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Does experiential marketing alone encourage domestic tourists to revisit? Evidence from a tourist destination in West Java, Indonesia

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ABSTRACT

The sustainable growth of tourist destinations relies heavily on revisit intention. Retaining repeat tourists is not only more economical but also about five times more profitable than attracting new ones. A dominant paradigm in tourist behavior literature shows a sequential relationship among image, quality, satisfaction, and post-behavior. Few studies have examined experiential marketing as a determinant of revisit intention. This study aims to extend the literature by investigating the effects of service quality and experiential marketing on revisit intention, with tourist satisfaction as a mediator. A total of 166 responses from domestic tourists who visited Purwakarta, West Java, Indonesia, were analyzed using PLS-SEM. The results confirmed the positive effects of service quality and experiential marketing on tourist satisfaction. Interestingly, the mediating role of tourist satisfaction was only partial, as the direct relationship between experiential marketing and revisit intention was not supported. Experiential marketing might enhance specific aspects of the tourist experience, providing immediate and short-term positive effects that influence satisfaction directly after the visit. However, overall satisfaction encompasses a broader evaluation of the entire trip, integrating various elements and lasting impressions that collectively drive the intention to revisit.

Keywords: Service Quality; Experiential Marketing; Satisfaction; Revisit Intention; Tourism

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Introduction

As one of the largest and fastest-growing industries, tourism has contributed to the global economy (Khairun et al., 2022). Before the pandemic, the tourism sector was responsible for 10.3% (333 million) of all jobs, with 1 in 4 of all new jobs globally created in this sector, and contributed USD 10.3 trillion (10.4%) to the world's GDP (Bhattacharya et al., 2023). The latest annual report from the World Travel Tourism Council (2023) shows that the tourism sector has begun to recover and grow after facing severe turbulence. The report notes that 27 million new jobs are now linked to this sector, and although its contribution is still 4.1% below the 2019 level, in 2023, domestic and international visitor spending has increased by 18.1% and 33.1%, respectively. Moreover, for the Southeast Asian region, Guild (2024) analyzed that as lockdowns and border closures due to the COVID-19 pandemic took effect, total tourist arrivals in Indonesia, Thailand, Singapore, Malaysia, Vietnam, and the Philippines dropped to just 2.6 million in 2021. In contrast, these six countries had over 127 million tourist arrivals in 2019, with potential spending reaching tens of billions of dollars. Ganbold (2024) added that 2022 there were approximately 43 million visitors to the ASEAN region, a significant increase from 2021 when there were around 2.95 million visitors. Thailand had the highest number of tourists among Southeast Asian countries, with approximately 11 million tourist arrivals, followed by Malaysia (10 million), Singapore (6.3 million), Indonesia (5.5 million), Vietnam (3.6 million), and the Philippines (2.65 million).

Despite not leading in international tourist numbers, Indonesia remains a favorite holiday spot for its citizens, with half of the population preferring to vacation domestically (Tanamal, 2024). In the first semester of 2023, domestic tourist movements reached 433.57 million trips, marking a 12.57% increase from 2022 (Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency, Republik of Indonesia, 2023). This growth was mainly supported by the Eid collective leave and holidays, which accounted for an estimated 25 percent of the yearly target of 1.2 billion–1.4 billion domestic tourist trips (Bhwana, 2023). One of the provinces popular among domestic tourists for vacations is West Java. According to the West Java Tourism and Culture Office, 22 million domestic tourists visited the region (Haryati, 2023). In Purwakarta alone, 263,253 tourists visited during the 2023 Eid holidays, a significant increase from around 200 tourists in 2022 (Halim, 2023). However, ensuring a sustained number of tourists presents a unique challenge for marketers, especially given the high competition in the industry. Tourist destinations face intense competition, and their ongoing improvement and diversification are often used to boost their

overall competitiveness to satisfy tourists and increase their willingness to return, known as revisit intention (Kester & Croce, 2011). Tan (2017) added that domestic visitors, unlike foreign ones, are more inclined to visit a destination multiple-times. These repeat visits may be driven by attractions or experiences missed on their first visit or a desire to relive enjoyable experiences.

