

Customer Experience, Destination Image and the Intention to Revisit: A Case of Tourism in Mount Bromo, Indonesia

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The purpose of this study is to examine the relationship between the variables of customer experience, destination image and the intention to revisit. This study applied a quantitative method using path analysis to understand the direct and indirect effect of variables. The research was conducted in Mount Bromo, which is one of the most popular natural tourist destinations in East Java of Indonesia. The population is tourists, both domestic and foreigners. The sample size is about 380 tourists obtained using Daniel and Tarrel's formulas. Furthermore, the data was collected through questionnaires with a Likert scale. The findings showed that customer experience has positively affected the destination image, while the destination image has a positive impact on the intention to revisit. Also, customer experience has an indirect effect on the intention to revisit through destination image.

Keywords: *Customer Experience, Destination Image, Intention to Revisit.*

Introduction

Indonesia is the largest archipelago country in the world, consisting of 2.01 million km² of land and 3.25 million km² of the ocean with a total of 17,499 islands, and there are around 250 ethnic groups in Indonesia (Lasabuda, 2013; Harto et al., 2019). With the widely-diverse natural and cultural wealth, Indonesia has a lot of tourism potential, ranging from natural, marine, cultural and artificial tourism. These abundances attract many tourists, and the number is growing. To maintain current achievements and to increase the number of tourists, mainly international tourists to Indonesia, the Indonesian government currently sets priority tourist destinations (Simanjuntak, 2013).

One of the priority tourist destinations is Bromo Tengger Semeru National Park in East Java, which covers areas of Pasuruan Regency, Malang Regency, Lumajang Regency and Probolinggo Regency (Rosyidi, 2018). Being well-known for its sunrise scenery, Mount Bromo attracts many tourists. Approximately 828,247 tourists came to Bromo Tengger Semeru National Park in 2018, 16 percent higher than that of the previous year (Central TNBTS, 2019). Due to its importance as a priority set by the government and its popularity among international and domestic tourists, choosing Bromo Tengger Semeru National Park as a study case could contribute more to the existing research on this topic. In addition, there is still a limited number of research on the same topic in Indonesia, which investigated both international and domestic tourists.

In the tourism industry, tourists with repeated visits are a market segment that is advantageous to managers of tourist sites because they require far lower marketing costs than first-timers, they make recommendations to others, and are also resistant to change (Morais and Lin, 2010; Suratno et al., 2020). In order to investigate how far the intention of tourists to return to Mount Bromo is, the results of preliminary observations showed that 40 percent of tourists are interested in revisiting Mount Bromo, while the remaining 60 percent are not.

This problem needs to be questioned because it concerns the expectations of tourists to visit again will arrive at the level of tourist visits to visit Indonesia will continue to increase. Experience is the essence of tourism activity. Therefore, every manager of a tourist attraction always supports the motivation of the visit and the totality of the experience of visiting tourists (Cohen et al., 2014). According to Walter et al. (2010), customer experience is defined as an experience gained by the customer directly or indirectly regarding the service process, company, facilities, and how customers relate to the company and with other customers. This will later create emotional and cognitive responses for tourists who also leave tourist memories about experiences during and after the destination.

Customer experience is considered as the basis for competitiveness in the tourism industry because this variable can affect the choice of tourist destinations in the future. Chang et al. (2014) stated that tourist experiences in a destination are the most important antecedents of returning tourist visits to a tourist destination. The experience gained by tourists when visiting tourist attractions will have an impact on tourists' perception of the tourist destination. Echtner and Ritchie (2003) remarked that the impression of a place or regional perception is the crucial thing. Tourist destinations that give visitors a pleasant, satisfying and memorable travel experience will increase their perception of specific tourist destinations, and in the end, the perception of tourists in making decisions about choosing the destination they want to visit.

Several studies have resulted in the conclusion of the picture of the destination indeed affecting tourists. Such scholar by Echtner and Ritchie (2003); Sharma and Nayak (2018) which resulted

in conclusions about the image of strong and positive goals that might be possible and chosen in the process of choosing tourist destinations. Therefore, the image of a destination must always be maintained so that tourists can choose the destination as a place of choice for a vacation because the image will influence tourists in the process of choosing a destination, evaluating the next trip, and knowing the intentions of tourists in the future (Chi & Qu, 2008). Based on the previous explanation, the following hypothesis can be arranged.

H1: The customer experience has a positive and significant towards the intention to revisit.

H2: The customer experience has a positive and significant towards the goal picture.

H3: The purpose of the image is directly positive and significant towards the intention of visiting again.

H4: Direct and positive customer experience with the intention of visiting again through the destination image.

