

# Improving Experiential Quality and Experiential Value to Satisfaction and Revisit Intention to Lake Toba During Pandemic

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## ABSTRACT

As the Pandemic has driven impacted to many fields, there are several Emergency Response that shall be taken accordingly as the response to tackle issues in different fields. For instance, in the social sector must be initiated social protection programs. Since many people are doing WFH, campaigns on creativity and productivity during WFH shall also be enacted. Further, as public activity is also limited which also impact tourism sector, the coordination to tackle tourism crises shall be held. The analysis approach is qualitative and quantitative with descriptive. Questionnaires administered to 180 individuals are gathered results. The results provide empirical evidence that there is significant influence between Experiential Quality and Experiential Value has significant effect Revisit Intention and Satisfaction.

**Keyword:** *Experiential Quality, Experiential Value, Satisfaction, Revisit Intention*

## 1. INTRODUCTION

The COVID-19 pandemic has impacted the tourism industry and the creative economy in Indonesia. In fact, started in February 2020, the number of foreign tourist coming to Indonesia has decreased drastically which the lowest number reached only 158,000 tourist.

In total, throughout 2020, the number of foreign tourists who entered Indonesia was only around 4.052 million people. With that said, the number is very concerning, because the percentage is only around 25% of the number of tourists who has visited Indonesia in 2019.

Tourism has now become one of the trends of the lifestyle of modern society. Tourism is no longer seen as something that belongs only to the middle and upper class of society, but belongs to all levels of society even in appreciation and with a budget that is high vary. From various forms of tourism appreciation in the context of places, city tourism or urban tourism, including forms of tourism that are becoming a trend. The tourism potential in Indonesia itself is very large and abundant. Starting from Sabang to Merauke with all the diversity of tourism objects owned. One of the many areas that have tourism potential is Lake Toba.

Various efforts have been made to maintain and recover Indonesian tourism. There are 3 (three) "recovering" phases carried out by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), namely Emergency Response, Recovery, and Normalization.

The Emergency Response phase focuses on health, such as initiating social protection programs, encouraging creativity and productivity during WFH, coordinating tourism crises with tourism areas, and preparing for recovery.

In the upcoming, the recovery measures will be taken as the gradual opening of tourist attraction in Indonesia. Several efforts on the preparation must be conducted thoroughly, starting from the application of the CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) protocol in tourist attractions, as well as supporting the optimization of MICE (Meeting, Incentive, Convention, and Exhibition) activities in Indonesia.

Looking at the problems above, especially regarding the interest in revisiting (revisit intention), it can be concluded that the interest of tourists to return to Lake Toba is relatively low, presumably due to the lack of experiential quality they get because not all programs can be learned during their visit and interest. The higher the interest to visit other tourist attractions in North Sumatra, the lower the interest in returning to the Lake Toba. Considering that low return visit intentions will also affect the decrease in the number of tourists, it is felt that there is a need for a solution to this problem.

Toba Lake tourism should be able to combine culture with tourism in an entertaining way. So that in Lake Toba, which also has an edutainment concept, it must be able to focus on the quality of experience (experiential quality) that will be obtained by tourists, so that they can gain knowledge and new experiences after visiting this lake.

According to Wu [1], Experiential Quality refers to the psychological results of the involvement of tourists in

tourism activities and is assessed from four dimensions in it, namely looking at interaction quality, physical environment quality, outcome quality and access quality provided to tourists. After that, it is hoped that this experiential quality can increase revisit intention which can also increase the number of tourist visits to Lake Toba. As stated by Wu [1], experience quality and experience satisfaction affect tourists' return visit interest.

Based on previous research conducted by Chen [2, 3] stated that experience quality, perceived value and psychological well-being had an effect on revisit intention. However, this study has not discussed the effect of experiential quality on revisit intention specifically.

## **2. LITERATURE REVIEW**

### **2.1. Experiential Quality**

Basically experiential quality is an assessment based on the superiority or superiority of the customer [2, 4, 5, 6]. Quality experience is a process that actively involves customers at every touch point and contact at all levels when a business relationship is established [7]. Meanwhile, according to Hutt [8] states that the quality of experience is a quality that can only guarantee customers after buying or consuming services or products.

According Crompton [9] experiential quality is defined as "not only the attributes provided by the supplier, but also the attributes that were brought to the site by the visitor". The evaluation of experiential quality is focused on the reflection of the customer attitude and cognitive towards the technical and functional benefit of the external service environment that were given by the service provider [10, 11, 12, 13]. However, subjectivity applies on the experiential quality which also affected by the feeling of the visitor during the visit.[2].