Revisit intention is essential for the sustainable growth of tourist destinations. Retaining repeat tourists is more cost-effective and about five times more profitable than acquiring new ones (Han & Hyun, 2015; Zhang et al., 2014). Prior research has uncovered several critical antecedents of revisit intention toward tourist destinations. These include service quality (Siregar et al., 2021; Kazmi et al., 2020; Liu & Lee, 2016; Tosun et al., 2015), destination image (Loi et al., 2017; Li et al., 2018), and satisfaction (Vassiliadis et al., 2021; Nunkoo et al., 2017), as well as perceived risk, memorability of previous experiences, perceived behavioral control, attitude, and subjective norms (Zheng et al., 2024; Zhang et al., 2018; Hu & Xu, 2021). Zhang et al. (2020) noted a dominant paradigm in tourist behavior literature, showing a sequential relationship among image, quality, satisfaction, and post-purchase behavior. However, limited research has examined responses to external stimuli, such as experiential marketing. To the best of the author's knowledge, only four previous studies have covered this topic, including Tan (2017), Mainolfi and Marino (2018), Lee et al. (2021), and Huang and Bu (2022).

Tan (2017) examined repeat visits by looking at leisure constraints, tourist experiences, and destination images in Toucheng-Jiaosi, Taiwan. This study focused on domestic tourists, comparing those who visited once ('first-timers') with those who visited multiple times ('repeaters'). On the other hand, while Mainolfi and Marino (2018) investigated experiential marketing from the perspective of event marketing, Lee et al. (2021) studied how consumers' in-store technology experiences influenced their perceived interactivity, brand commitment, and revisit intention in a popular Korean beauty store, using the stimulus-organism-response model. Lastly, Huang and Bu (2022) created a model for destination attributes such as gastronomy, accommodation, physiography, and rural lifestyle, examining their effects on tourists' recommendations and revisiting intentions. The study also examined how positive arousal and memory mediate these effects in Chinese rural tourism.

While previous studies have examined various aspects of tourist behavior and revisit intention, this study seeks to fill a gap in the literature by focusing on the combined effects of experiential marketing and service quality on tourist satisfaction and revisit intention. Unlike Tan (2017), who focused on leisure constraints and tourist experiences, Mainolfi and Marino

(2018), who explored event marketing; Lee et al. (2021), who studied in-store technology experiences, and Huang and Bu (2022), who examined destination attributes in rural tourism, our study aims to integrate experiential marketing and service quality to provide a comprehensive understanding of their impact on domestic tourist satisfaction and revisit intention. Our study focuses on Indonesia, specifically Purwakarta, West Java, a popular domestic tourist destination. By examining this region, we aim to provide insights directly relevant to the local tourism industry and contribute to the broader understanding of tourist behavior in Southeast Asia.

This paper is structured to provide a comprehensive examination of the study. The Introduction section offers a theoretical background on each key variable, including experiential marketing, service quality, tourist satisfaction, and revisit intention. The Methods section details the techniques used for measurement, data collection, and analysis. The Results and Discussion section presents the findings and interprets their implications within the context of existing literature. Finally, the Conclusion section summarizes the main insights, discusses limitations, and suggests directions for future research.

Literature Review

Satisfaction and Revisit Intention

Revisit intention, a crucial aspect of behavioral intention has been a central research focus in tourism literature. It denotes the probability of a visitor engaging in a repeated activity or returning to a destination (Baker & Crompton, 2000). The antecedents of revisit intention have been the focus of many tourism studies to understand why tourists would like to revisit the same destination (Meleddu et al., 2015). Previous research has identified satisfaction as a significant antecedent of revisit intention (Ali & Raza, 2017; Nunkoo et al., 2017; Han & Hyun, 2015). Choi and Kim (2013) added that consumer satisfaction shapes a desire to repeat purchases. When tourists have positive experiences at a destination, their overall satisfaction increases. This positive experience can be due to high-quality services, attractive attractions, warm hospitality, a pleasant environment, etc. Satisfied tourists often develop an emotional connection with the destination (Medina-Viruel et al., 2019; Taheri, 2016), fostering a sense of loyalty (Papadopoulou et al., 2023; Ramesh & Jaunky, 2021). Additionally, satisfaction builds trust and confidence in the destination (Siregar et al., 2021), as tourists believe they will receive a similar or better experience in the future. Positive experiences are frequently shared with friends and family (Li et al., 2021), enhancing the destination's reputation and encouraging both the original tourists and new visitors to

consider revisiting (Mukhopadhyay et al., 2023). Furthermore, a satisfactory experience reduces the perceived risk of future visits, as tourists feel more secure knowing what to expect (Chaudhary & Islam, 2021; Nguyen et al., 2020). Lastly, when tourists perceive they have received good value for their money and time, they will likely choose the same destination for future trips (Brochado et al., 2022).