Methodology

This study applied a quantitative approach using explanatory research. The data was collected using a closed questionnaire. There are three variables in this study, namely customer experience as an exogenous variable, destination image as an intervening variable, and intention to revisit as an endogenous variable. The population of this research is the archipelago tourists and foreign tourists who are and or have been to Mount Bromo. Sampling was conducted by using a purposive sampling technique. Respondent criteria used for consideration include: First, archipelago tourists and foreign tourists who are currently visiting or have visited Mount Bromo. Second, respondents who are 18 years old or more. This is reasonable as respondents at that age are able to understand and can respond to each statement in the research questionnaire well. Determination of the number of samples taken in this study uses the formula Daniel and Terrel (1989). Based on the calculation of the formula with an estimated proportion of 0.60 degrees of error of five percent, a total sample of 380 respondents was obtained with the statement that 369 respondents were archipelago tourists, and 11 respondents were foreign tourists. In addition, this study uses descriptive statistics to provide the condition of the customer experience, destination image and intention to revisit on the research object. Then path analysis was used to analyse the relationship pattern of the influence of customer experience (X) and destination image (Z) on intention to revisit (Y). Hypothesis testing in this study uses a t-test that serves to determine whether there is the influence of customer experience variables (X) on intention to revisit (Y) through destination image (Z).

Result and Discussion

This path analysis is used to examine the direct and indirect effects of customer experience on intention to revisit through destination image. More detail is provided in Table 1.

Table 1: The Results of Analysis of the Effect of Customer Experience on Destination Image

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	17.001	1.864		9.120	.000
	Customer Experience (X)	.977	.055	.674	17.751	.000

Dependent variable : *Destination Image*

R-Square : 0.455

Adjusted R-Square : 0.453

Based on the linear regression output of model I in Table 1, it is known that the significance value of the customer experience variable is 0.000 less than 0.05 (sig < 0.05). These results provide the conclusion that the regression model I, namely variable X has a significant positive effect on variable Z.

Table 2: The Impact of Customer Experience (X) on Intention to Revisit (Y) Through Destination Image (Z)

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.437	.882		1.629	.104
	Customer Experience (X)	.135	.032	.213	4.238	.000
	Destination Image (Z)	.232	.022	.530	10.534	.000

Dependent Variable : *Intention to revisit*

R-Square : 0.479

Adjusted R-Square : 0.476

Based on the structural equation model II output in Table 2, it is known that the significance value of the two variables, namely X = 0.000 and Z = 0.000 is smaller than 0.05 (sig < 0.05). These results provide the conclusion that the structural equations of model II, namely X and Z have a significant effect on Y.

Table 3: The summary of path analysis

Variable	Impact		Total
	Direct	Indirect	
Customer Experience → Destination Image	0.674	-	0.674
Destination Image → Intention to revisit	0.530	-	0.530
Customer Experience → Intention to revisit	0.213	-	0.213
Customer Experience → Destination Image → Intention to revisit	-	$0.674 \times 0.530 = 0.357$	$0.213 + 0.357 = 0.570$

a. **H1:** Customer experience has a positive and significant direct effect on intention to revisit. Based on the results of the analysis in the table, it is known that the regression coefficient of customer experience on intention to revisit is 0.213 with a t_{count} of 4.238 ($t_{count} > t_{table}$ is 1.649) and a significance value of 0.000 ($sig < 0.05$). It can be concluded that customer experience has a positive and significant influence on intention to revisit. Tests show that these results support H_{a1} in this study.

b. **H2:** Customer experience has a positive and significant direct effect on the destination image.

Based on the results of the analysis in the table, it is known that the regression coefficient of customer experience on the destination image is 0.674 with a t_{count} of 17.751 ($t_{count} > t_{table}$ ie 1.649) and has a significance value of 0.000 ($sig < 0.05$). It can be concluded that customer experience has a positive and significant influence on the destination image.

c. **H3:** Destination image has a positive and significant direct effect on intention to revisit. Based on the results of the analysis in the table, it is known that the destination image regression coefficient of intention to revisit is 0.530 with a t_{count} of 10.534 ($t_{count} > t_{table}$ is 1.649) and has a significance value of 0.000 ($sig < 0.05$). It can be concluded that destination image has a positive and significant influence on intention to revisit.

d. **H4:** Customer experience has a positive and significant indirect effect on intention to revisit through the destination image

To find out whether the customer experience has a positive and significant indirect effect on the intention to revisit through the destination image, the Sobel test is done first, to find out the value of t .

Customer Experience and Intention to revisit

Customer experience has a significant positive direct effect on intention to revisit on Mount Bromo tourists. These results indicate that the Mount Bromo tourism manager can provide a pleasant, satisfying and impressive travel experience that will affect tourists to choose Mount

Bromo again as a tourist destination in the future. Walter et al. (2010); Ali et al. (2016); Kerdpitak (2019) stated that an experience obtained by customers either directly or indirectly during a visit would create an emotional and cognitive response for the customer and create pleasant memories of the destination. Schiffman and Kanuk (2000) state that post-purchase behaviour by consumers depends on the experience gained by consumers. If a tourist destination can provide a positive experience for tourists, the possibility of tourists revisiting this destination will increase, and vice versa. This finding is supported by previous research by Tan (2016) in a group of domestic tourists who have visited Toucheng / Jiaosi, one of the popular cities in Taiwan, states that experience contributes to the intention of coming back to their destination. Chang (2014), in his research conducted on tourists vacationing in three popular tourist cities in Taiwan, Meinong, Shuili, and Yingge, also made the same conclusion that tourist experience was the most influential antecedent of the intention of visiting a tourist city in Taiwan. Agustina (2018) proved that customer experience has a significant positive direct effect on intention to revisit.

