

## The Effect of Satisfaction and Experiential Marketing Toward the Interest of Revisit Tourists in Muaro Lasak Beach Padang

Whyosi Septrizola

Universitas Negeri Padang, Padang and Indonesia, ✉ [whyosiseptrizola.ws@gmail.com](mailto:whyosiseptrizola.ws@gmail.com)

### Abstract

The tourism sector has an important role in moving the macroeconomic sector. One of them is the tourist area of Muaro Lasak Beach Padang. All things strive for tourists to have the interest of re-visit to the area of the tourist area. Among them is the satisfaction felt by tourists. In addition, the experience felt by tourists in the form of customer experience ultimately led to tourists to revisit the area of tourist areas, namely: *sense*, *feel*, *think*, and *act*. The population of this study were all tourists in Muaro Lasak Beach Padang whose number is unknown. While the sample in this study as many as 100 people. The sampling technique used is non-probability sampling with accidental sampling approach. Data analysis method used is multiple regression using SPSS software version 23.0. The results of this study are: (1) Satisfaction has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang, (2) *Sense* has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang, (3) *Feel* has a significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang, (4) *Think* has a significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang, and (5) *Act* has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang.

**Keyword:** Interest of Revisit Tourists, Satisfaction, and Experiential Marketing.

### Introduction

Indonesia has advantages and advantages in the form of natural resource ownership that must be combined with intangible assets, such as technology, culture, and reputation, and human resources based on skills and knowledge. According to Paham (2005) in Whyosi (2015), "Through a combination of the three so-called" collective learning" will be able to create a competitive advantage at the macro level (state) and micro (business entity) in order to build "strategic marketing" based on excellence compete created."

The tourism sector has an important role in moving the macroeconomic sector. This tourist destination also arranged beautifully and beautifully by the tourism office of Padang City. For example, with the establishment of "Tugu Merpati Perdamaian." Monument and background name Muaro Lasak Beach is a favorite spot for visitors to take pictures with family ([padangmedia.com](http://padangmedia.com)).

The satisfaction of tourists when visiting Muaro Lasak Beach Padang will have an impact with the desire arising from these tourists to make interest of revisit tourists in Muaro Lasak Beach Padang. Tourism satisfaction plays an important role in order to ensure the viability of a business, especially those engaged in services, such as tourism. According to Kotler and Keller (2009: 138), "Satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of thought products to the expected performance (result). If performance is below expectations, then the customer is not satisfied. If performance meets expectations, then the customer is satisfied. If performance exceeds expectations, then the customer is very satisfied or happy." In this case, customers are tourists who visit Muaro Lasak Beach Padang.

In addition, the experience felt by tourists when visiting Muaro Lasak Beach Padang is a customer experience that ultimately leads to tourists to revisit the area tourist area. Tourists can experience hands-on experience through five approaches, namely: *sense*, *feel*, *think*, *act*, and *relate*. However, the research discussed in this study are only four approaches, namely: *sense*, *feel*, *think*, and *act*.

## Methods

### Interest of Revisit

According to Soderlund and Ohman (2003), "Interest is an attitude statement about how one will behave in the future." While Hicks in Rahmawati (2007) states that "repurchase intention is a consumer commitment that is formed after consumers make a purchase of a product or service."

### Influencing Factors of Purchase Intention

According to Kotler and Armstrong (2008: 181), there are two factors that influence the buying interest of a person in the process of making purchasing decisions, namely: "Other people attitude factors (respect to others) and unrespect situational factors."

### Influencing Factors of Tourist Visits

According to Oka in Maryam (2011), "Demand in tourism can be divided into two, namely: potential demand and actual demand. Potential demand is the number of people who have the potential to travel. While the actual demand is the people who are traveling on a tourist destination. While the Indonesian Wikipedia, Encyclopedia defines "Tourism or tourism is a journey undertaken for recreation or leisure, as well as preparation for this activity."