H_1: Tourist satisfaction has a positive relationship with intention to revisit.

Service Quality

Service quality, a fundamental concept in marketing and consumer behavior, has been defined and interpreted in various ways by scholars over the years. Parasuraman et al. (1985) describe service quality as the gap between what customers expect and what they perceive they receive. Caro and Garcia (2008) view it as consumers' overall impression regarding the inferiority or superiority of an organization's services. Liou et al. (2011) define it as consumers' general perception of an organization's efficiency and services. Taheri et al. (2021) explain service quality by comparing consumer expectations with the actual service delivered. In summary, service quality is consumers' overall impression of an organization's services based on comparing their expectations and the actual service performance, encompassing perceptions of efficiency, inferiority, and superiority.

Researchers have developed various models for measuring service quality. One notable example is SERVQUAL (Parasuraman et al., 1988), which identifies five service quality dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Despite its popularity, this model has faced criticism from scholars for not adequately capturing the service quality dimensions specific to the hospitality sector. Dabholkar et al. (1996) argued that SERVQUAL has yet to be successfully adapted to or validated in contexts that differ from pure service industries, such as retail stores. Additionally, Page Jr. and Spreng (2002) criticized the model's focus on service quality expectations, suggesting that performance is a stronger indicator of service quality than expectations. Consequently, researchers have developed context-specific models to measure service quality better. Brady and Cronin (2001) proposed a hierarchical and multidimensional model that combines Rust and Oliver's (1993) Tri-component model with Dabholkar et al.'s (1996) multi-level conceptualization. They introduced a third-order factor model where service quality is explained by three primary dimensions: interaction quality, physical environment quality, and outcome quality. Similarly, Wu and Ko (2013) proposed the Scale of Service Quality in Hotels (SSQH) to measure service quality in the accommodation sector. This scale includes dimensions such as

conduct, expertise, problem-solving, atmosphere, room quality, facility, design, location, sociability, valence, and waiting time. Additionally, Tosun et al. (2015) proposed seven dimensions for measuring service quality specific to destinations: accommodation, local transport, cleanliness, hospitality, activities, language communication, and airport services. Although the context and model may vary, multiple dimensions best represent service quality (Nunkoo et al., 2020).

Service quality is closely linked to customer satisfaction and is based on the expectancy-disconfirmation theory. This well-established framework explains that satisfaction is determined by the gap between customers' expectations and their actual experiences with a service or product. Numerous empirical studies have shown that service quality directly affects customer satisfaction (Nastabiq & Soesanto, 2021; Ali & Raza, 2017; Nunkoo et al., 2017). Additionally, a positive relationship between service quality and revisit intention has been found in previous research (Siregar et al., 2021; Kazmi et al., 2020; Liu & Lee, 2016; Tosun et al., 2015). Furthermore, satisfaction can also serve as a mediator (Chaudhary & Islam, 2021) in the relationship between service quality and revisit intention. Therefore, higher evaluations of destination quality dimensions are likely to lead to increased tourist satisfaction and a greater propensity for revisit intention.

H_2: Service quality has a significant positive impact on satisfaction.

H_3: Service quality has a significant positive impact on revisit intention.

H_4: The effect of service quality on revisit intention is mediated by tourists' satisfaction.

Experiential Marketing

Tourist decision-making has now changed from the traditional view of "tourists-as-rational-decision-makers" to a broader understanding that includes experiential and rational factors in tourist decisions (Le et al., 2018). Experience is the core element of experiential marketing (Lemon & Verhoef, 2016; Sharma & Nayak, 2019). This unique approach merges emotional and cognitive assessments, setting it apart from traditional marketing strategies. According to dual-processing theory, individuals use two different but complementary systems to make decisions. System 1 is quick, automatic, and driven by emotions, while System 2 is slow, deliberate, and rational. The final choice is made by balancing these two systems. The final choice, then, is made by balancing these two systems. These new decision-making paradigms offer tourism marketers creative ways to promote destinations and sell tourism products and services.