Customer Experience and Destination Image

Customer experience has a significant positive effect directly on the destination image on Mount Bromo tourists. These results indicate that the Mount Bromo tourism manager is able to provide a pleasant, satisfying and impressive travel experience that will develop a positive perception in tourists about Mount Bromo. Suryani (2013) remarked that the image is formed by information received and consumer experience of the product so that if this theory is adopted in the study of tourism, it can be concluded that the travel experience strengthens the image of a goal and collectively influences the interest to revisit. Beerli and Martin (2004) in their research, also proved that the factors that shape the image in a person's mind consist of personal factors and sources of information. Personal factors in this regard being socio-demographic characteristics, motivation and holiday experience. While the information source consists of primary factors and secondary factors including, induce, organic, autonomous, and previous experience intensity of visit. This opinion is supported by a study conducted by Kim et al. (2012) investigating whether students' travel experiences during lectures reinforce their image formation in a purpose and influence their journey in future decision-making and choice. This study concludes that the travel experience strengthens the image of individuals from a goal collectively and positively influences the intention to revisit. Another scholar conducted by Hallmann et al. (2013) proved that the image of the destination of winter sports tourist destinations in Oberstdorf (Germany) and Saalbach-Hinterglemm (Austria) affected the intention to revisit of winter sports tourists. This study concludes that cognitive images and affective images evaluate tourist experience because there are influences from both components, and then the image affects the intention of tourists to return.

The Impact of Destination Image and Intention to revisit

The destination image has a significant positive direct effect on intention to revisit on Mount Bromo tourists. These results indicate that if the entire Mount Bromo tourism stakeholder promotes a sharp positive image in the eyes of consumers, a tourist will not hesitate to return to Mount Bromo. If the destination image is positive, then a tourist will not hesitate to visit and vice versa, if a tourist destination has a negative image it will make someone think again about visiting (Aksoy & Kiyici, 2011). This statement is reinforced by the results of a study conducted by Dongfeng (2013) that examined the image impact of an overall sporting event in an area of Shanghai, and the intention to return from the perspective of international tourists. The results of this study state that all destination image indicators directly affect the interest of tourists to visit again. Sharma and Nayak (2018) also conducted research on the emotional influence of tourists, the overall image, satisfaction and behavioural intentions in health tourism (yoga). This study concludes that there is a significant relationship between the overall image of tourists revisiting and interest in recommending it to others. Samsudin et al. (2016); Triandewo et al. (2018); Shafiee and Tabaeian (2016) prove that destination image has a significant positive effect directly on intention to revisit.

The Effect of Customer Experience and Intention to revisit through Destination Image

Customer experience has a significant positive indirect effect on the intention to revisit through the destination image of Mount Bromo tourists. These results indicate that Mount Bromo tourism is able to give visitors a pleasant, satisfying and impressive travel experience that will develop tourists' perceptions of Mount Bromo. In the end, these perceptions affect tourists in making a decision on a tourist destination they want to visit in the future. This opinion is supported by a study conducted by Kim et al. (2012) on 35,000 US students whom for four years lived in South Korea to investigate whether students' travel experiences during college strengthen their destination image and influence their future travel in establishing tourism choices in the future. This study concludes that travel experience strengthens the image of individuals from a goal collectively and positively influences the intention to revisit. In another study conducted by Hallman et al. (2013) it showed how destination images of winter sports tourist destinations in Oberstdorf (Germany) and Saalbach-Hinterglemm (Austria) affect the intention to revisit of winter sports tourists.

Conclusion

Based on the results of research on the effect of customer experience on the intention to revisit through the destination image on Mount Bromo tourists, a number of things can be concluded as follows: first, the condition of the customer experience variable, categorised as positive, the customer experience indicator on Mount Bromo tourists includes education, entertainment,



escapism and aesthetic. Customer experience has a significant positive direct effect on intention to revisit on Mount Bromo tourists. This finding indicates that the Mount Bromo tourism manager is able to provide a pleasant, satisfying and impressive travel experience that will encourage tourists to choose Mount Bromo again as a tourist destination in the future. Customer experience positively affects the destination image on Mount Bromo tourists. Indeed, the destination image positively impacts the intention to revisit of Mount Bromo tourists. Customer experience has a significant positive indirect effect on intention to revisit through the destination image of Mount Bromo tourists. These results indicate that Mount Bromo tourism is able to give visitors a pleasant, satisfying, and impressive travel experience that will develop tourists' perceptions of Mount Bromo, and in the end these perceptions affect tourists in making a decision on a tourist destination they want to visit in the future.

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