### **2.2. Experiential Value**

According to Mathwick [14], Experiential Value means the customers' experience after utilizing a product or service. Perception of Experiential Value is relying on the customers' reaction after the direct use or appreciation towards the products and services. Experiential value has been defined as the perception and interaction that involves the direct use or appreciation of goods and services. These interactions provide the basis for the relativistic preferences held by the individuals involved [14]. Experiential value offers extrinsic and intrinsic benefits [15]. This extends the traditional extrinsic-intrinsic conceptualization of experiential value to include an activity dimension.

Consumers judge goods based on price, good or bad goods, usability, and money spent. Value is considered as an exchange between price and quality received or benefits and sacrifices perceived by consumers. A product or service is said to have value if the quality or benefit is relatively greater than the price paid when it was issued to obtain it.

The experiential value that consumers have will stick in their memory.

### **2.3. Satisfaction**

Satisfaction refers to a post-purchase evaluation of product quality given pre-purchase expectations [16]. A variety of studies have investigated the relationship between service quality, satisfaction, and customer loyalty [17, 18, 19, 20, 21]. There is a debate pertaining the relationship between service quality, satisfaction, and loyalty [22]. Whereas the customers' desire to revisit is not always affected by the high service quality nor the satisfaction experience of the customer. [16, 23, 24].

The businesses shall keep an eye on tourists' satisfaction as it will affect their desire to re-visit. Further, the business management must be able to recognize the factors of tourism's products or services so that the maximum satisfaction of the tourists can be obtained. For instance, their enjoyment that results to positive experience of the tourist. However, tourist' satisfaction is not always the driving cause to re-visit, instead, it is also affected by the destination satisfaction. The majority of tourism researchers are of the view that destination satisfaction relies on expectations and experience. The feeling of satisfactions emerges when performance and expectations of products are satisfactory. Expectation is generally accepted as a variable that affects satisfaction but there is no any conclusive evidence that expectation really causes satisfaction or dissatisfaction [25].

### **2.4. Revisit Intention**

Revisit intention has been defined as the most accurate predictor on the customers' willingness to revisit, which reflect the readiness and willingness to revisit the same destination [26]. Revisit intention has been related to quality, value, and destination image, and it can also be related to affective components such as satisfaction, pleasure, and memory [27, 28]. Consumers make decisions to revisit based on recalled autobiographical memories. [29] Kim stated that an individual is likely to recall active tourist experiences rather than negative ones. [30] Chiang considers attitude as an important role on consumer behavior and the consumers' inclusive evaluation. Attitude contains Cognitive Components, Affective Components, and Behavioral Intentions.

- a. Cognitive component, refers to an individual's opinion about an object or understanding, acquaintance, and opinion about a situation, including psychological activities of perception, imagination, identification, reasoning, and judgment. Such perceptions are often integrated from direct experience in the subject of attitudes or other relevant information.
- b. Affective component, relate to the person's emotions and perceptions of the subject's attitude. In general, affection is a one-dimensional variable and is basically an overall evaluation, that is, a direct expression and an overall evaluation of a person's attitude.

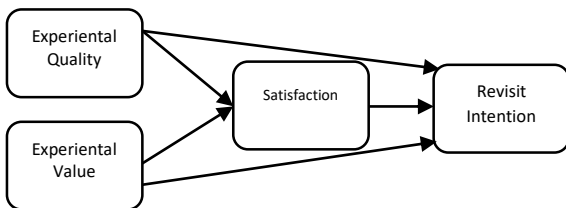
- c. Behavioral Intention, refers to the tendency or intention of positive or negative behavior of individuals in an attitude object. Behavioral intention generally refers to the likelihood and inclination toward a particular course of action or a particular approach to action, which an individual adopts for the subject of an attitude.

Hsing [31] considers intention as the degree to which individuals tend to perform certain actions, which can be predicted by individuals who are willing to try and practice. Behavioral Intention in this study is considered as a visitor's Return Visit Intention, the desire to recommend to others, and the intention to revisit a place. Referring to Boulding [31], repurchase intention and recommendation intention are applied in this study to measure consumer's revisit intention.