Experiential marketing was divided by Schmitt (1999) into five categories: “sense,” “feel,” “think,” “act,” and “relate.” "Sense marketing" is focused on engaging the five senses—sight, sound, touch, taste, and smell. "Feel marketing" aims to enrich consumers' emotions and inner feelings by creating affective experiences ranging from mildly positive moods associated with a brand or destination to strong feelings of pride and joy, such as those generated by a durable product, social marketing campaign, or technology. "Think marketing" targets the intellect by generating problem-solving, cognitive experiences that engage consumers creatively. "Act marketing" is intended to influence physical behaviors, lifestyles, and interactions, while "relate marketing" extends beyond personal feelings to connect consumers with something more significant, such as being part of a subculture or brand community. Interestingly, Gentile et al. (2007) highlighted that these components are not activated independently but overlap and interact in complex ways. Later, Schmitt and Zarantonello (2013) simplified these dimensions into four categories: sensory-affective, cognitive-intellectual, behavior-action, and social-relational aspects of experiences.

Experiential marketing is an innovative approach that has successfully influenced tourist behavior (Brun et al., 2020; Rather, 2020; Sharma & Nayak, 2019; Brun et al., 2017). Laing et al. (2014) emphasized that the success of a tourist destination in a public holiday event largely depends on its ability to create meaningful and unique experiences, especially since holidays are often seen as enjoyable moments, with tourists seeking different things and experiencing pleasure. Previous studies have found a positive relationship between experiential marketing and tourist satisfaction (Carmo et al., 2022; Ramdhani & Astuti, 2021; Yeh et al., 2019; Chen & Hsieh, 2010; Yuan & Wu, 2008). Furthermore, Chen et al. (2022) and Dieguez and Conceição (2020) also discovered a positive impact of experiential marketing on the desire to revisit. Additionally, Khaerani et al. (2021) found that experiential marketing has a more substantial influence on the indirect effects of tourist satisfaction as a mediator than on the direct effect on revisit intention. Therefore, the more positively tourists perceive experiential marketing, the greater the increase in both their satisfaction and likelihood of revisiting. In conclusion, our study argues that experiential marketing enhances tourist satisfaction and significantly boosts their intention to revisit, with satisfaction playing a crucial mediating role in this relationship.

H_5: Experiential marketing positively influences satisfaction.

H_6: Experiential marketing positively influences revisit intention.

H_7: The effect of experiential marketing on revisit intention is mediated by tourists' satisfaction.

Figure 1. Framework

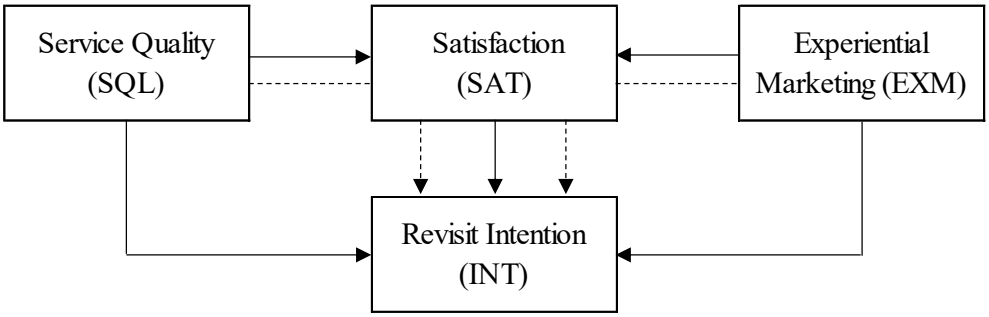

Figure 1 illustrates a conceptual framework that shows how Service Quality (SQL) influences Customer Satisfaction (SAT), which in turn impacts Revisit Intention (INT). It also highlights that Experiential Marketing (EXM) directly affects both Satisfaction and Revisit Intention, suggesting that the quality of service and the customer's experience with marketing can both enhance their satisfaction and motivate them to return.

Methods

To achieve the study's objectives, field research was conducted through a survey targeting domestic tourists visiting various attractions in Purwakarta, Indonesia, during the Eid al-Fitr holiday in 2023. Purwakarta Regency, once primarily known as an industrial area, has evolved into a vibrant destination that highlights its authentic cultural heritage as the gateway to the Sunda ethnic group's way of life in West Java. In 2017, approximately four million tourists visited Purwakarta, surpassing the initial target of three million (The Jakarta Globe, 2017). Although the COVID-19 pandemic caused a decline, tourist numbers rebounded, reaching nearly two million in 2023. The Eid al-Fitr holiday was selected for the study due to significant travel during this period. According to the Ministry of Transportation of the Republic of Indonesia, it was predicted that 71.7 percent of the Indonesian population, or approximately 193.6 million people, would travel for Eid al-Fitr. The number of travelers entering West Java (including Purwakarta) was expected to exceed the previous year's figure of 18 million (Hidayat, 2024). This massive movement of domestic tourists during Eid al-Fitr provided an ideal opportunity for the researchers to reach their target respondents.

