X1) and feel experience (X2) simultaneously towards revisit intention is 170.204. When compared to the F_{table} of 3.09, it is clear that $F_{count} > F_{table}$, which is $170.204 > 3.09$. This indicates that H_0 is rejected and H_a is accepted. The significance value produces a number of 0.000. Because the probability is well below 0.05, it shows that the effect of both sense experience and feel experience on revisit intention is positive and significant. The statistical hypothesis statement from the above explanation is that there is a simultaneous effect between sense experience and feel experience on the revisit intention of Waterboom Tirta Sumber Jaya Cipangalun Ciamis visitors.

6. Coefficient of Determination Test

The coefficient of determination or also known as R test is used to indicate how much contribution the sense experience (X1), feel experience (X2), and revisit intention (Y) variables have.

Table 11 Test Results for the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882 ^a	.778	.774	.96348
a. Predictors: (Constant), Feel Experience, Sense Experience				

Source: SPSS Data Processing Results 26, 2021

Based on the above Table 35, the magnitude of the influence of Sense Experience and Feel Experience on Tourist's Intention to Revisit, calculated by the coefficient of determination, is 0.778. This indicates a high level of relationship according to the interpretation guidelines of the coefficient of determination by Sugiyono (2011). The contribution of Sense Experience and Feel Experience together (simultaneously) to tourist's intention to revisit is :

$$\begin{aligned}
 Kd &= R^2 \times 100\% \\
 &= 0,778 \times 100\% \\
 &= 77,8\%
 \end{aligned}$$

It can be concluded that the intention to revisit of tourists is influenced by sense experience and feel experience by 77.8%, while the remaining 22.2% is influenced by other variables not examined in this study.

7. Correlation test

Correlation analysis is a technique used to determine the degree of relationship between two or more quantitative variables expressed by correlation coefficients. The relationship between the independent variable (X) and dependent variable (Y) is positive, meaning that if the independent variable (X) increases, the dependent variable increases. Or it can be expressed as negative, meaning that if the independent variable (X) decreases, the dependent variable (Y) decreases.

Table 7 Correlation Test Results

		Sense Experience	Feel Experience	Minat Berkunjung Kembali
Sense Experience	Pearson Correlation	1	,767**	,849**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Feel Experience	Pearson Correlation	,767**	1	,804**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Minat Berkunjung Kembali	Pearson Correlation	,849**	,804**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Processing Results 26, 2021

The correlation analysis is a technique used to determine the degree of relationship between two or more quantitative variables expressed by the correlation coefficient. The relationship between the independent variable (X) and the dependent variable (Y) is positive, which means that if the independent variable (X) increases, the dependent variable (Y) also increases. Or it can be expressed as negative, which means that if the independent variable (X) decreases, the dependent variable (Y) also decreases.

In the correlation analysis between Sense Experience (X1) and the Intention to Revisit (Y), the correlation coefficient (r) is 0.849, and the correlation table for r is 0.195 obtained from $n-2(100-2)$. The correlation value of $0.849 > 0.195$ indicates that H_0 is rejected, indicating a positive relationship between Sense Experience (X1) and the Intention to Revisit (Y).

In the correlation analysis between Feel Experience (X2) and the Intention to Revisit (Y), the correlation coefficient (r) is 0.804, and the correlation table for r is 0.195 obtained from $n-2(100-2)$. The correlation value of $0.804 > 0.195$ indicates that H_0 is rejected, indicating a positive relationship between Feel Experience (X2) and the Intention to Revisit (Y).

8. The Effect of Feel Experience (X1) on Tourists' Intention to Revisit (Y)

The t-value for the variable sense experience (X1) is 7.578. When compared to the t-table, it is clear that the t-value is greater than ($>$) the t-table. This indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. The significance value in data processing is 0.000, which is less than ($<$) 0.05. This means that the regression of the sense experience variable on the interest in returning tourists has a significant effect.

This shows that sense experience is one of the factors in measuring the interest of tourists in returning, especially in the marketing of services. Service providers must create sensory stimulation that makes people have impressions, happiness, aesthetics, and satisfaction in buying or using a service.

9. The Influence of Sense Experience (X2) on Tourists' Intention to Revisit (Y)

The t-value for the variable feel experience (X2) is 4.978. When compared to the t-table, it is clear that the t-value is greater ($>$) than the t-table value. This indicates that H_0 is rejected and H_a is accepted. The significance value in data processing is 0.000, which is smaller ($<$) than 0.05, meaning that the regression of the feel experience variable on tourists' intention to revisit has a significant effect.

This indicates that feel experience is one of the factors in measuring tourists' intention to revisit. In service marketing, feel experience can be achieved by providing quality service that creates positive emotions and moods for consumers.

10. The Effect of Sense Experience (X1) and Feel Experience (X2) on Tourists' Intention to Revisit (Y).

The value of F-test for the variables sense experience and feel experience is 170.204. When compared to the F-table, it is clear that the F-test value is greater ($>$) than the F-table. This indicates that H_0 is rejected and H_a is accepted. The significance value in data processing is 0.000, which is smaller ($<$) than 0.05, meaning that the variables sense experience and feel experience have a significant effect on tourists' intention to revisit.

This shows that sense experience and feel experience together are factors that play an important role in increasing tourists' intention to revisit. When tourists' visiting experience is considered from the perspective of sensory and emotional responses, it can build a positive impression of comfort and satisfaction that creates a desire to revisit.

E. CONCLUSION

Based on the research and test results conducted with the title "The Influence of Sense Experience and Feel Experience on Tourists' Intention to Revisit (Study on Visitors of Waterboom Tirta Sumber Jaya Cipangalun Ciamis)", it can be concluded that Sense Experience has a positive effect on tourists' intention to revisit. This research shows that when a visitor's sensory impression at Waterboom Tirta Sumber Jaya Cipangalun is good, the visitor is willing to revisit and recommend others to visit. Furthermore, Feel Experience has a positive effect on tourists' intention to revisit. This research shows that when a visitor's emotions are touched in a positive way at Waterboom Tirta Sumber Jaya Cipangalun, the visitor is willing to revisit and recommend others to visit. Finally, Sense Experience and Feel Experience together have a positive effect on tourists' intention to revisit. If a company can create good sensory impressions and touch the emotions of visitors at Waterboom Tirta Sumber Jaya Cipangalun, this can increase the number of visitors at Waterboom Tirta Sumber Jaya Cipangalun.

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