### 3. RESEARCH METHOD

This type of research is descriptive quantitative research. According to Arikunto [32], a research that has the purpose to describe the research object or situation's characteristic. In which, the nature of this research is explanatory research, That aims to explain the variables' position being discussed and the relationship between them. [33]

The population in this study are tourists who have visited the tourist area of Lake Toba, North Sumatra, where the purpose of their arrival is to spend their free time. Among the total population, the number of tourists visiting for business and vacation cannot be clearly identified, therefore the sample size developed by Krejcie and Morgan, in [34] is 180 people using the google form. The sampling technique used is non-probability sampling accompanied with purposive sampling, by determining the infrastructure and services as well as attractions carried out at the destination. Followed by determining the distribution of infrastructure and services as well as attractions in the previously mentioned districts [35]. Hypothetical testing uses path analysis.



- H<sub>1</sub>** = The Effect of Experiential Quality on the Revisit Intention
- H<sub>2</sub>** = The Effect of Experiential Quality on the Satisfaction
- H<sub>3</sub>** = The Effect of that Experiential Value on the Revisit Intention
- H<sub>4</sub>** = The Effect of Experiential Value on the Satisfaction
- H<sub>5</sub>** = The Effect of Satisfaction on the Revisit Intention

### 4. RESULTS AND DISCUSSION

This study uses path analysis to determine the effect of the Experiential Quality and Experiential Value on Revisit Intention and Satisfaction. The value of R<sup>2</sup> is used to measure the level of variation of changes in the independent variable to the dependent variable. The R<sup>2</sup> value of this study can be seen in the following table:

**Table 1 R Square**

	R Square	R Square Adjusted
<b>Revisit Intention</b>	0.485	0.479
<b>Satisfaction</b>	0.456	0.447

Based on Table 1, it can be seen that the value of r square of the variable Revisit Intention is 48,5%, which means that it is quite strong. Meanwhile 51,5% is explained by variables not examined in this study. Meanwhile, the value of r square of the variable Satisfaction is 45,6%, which means it is quite strong [33]. Meanwhile 54,4% is explained by variables not examined in this study.

**Table 2 T-Statistics and P-Value**

	T Statistics	P Value
<b>Experiential Quality -&gt; Revisit Intention Value</b>	5.109	0.000
<b>Experiential Quality -&gt; Satisfaction Value</b>	4.167	0.000
<b>Experiential Value -&gt; Revisit Intention</b>	8.956	0.000
<b>Experiential Value -&gt; Satisfaction Value</b>	2.486	0.013
<b>Satisfaction -&gt; Revisit Intention Value</b>	5.554	0.000

#### 4.1. The Effect of Experiential Quality on the Revisit Intention

The results of this study show that Experiential Quality on the Revisit Intention Value is 0.00 less than 0.05, which means that there is a positive and significant influence between the Experiential Quality on the Revisit Intention. As stated by Jin [36] that experiential quality is a psychological result received by tourists when they participate in a tourist activity at a tourist attraction. From the experiential quality received by tourists, it is able to produce a behavior that has the Revisit Intention the same tourist attraction or the intention to recommend the tourist action to family, friends and others. This is in line with the statement [37, 38] that the quality of experience with experience satisfaction can affect the intention of tourists to revisit intention (visit back).

Perceptions of experiential quality are subjective [39] and are the product of individuals' sociodemographic [40] and psychological perspectives [41]. Previous research [42, 40] has indicated that individuals' perception on experiential quality may be varied. According to [43], experiential quality comprises of four factors such as hedonics, peace of mind, involvement, and recognition, which the consumer survey data is obtained from three tourism service sectors including hotels, airlines, and tours and attractions.

#### ***4.2. The Effect of Experiential Quality on the Satisfaction***

The results of this study show that Experiential Quality on the Satisfaction Value is 0.00 less than 0.05, which means that there is a positive and significant influence between the Experiential Quality on the Satisfaction.

This study are consistent and in line with previous research that has been carried out by [44] The existence of a good quality experience is very useful in creating customer satisfaction because the company can touch the emotions of each customer for the services that have been felt, on the other hand By providing a good quality experience, the expectations and expectations of customers can be met. This study agrees with the contention of [45] that experiential quality is identified as an important indicator of functional value. The results of this study indicates that only functional value influences experiential satisfaction in addition to emotional value, experiential quality and corporate reputation. The possible reason is that there are competing influences of the dimensions of emotional value, experiential quality and corporate reputation on experiential satisfaction. [46] showed that the concept of experience quality includes tourists' affective responses to the psychological benefits they desire from the visiting experience. In the context of tourism, service quality refers to service performance at the attribute level while experience quality refers to the psychological outcomes resulting from the participation of tourists in tourism activities [2, 9, 47]. The former has been defined as the quality of the attributes of a service which are under the control of a supplier, while the latter involves not only the attributes provided by a supplier, but also the attributes brought to the opportunity by the tourist [2] [47].