A survey used a structured questionnaire, distributed using both face-to-face accidental sampling and the snowball sampling method. Tourists at different destinations in Purwakarta, Indonesia, were invited to complete an online questionnaire. After completing the survey, they were encouraged to voluntarily share the questionnaire with their family and friends through social media platforms like WhatsApp. A total of 187 domestic tourists filled out the

online questionnaires. After reviewing the submissions, 21 questionnaires were deleted due to incomplete answers and redundancy. At last, 166 questionnaires were retained for the final analysis, resulting in a response rate of 88.77% (i.e., 166 out of 187). Thus, the questionnaire was divided into two main sections. The first section gathered sociodemographic details, including gender, age, occupation, place of residence, visitation status, and the number of people. The second section explored individual assessments, focusing on service quality, experiential marketing, overall satisfaction, and their intention to revisit Purwakarta as a vacation destination. A 5-point Likert scale was used to assess these variables, ranging from strongly disagree (1) to agree (5) strongly. A 5-point Likert scale was used to assess these variables, ranging from strongly-disagree (1) to strongly-agree (5). The items for each construct in the study were adapted from previous research and modified to suit the context of this study. Service quality was assessed using scales from Li et al. (2021), Zhang et al. (2020), Tosun et al. (2015), and Parasuraman et al. (1985), including hospitality accommodation, local transport, cleanliness, and activities. The dimensions of language communication and airport services are not included in this study's measurement of destination service quality because they are not relevant to the research context. The majority of tourists are domestic, and there is no direct airport access to Purwakarta. Meanwhile, experiential marketing items were evaluated using the dimensions from Le et al. (2018), Loureiro (2014), and Schmitt and Zarantonello (2013), including sensory-affective, intellectual-cognitive, behavioral-act, and relational. Additionally, customer satisfaction was measured using scales adapted from Nunkoo et al. (2020) and Biswas et al. (2021). These items evaluated how well the accommodation services performed overall, how well they met the customer's expectations, and how closely they matched the customer's ideal. Finally, revisit intention was measured using scales from Peng et al. (2023), Li et al. (2018), and Tosun et al. (2015). Table 1 shows a detailed measurement of each construct.

We used two methods from Kline (2023) to conduct Structural Equation Modeling (SEM) data analysis and develop a theoretical model by verifying the fitness of the collected data with the Smart PLS 3.0 software. First, they tested the adequacy and quality of the measurement model using Confirmatory Factor Analysis (CFA) to ensure the constructs' reliability, discriminant validity, and convergent validity. Second, we applied Partial Least Square Structural Equation Model (PS-SEM) to test the hypotheses and uncover the effect of the latent variables in the study. Table 1 reveals that all factor loadings for the studied constructs range from 0.630 to 0.893. This shows that all factor loadings exceed 0.6, a threshold identified by Jayaraman et al. (2018) and Iqbal and Su (2023) as reliable to measure

Table 1. Factor Loadings (FL)

Items	Code	FL
The physical environment is generally clean and attractive	SQL1	0.719
Local transport services are approachable and easy to contact	SQL2	0.662
The overall cleanliness of the destination meets my expectations	SQL3	0.678
The attitude of local people is friendly and welcoming	SQL4	0.738
There is good availability of daily tour services to other destinations and attractions	SQL5	0.798
The visual appeal of the tourist destination enhances my enjoyment	EXM1	0.795
The atmosphere at the tourist destination puts me in a good mood	EXM2	0.893
The tourist destination stimulated my curiosity to learn new things	EXM3	0.862
My visit to this destination allows me to meet new people and build relationships	EXM4	0.808
My satisfaction with Purwakarta is close to my ideal	SAT1	0.768
I am satisfied with the overall performance of Purwakarta	SAT2	0.630
I am satisfied with my decision to spend my holiday in Purwakarta	SAT3	0.856
I am pleased to have visited exotic places in Purwakarta	SAT4	0.808
I enjoy visiting tourist destinations in Purwakarta	SAT5	0.647
I would like to visit Purwakarta again on my next holiday	INT1	0.719
If I had to decide again, I would choose Purwakarta as my holiday destination	INT2	0.662
I would come back to Purwakarta again on my next holiday	INT3	0.678
I want to explore Purwakarta more on my next holiday	INT4	0.738
Purwakarta would be my top choice over other destinations	INT5	0.798