### Customer satisfaction

Customer satisfaction is defined diverse in various literatures. Kotler and Keller (2012: 150) states that: *"Satisfaction is a person's feeling of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to their expectations."* Understanding customer satisfaction by Fandy (2005: 25) is "Emotional response on the evaluation of observing the consumption of a product or service." While Day in Fandy (2000: 146), "Customer satisfaction or dissatisfaction is the customer's response to the evaluation of nonconformities or perceived disconfirmation between previous expectations (or other work norms) and the actual performance of the perceived product after its use."

### Influencing Factors of Satisfaction

According to Rambat (2001), the factors that affect consumer satisfaction are: "Quality of product, Quality of service or service, Emotion, Price, and Cost." In this study, only three factors will be examined related to research variables, namely: quality of service or service, price, and cost.

### Experiential Marketing

According to Schmitt (1999:22), *experiential marketing is "What they want is product, communication, and marketing campaign that dazzle sense, touch their hearts, and stimulate their minds."* Meanwhile, according to Schmitt in Dwi and Sri (2012), *"Experiential marketing is a marketing concept that aims to form loyal customers by paying close attention to customer emotion, and trying to influence customers, so that they have positive emotions and ultimately expected their thoughts and behaviors toward the company, products, and services offered be positive."* Dimention of Experiential Marketing are: *sense, feel, think, and act.*

### The Influence of Satisfaction with Interest of Revisit Tourist

According to Kotler and Keller (2009: 138), "Satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of thought products to the expected performance (result). If performance is below expectations, then the customer is not satisfied. If performance meets expectations, then the customer is satisfied. If performance exceeds expectations, then the customer is very satisfied or happy. "

### The Influence of *Experiential Marketing* with Interest of Revisit Tourist

Dwi and Sri (2012) revealed that: "Sense (feelings), thinks, and actions have a positive and significant impact on customer loyalty." Hersom in Ika (2013) also states that: "Experiential marketing also has a positive and significant impact on consumer interest of revisit."

### Results

In this research there are two variables of cause (Satisfaction and Experiential Marketing) and one variable result (Interest of Revisit Tourist). Satisfaction ( $X_1$ ) with indicators including: quality of service or service, price, and cost. While Experiential Marketing, which consists of: (a) *Sense* ( $X_2$ ) with indicators including: eyes, ears (hearing), and touch, (b) *Feel* ( $X_3$ ) with indicators include: mood (feelings) and emotions, (c) *Think* ( $X_4$ ) with indicators include: creative thinking, assumptions, and customer expectations, and (d) *Act* ( $X_5$ ) with indicators including: behavior and lifestyle.

The population of this study were all tourists in Muaro Lasak Beach Padang whose number is unknown. While the sample in this study is determined by the Cochran formula by William G. Cochran (1963: 75) in Israel (2009: 3) with the number of samples to be used as respondents is 100 people. The sampling technique used is non-probability sampling with accidental sampling approach, that is the technique of determining the sample by chance/based on spontaneity factor. While the conceptual framework in this study are:

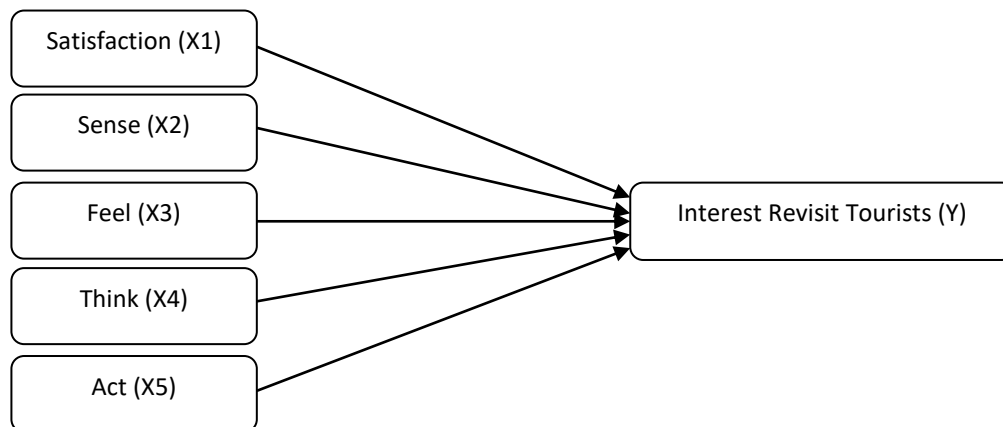


Figure 1. Conceptual Framework

While the hypothesis in this research are: (1) Satisfaction has a significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang, (2) Experiential marketing has significant effect to the interest of revisit tourists in Muaro Lasak Beach Padang.