#### ***4.3. The Effect of that Experiential Value on the Revisit Intention***

The results of this study show that Experiential Value on the Revisit Intention Value is 0.00 less than 0.05, which means that there is a positive and significant influence between the Experiential Value on the Revisit Intention.

The similarities between customer value and experience value are numerous; however, research on the value of experience is still scarce [45]. According to [45], most researchers have agreed that emotional and functional features are the main components of customer value. Therefore, the measurement of the value of experience in this study consists of these two concepts.

This is in accordance with [48, 49, 37, 50, 51] research which also obtained results that consumer satisfaction shows a positive direction between previous purchase experiences and repeat visits in the future. With the experience that is applied using experiential marketing to tourists for the services they feel can create a good impression in the eyes of tourists so that tourists will be interested in making Revisit Intention.

Researchers often categorize experiential values into four distinct groups – consumer return on investment (CROI),

service excellence, aesthetics, and escape, which [52] also classifies as activity dimensions, such as active or reactive consumer value [53, 14, 54]. Value arises from consumers' interpretations of responses or responses to objects or consumption experiences. With hospitality and tourism products, the aesthetic value and service excellence can be experienced reactively by tourism [55, 56]. In addition, some researchers focus on the reasons for tourism (eg, destination-oriented experiences) in specific environments [57, 58, 59, 54, 60].

#### ***4.4. The Effect of Experiential Value on the Satisfaction***

The results of this study show that Experiential Value on the Satisfaction Value is 0.013 less than 0.05, which means that there is a positive and significant influence between the Experiential Value on the Satisfaction.

Functional value is defined as the tourist exchange between costs and benefits ( [61]. In terms of functional value, the perception of utilitarian benefits compared to investment in them, plays an important role in the evaluation of health and medical products and services, which often require high costs [62]. on the other hand, emotional value is referred to as the emotional feeling or reaction that the customer gets after experiencing it [63]. Or, the emotional value that comes from the feelings and emotions that a product or service produces on consumers and social values that increase the social self-concept that comes from the product [64].

Experience value has been argued to be more individualistic than satisfaction and quality [65] and involves the benefits received for the price introduced [66]. Furthermore, perceived quality and value are responses to service experience, whereas satisfaction is affective [67, 68].

#### ***4.5. The Effect of Satisfaction on the Revisit Intention***

The results of this study show that Satisfaction on the Revisit Intention Value is 0.00 less than 0.05, which means that there is a positive and significant influence between the Satisfaction on the Revisit Intention.

Customer satisfaction can be interpreted as a feeling that arises felt by the party who will buy or enjoy the services that will be provided by the supplier or product/service provider. According to [69] customer satisfaction is a form of after-purchase evaluation where the chosen alternative at least exceeds the expectations of the customer. The satisfaction felt by the customer causes a person to make a return visit intention. [70] revealed that the intention to return is the result of the satisfaction that a person feels about the product or service that has been felt. Furthermore, Nguyen [71] explained that there is a strong relationship between customer satisfaction and a person's intention to revisit. In line with previous research, research conducted by [72] proves that one of the factors that causes someone to look back is because they feel satisfied. This study reinforces the statement by [73] that satisfaction has a

relationship with visitors' past experiences when enjoying destinations and makes satisfaction have an important role in attracting visitors; return intention.

This is evidenced from research conducted by [74] which found that consumer satisfaction will later affect repeat purchase intentions. The results of this study are also supported by research conducted by [74] which states that Customer Satisfaction has a positive influence on Intention to Revisit to a destination based on previous experience. Customer satisfaction has an influence on revisit intention [67, 75, 76]. [77] show that guest's intention to revisit is positively influenced by satisfaction. In addition, research by [37] stated that customer satisfaction has a positive impact on repeat visits. Satisfying customers is very important because it has an effect on customer expectations and intentions to revisit intentions.

## 5. CONCLUSION

In general, this study explains that Experiential Quality and Experiential Value has significant effect on Revisit Intention and Satisfaction. The involvement of those two variables lead to the uniqueness of this study. Further, this study differs with other studies that do not provide holistic model that comprises all of the factors impacting on tourist's revisit intention. Lastly, this study focuses the tourism industry derived from the tourists' experience after visiting Lake Toba. Practically, this research is meaningful for both local and global tourist destinations managers who seek to reach and influence tourist revisit intention.

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