Table 2. Discriminant Validity by HTMT

Construct	SQL	EXM	SAT	INT
SQL				
EXM	0.660			
SAT	0.694	0.797		
INT	0.849	0.678	0.838	

Table 3. Reliability and AVE of the outer model

Construct	Cronbach's Alpha	Composite Reliability	AVE
SQL	0.771	0.843	0.519
EXM	0.861	0.906	0.706
SAT	0.798	0.862	0.558
INT	0.819	0.870	0.531

indices. On the other hand, Table 2 presents the discriminant validity of the constructs using the Heterotrait-Monotrait ratio (HTMT) method, which assesses whether the constructs are distinct and uncorrelated. The constructs examined include Service Quality (SQL), Experiential Marketing (EXM), Satisfaction (SAT), and Intention to Revisit (INT). The HTMT values should ideally be below 0.85 for conservative interpretation (Kline, 2023) or below 0.90 for a more lenient threshold (Gold et al., 2001). Most HTMT values indicate good discriminant validity, with all values falling below the acceptance threshold and most below the conservative threshold. This supports the discriminant validity of the constructs in the study, confirming that they are distinct and appropriately uncorrelated.

The most common method for testing internal consistency among the indicators of each construct is computing Cronbach's alpha (Dunn et al., 2014). When Cronbach's alpha exceeds 0.7, it indicates a high internal consistency of the measurement scales. As shown in Table 3, the Cronbach's alpha values for the constructs in this study range from 0.771 to 0.861, confirming strong internal consistency. While PLS-SEM emphasizes the reliability of individual constructs, composite reliability is often chosen to address the limitations of Cronbach's alpha. Nunnally (1978) highlighted that composite reliability values range from zero to one, with higher values signifying more excellent reliability. This study's composite reliability values range from 0.843 to 0.906, demonstrating both acceptability and satisfaction for rigorous analysis. Additionally, the average variance extracted (AVE) achieves convergent validity and should be greater than 0.5 (Biswas et al., 2020; Khuzaini & Zamrudi, 2021; Primanto & Dharmmesta, 2019). Table 3 illustrates that the AVE values for the studied constructs range from 0.519 to 0.706, all surpassing the 0.5 threshold.

Result and Discussion

Table 4 provides an overview of the respondents' demographic profile, showing a fairly balanced gender distribution with 52% male and 48% female participants. Most respondents are young, with 56% aged 20 to 29, 43% aged 30 to 39, and only 1% over 40. The majority

occupation is students at 58%, followed by officers at 34%, and entrepreneurs at 8%. Regarding visitation history, 74% are visiting Purwakarta for the first time, 18% have visited more than twice, and 8% have visited more than once but less than twice. Most respondents, 62%, are from outside Purwakarta, while 38% are residents. Group sizes vary, with 52% traveling in groups of more than two people, 46% in pairs, and only 2% traveling alone. This demographic profile suggests that most visitors are young students, many first-time visitors traveling in groups and coming from outside Purwakarta.

Table 4. Respondents' Demographic Profile

Profiles		**Frequency**	**Percentage (%)**
Gender	Male	86	52
	Female	80	48
Age	20 – 29	93	56
	30 – 39	71	43
	$\geq$ 40	2	1
Occupation	Student	96	58
	Entrepreneur	13	8
	Officer	57	34
Visitation	First Time	122	74
	More than 1 time	13	8
	More than 2 time	31	18
Residence	Within Purwakarta	63	38
	Outside Purwakarta	103	62
Tourist Size Group	One	3	2
	Two	77	46
	More than two	86	52

Table 5. Direct Effect Result

Hypothesis	**Coefficient**	**t-Value**	**p-Value**	**Decision**
H_1: SAT -> INT	0.429	4.322	0.000	Accepted
H_2: SQL -> SAT	0.205	3.349	0.000	Accepted
H_3: SQL -> INT	0.453	6.844	0.000	Accepted
H_5: EXM -> SAT	0.649	13.963	0.000	Accepted
H_6: EXM -> INT	-0.000	0.005	0.966	Rejected

Table 6. Indirect Effect Result

Hypothesis	Path-Coefficient	t-Value	p-Value	Decision
H_4: SQL -> SAT -> INT	0.089	2.353	0.000	Accepted
H_7: EXM -> SAT -> INT	0.278	4.276	0.019	Accepted