### Research results

#### Multiple Regression Analysis

Autocorrelation Testing results are:

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,678 <sup>a</sup>	,460	,431	1,64377

a. Predictors: (Constant), Act, Kepuasan, Think, Feel, Sense

Test results from the table above shows that the value of R Square is 0.460 which indicates that satisfaction and experiential marketing only 46% affects the interest of tourists visit Muaro Lasak Beach Padang. While 54% influenced by other variables that are not studied.

The following is the result of data processing with multiple regression model:

Table 2. Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,760	1,168		1,507	,135
Kepuasan	,027	,055	,047	,489	,626
Sense	,058	,067	,113	,863	,391
Feel	,173	,071	,313	2,430	,017
Think	,119	,056	,272	2,121	,037
Act	,016	,072	,022	,216	,829

a. Dependent Variable: MinatKunjungUlang

Source: Primary data processed, 2017.

Based on the processing of statistical data in Table 13 above with respect to the numbers in the unstandardized coefficients Beta column, it can be composed of multiple regression equation as follows:

$$Y' = 1,760 + 0,027 X_1 + 0,058 X_2 + 0,173 X_3 + 0,119 X_4 + 0,016 X_5$$

While the results of hypothesis testing as follows:

Hypothesis 1 Obtained  $t_{\text{count}} < t_{\text{table}}$  ( $0.489 < 1.9858$ ) with sig value 0.626 greater than  $\alpha = 0.05$  (Sig.  $0.000 > 0.005$ ), then  $H_0$  is accepted and  $H_a$  is rejected. Thus, the first hypothesis is unacceptable. This means that there is an insignificant influence between satisfaction ( $X_1$ ) on the interest of revisit tourists in Muaro Lasak Beach Padang.

$H_1$ : Satisfaction does not have a significant effect on the interest of revisit.

Obtained  $t_{\text{count}} < t_{\text{table}}$  ( $0.863 < 1.9858$ ) with sig value 0.391 larger than  $\alpha = 0.05$  (Sig.  $0.000 > 0.005$ ), then  $H_0$  is accepted and  $H_a$  is rejected. Thus, the second hypothesis is unacceptable. This means that there is no significant influence between the sense ( $X_2$ ) on the interest of revisit tourists in Muaro Lasak Beach Padang.

$H_2$ : Sense has no significant effect on the interest of revisit.

Obtained  $t_{\text{count}} > t_{\text{table}}$  ( $2.430 > 1.9858$ ) with sig value 0.017 is smaller than  $\alpha = 0.05$  (Sig.  $0.000 > 0.005$ ), then  $H_0$  is rejected and  $H_a$  accepted. Thus, the third hypothesis is acceptable. This means that there is a significant influence between the feel ( $X_3$ ) on the interest of revisit tourists in Muaro Lasak Beach Padang.

$H_3$ : Feel has a significant effect on the interest of revisit.

Obtained  $t_{\text{count}} > t_{\text{table}}$  ( $2.121 > 1.9858$ ) with sig value 0.037 which is smaller than  $\alpha = 0.05$  (Sig.  $0.000 > 0.005$ ), then  $H_0$  is rejected and  $H_a$  is accepted. Thus, the fourth hypothesis is acceptable. This means that there is a significant influence between think ( $X_4$ ) on the interest of revisit tourists in Muaro Lasak Beach Padang.

$H_4$ : Think has a significant effect on the interest of revisit.