Furthermore, table 5 presents the direct effects of various hypotheses tested in the study. For hypothesis one (H_1), which states that "Tourist satisfaction has a positive relationship with intention to revisit," the results demonstrate a positive effect. The coefficient is 0.429, and the t-value is 4.322, indicating a strong relationship. This finding is statistically significant, with a p-value of 0.000, signifying that higher tourist satisfaction leads to a greater intention to revisit. Revisit intention is a person's desire to travel somewhere again to relive or experience that destination, product, or brand anew. It is a crucial indicator in tourism and marketing because it reflects how satisfied someone is with their experience (Kurniawan Widiyasa & Tuti, 2023). When tourists plan to revisit a destination, it is seen as a post-consumption behavior. This means it's a reaction or decision made by consumers after they've enjoyed a travel experience. Post-consumption behavior includes any actions and responses from consumers after using a product or service. One key example in tourism is the intention to return to the same destination in the future (Nguyen Viet et al., 2020). The study results highlight that satisfaction boosts the likelihood of repeat visits. tourist satisfaction is critical in driving repeat visits to a location or event. Satisfied tourist are more likely to return because their positive experience makes them want to come back (Nguyen Huu et al., 2024).

For hypothesis two (H_2), which states that "Service quality has a significant positive impact on satisfaction," the results confirm this positive relationship. The coefficient is 0.205, and the t-value is 3.349, both indicating a significant effect. With a p-value of 0.000, the findings show that better service quality greatly enhances tourist satisfaction. This supports the well-known idea that high-quality service is a key driver of customer satisfaction. Many studies have demonstrated the link between service quality and customer satisfaction. Companies and organizations strive for high customer satisfaction, particularly those that value long-term customer relationships. Companies that deliver high-quality services and meet customer expectations are more likely to build satisfaction and maintain a loyal customer base (Papadopoulou et al., 2023; Ramesh & Jaunky, 2021). Service quality is a crucial factor that affects customer satisfaction levels. This aligns with studies by Nastabiq and Soesanto (2021), Ali and Raza (2017), Nunkoo et al. (2017), which explains that the better the quality of service provided by the provider, the higher the level of satisfaction felt

by customers. Service quality combines two components: service and quality, focusing on intangible business activities provided to consumers. Good service quality helps service providers stand out from competitors and maintain a strong position in a competitive market (Kumar, 2024).

Hypothesis three (H_3), which states "Service quality has a significant positive impact on revisit intention," shows a coefficient of 0.453 and a p-value of 0.000, demonstrating a robust and positive effect. The p-value of 0.000 further confirms the significance of this relationship. Moreover, Table 6 shows that hypothesis four (H_4), which states "The effect of service quality on revisit intention is mediated by tourists' satisfaction," also shows a significant indirect effect. The path coefficient is 0.089, with a t-value of 2.353 and a p-value of 0.000. This suggests that high service quality not only improves satisfaction but also directly and indirectly increases the intention to revisit.

Service quality is a positive predictor of visitors' intention to revisit a destination, significantly impacting tourist behavior. When visitors feel that the quality of service received at a tourist destination meets or exceeds their expectations, it encourages them to return to the destination in the future. A positive perception of service quality creates a sense of satisfaction and a pleasant impression in the minds of tourist (Manyangara et al., 2023). This perception will create a sense of satisfaction in tourist. A pleasant and satisfying experience will be well-recorded in the tourist memory. When they have experienced good quality service in a tourist destination, they are likely to consider revisiting the destination in the future. They think that these destinations can provide a valuable experience and are worth visiting again (Gholipour Soleimani & Einolahzadeh, 2018). Based on the results of the study, it is explained that the quality of service affects revisit intention. This suggests that tourism managers who provide the best quality of service to visitors will increase the revisit intention to the tourist attraction. Therefore, a more effective and efficient strategy for companies or tourist destinations is to focus on retaining existing customers and increasing their repeat visit rate. This can reduce costs and build customer loyalty, ultimately supporting long-term business growth (Nazarian et al., 2024).