Hypothesis 5 Obtained  $t_{\text{count}} < t_{\text{table}}$  ( $0.216 < 1.9858$ ) with sig value 0.829 which is smaller than  $\alpha = 0.05$  (Sig.  $0.000 > 0.005$ ), then  $H_0$  is accepted and  $H_a$  is rejected. Thus, the fifth hypothesis is unacceptable.

This means that there is an insignificant influence between act ( $X_5$ ) on the interest of revisit tourists in Muaro Lasak Beach Padang.

H<sub>5</sub>: Act has significant effect on the interest of revisit.

#### **The Influence of Satisfaction Toward the Interest of Revisit Tourist in Muaro Lasak Beach Padang**

Hypothesis (H<sub>a</sub>) satisfaction proposed in this study was rejected because it has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that the satisfaction obtained does not affect the interest of revisit tourists in Muaro Lasak Beach Padang.

The results of the study that the authors obtain is not in accordance with expert statements. This can be interpreted that the interest of re-visit is not influenced by the satisfaction of tourists obtained Muaro Lasak Beach Padang when visiting the tourist attractions. Travelers consider that the satisfaction obtained when visiting Muaro Lasak Beach Padang will not affect the tourists to make a revisit.

#### **The Influence of Sense Toward the Interest of Revisit Tourist in Muaro Lasak Beach Padang**

Hypothesis (H<sub>a</sub>) sense proposed in this study was rejected because it has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that the sense that is obtained does not affect the interest of revisit tourists in Muaro Lasak Beach Padang.

The results of this study are not in accordance with expert statements. This can be interpreted that the interest of revisit is not influenced by the sense felt by tourists Muaro Lasak Beach Padang when visiting the sights. Travelers consider that the sense felt when visiting Muaro Lasak Beach Padang will not affect the tourists to make a revisit.

#### **The Influence of Feel Toward the Interest of Revisit Tourist in Muaro Lasak Beach Padang**

Hypothesis (H<sub>a</sub>) feel proposed in this study was accepted because it has a significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that the feel influenced the interest of revisit tourists in Muaro Lasak Beach Padang.

The results of this study are not in accordance with expert statements. This can be interpreted that the interest of revisit is influenced by feel felt by tourists Muaro Lasak Beach Padang when visiting the tourist spot. Tourists consider that the perceived feel when visiting Muaro Lasak Beach Padang affects the tourists to make a revisit.

#### **The Influence of Think Toward the Interest of Revisit Tourist in Muaro Lasak Beach Padang**

Hypothesis (H<sub>a</sub>) thinks proposed in this study was accepted because it has a significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that the acquired think affects the interest of revisit tourists in Muaro Lasak Beach Padang.

The results of this study are not in accordance with expert statements. It can be interpreted that the interest of revisit is influenced by the thought felt by tourists Muaro Lasak Beach Padang when visiting the sights. Travelers consider that the perceived think when visiting Muaro Lasak Beach Padang affects the tourists to make a revisit.

#### **The Influence of Act Toward the Interest of Revisit Tourist in Muaro Lasak Beach Padang**

Hypothesis (H<sub>a</sub>) act proposed in this study was rejected because it has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that the act acquired does not affect the interest of revisit tourists in Muaro Lasak Beach Padang.

The results of this study are not in accordance with expert statements. This can be interpreted that the interest of revisit is not influenced by the act felt by tourists Muaro Lasak Beach Padang when visiting the sights. Travelers consider that the act felt when visiting Muaro Lasak Beach Padang will not affect the tourists to make a revisit.

## Conclusions

The conclusions of this research are: (1) Satisfaction has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that the perceived satisfaction affects the interest of revisit tourists in Muaro Lasak Beach Padang, (2) Sense has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that the sense is perceived to affect the interest of revisit tourists in Muaro Lasak Beach Padang, (3) Feel significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that feel perceived affects the interest of revisit tourists in Muaro Lasak Beach Padang, (4) Think has a significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that the perceived feel influences the interest of revisit tourists in Muaro Lasak Beach Padang, and (5) Act has no significant effect on the interest of revisit tourists in Muaro Lasak Beach Padang. This means that act perceived to affect the interest of revisit tourists in Muaro Lasak Beach Padang.

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