For hypothesis five (H_5), which proposes that "Experiential marketing positively influences satisfaction," the results are compelling. The coefficient is 0.649, and the t-value is 13.963, both indicating a very strong positive effect. The p-value of 0.000 confirms the statistical significance of this finding. This is particularly relevant in tourism, where engaging and memorable experiences can significantly increase tourist contentment. Experiential marketing focuses on creating personalized experiences for consumers in response to stimuli

provided by sellers or manufacturers. This strategy aims to deliver emotional benefits to consumers, such as memorable, unique, and holistic experiences that engage all senses (Desy Surya et al., 2020). By offering events, performances, interactive activities, or specifically designed store environments, companies seek to build deep interactions with consumers beyond mere sales transactions (Alfiyan et al., 2023). The study's results indicate that experiential marketing significantly affects consumer satisfaction by triggering positive emotional responses, such as pleasure, awe, or pleasant surprise. These emotional responses are positively correlated with customer satisfaction levels. This aligns with research by Bramantoko and Maridjo (2024), which explains that the main focus of experiential marketing is to create unique, engaging, and multisensory experiences, thereby increasing customer satisfaction.

However, hypothesis six (H_6), which states "Experiential marketing positively influences revisit intention," shows a coefficient of -0.000, a t-value of 0.005, and a p-value of 0.966, indicating no significant effect. This finding suggests that while experiential marketing strongly affects satisfaction, it does not directly translate into an increased intention to revisit. In an experiential marketing approach, the main focus is on creating a positive and memorable experience for visitors. One way to do this is by improving and building facilities that support creating a pleasant experience (Christianingrum et al., 2024). The study found that experiential marketing did not significantly impact the interest of repeat visitors. One possible reason is that visitors are more concerned with practical and functional aspects, such as ease of access, affordable prices, or the availability of a wide selection of amenities, rather than simply looking for an engaging or memorable experience. Additionally, factors beyond the control of destination managers, such as weather conditions, security situations, or tourist travel trends, may also be stronger determinants in influencing interest in repeat visits (Christianingrum et al., 2024). Therefore, although experience-based marketing strategies are widely applied, the results of this study show that they are not effective enough to encourage repeat visits (Rorimpandey et al., 2022).

Interestingly, the indirect influence of tourist satisfaction on the relationship between experiential marketing and intention to revisit a destination (H_7), as shown in Table 6, is statistically significant, with a path coefficient of 0.278, a t-value of 4.276, and a p-value of 0.019. This demonstrates that experiential marketing significantly enhances satisfaction, which then positively impacts the intention to revisit. This pattern suggests that more than experiential marketing is needed to drive the intention to revisit a destination directly. Instead, it appears that the satisfaction derived from the experiential marketing efforts is the

key driver. This can be explained by the fact that experiential marketing creates memorable and engaging experiences that enhance overall satisfaction. When satisfied with their experiences, tourists form positive emotional connections and memories associated with the destination. These positive emotions and memories are what ultimately influence their intention to return.

Conclusion and Suggestion

This study aimed to examine the relationships between service quality, experiential marketing, tourist satisfaction, and revisit intention. From the seven proposed hypotheses, only one hypothesis, which states "Experiential marketing positively influences revisit intention," was rejected. For the remaining hypotheses the study found strong support for the remaining six hypotheses, confirming that tourist satisfaction has a positive relationship with the intention to revisit, service quality significantly impacts tourist satisfaction, and service quality has a direct positive impact on revisit intention. Furthermore, the effect of service quality on revisit intention is mediated by tourists' satisfaction; experiential marketing positively influences satisfaction, which mediates the effect of experiential marketing on revisit intention.

Theoretically, experiential marketing may not directly influence revisit intention due to the nature of how experiences are processed and remembered by tourists. While experiential marketing creates memorable and engaging experiences that enhance overall satisfaction, it may not address the more practical and logistical considerations that directly impact the decision to revisit. Tourists often consider factors such as ease of access, affordability, and the availability of amenities when deciding whether to return to a destination. Additionally, external factors such as weather conditions, security situations, and travel trends can also play a significant role in this decision. Therefore, although experiential marketing effectively enhances satisfaction by creating positive emotional connections and memorable experiences, it requires the mediating influence of satisfaction to translate these positive experiences into a concrete intention to revisit.

For future research, expanding the research scope beyond Purwakarta is recommended. By including a wider area, a more comprehensive understanding of the factors affecting tourist satisfaction and revisit intention can be achieved. This broader scope will allow for identifying regional differences and similarities, providing a richer dataset and more generalizable findings. Additionally, future studies should consider including other variables that influence tourist satisfaction and revisit intention. Potential variables could include

destination attractiveness, accessibility, facilities, and prices. These factors can significantly contribute to shaping tourists' overall experiences and their decisions to return to a destination. By incorporating these variables, future research can offer a more nuanced analysis of what drives tourist satisfaction and repeat visits, leading to more effective and targeted marketing and management strategies in the tourism industry.

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