

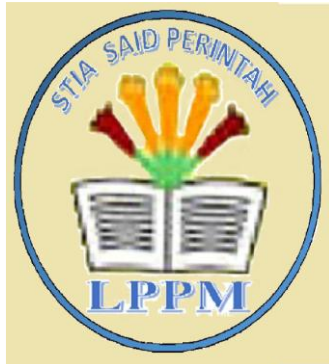
---

**Public Policy:  
Jurnal Aplikasi  
Kebijakan Publik dan Bisnis**

**Analysis of Customer Experience  
on Revisit Intention**

**Hamzah Nazarudin <sup>1)</sup>  
Indawati J. Nino <sup>2)</sup>**

**<sup>1,2</sup> Politeknik Negeri Kupang,  
Nusa Tenggara Timur, Indonesia  
[alhimza@gmail.com](mailto:alhimza@gmail.com)**



**LPPM STIA Said Perintah**

**Volume 5, No. 2, September 2024**

<https://stia-saidperintah.e-journal.id/ppj>

**Received; 2024 - 10 - 14**

**Accepted; 2025 - 01 - 16**

**Published; 2025 - 01 - 29**

**Abstract**

*The purpose of this study is to investigate the impact of customer experience, which includes, education, aesthetics, entertainment, and escapism on the intention of tourists to revisit attractions in Lembata Regency. The study involved 100 tourists who had visited local attractions at least twice. A purposive sampling technique was used, focusing on tourists over 20 years of age. Multiple linear regression was applied for data analysis. Results show that customer experiences, including educational, aesthetic, entertainment, and escapism values, have a significant, positive influence on the intention to revisit. The study found that 57.3% of revisit intentions could be explained by these customer experiences.*

**Keywords :** *Customer Experience, Revisit Intention, Tourist Attraction*



The editorial board holds publication rights for articles under a CC BY SA license, allowing distribution without separate permission if credited. Published articles are openly accessible for research, with no liability for other copyright violations (<https://stia-saidperintah.e-journal.id/ppj/kebijakanhakcipta>).



Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License

## **Introduction**

The tourism industry has rapidly emerged as one of the most dynamic and fastest-growing economic sectors worldwide, significantly contributing to foreign exchange earnings and national economic growth. In 2022, this sector accounted for 4.3% of the national GDP, equivalent to IDR 842,303.16 billion, generating USD 4.26 billion in foreign exchange earnings and creating employment opportunities for 321.26 million individuals globally (BPS, 2022). These figures underscore the strategic role of tourism in enhancing the economic value of destinations and supporting broader development initiatives.

To attract visitors and ensure memorable experiences, both central and regional governments have actively developed various tourist attractions. Within this context, customer experience has become a crucial factor in shaping tourists' perceptions and satisfaction levels. Defined as an interaction that establishes personal connections with customers, customer experience functions as a competitive marketing strategy, integrating consumption with meaningful experiences to leave lasting, positive impressions. Its influence extends beyond initial satisfaction, as it plays a key role in determining tourists' intentions to revisit a destination (Pine & Gilmore, 2013).

Customer experience can be analyzed through four primary dimensions: education, aesthetics, entertainment, and escapism. These dimensions collectively contribute to tourists' overall experience, leaving impressions that are stored in memory and influencing future behavior. Education involves the acquisition of new knowledge and insights during travel, often fulfilling tourists' desires for meaningful engagement. Research suggests that fulfilling such desires enhances post-visit satisfaction, which can positively impact revisit intentions (Prentice, 2004). However, findings on this dimension remain inconclusive, with some studies indicating limited influence on revisit behavior (Güzel, 2014) while others affirm its significant role (Qu, 2017; Rivera et al., 2015; Finardi & Yuniawati, 2016).

Aesthetics, defined by the visual and artistic appeal of a destination, is another critical factor shaping tourist behavior. The physical environment, as highlighted by Bonn et al., (2007) significantly influences visitors' attitudes, satisfaction, and intentions to recommend or revisit a destination. This is further supported by studies indicating that aesthetics play a pivotal role in fostering positive revisit intentions (Güzel, 2014; Rivera et al., 2015; Qu, 2017). Similarly, entertainment, encompassing activities that evoke joy and captivate

attention, serves as an essential dimension in enhancing tourists' experiences. Destinations with high-quality entertainment offerings are more likely to encourage repeat visits, as evidenced in research by Hughes and Benn, (1995) and Güzel, (2014).

Escapism, the final dimension, offers individuals an opportunity to disconnect from the stresses of daily life and immerse themselves in novel and imaginative experiences. This dimension is widely recognized as a critical motivator for tourism, as individuals seek destinations that provide a sense of freedom and emotional fulfillment (Snepenger, 2006; Amsal & Mahardika, 2017). Satisfying escapist experiences have been found to significantly increase the likelihood of revisitation.

Lembata Regency, located in East Nusa Tenggara Province, exemplifies a tourism destination with unique offerings that encompass natural, marine, and cultural attractions. Among its distinctive cultural assets is the traditional whale-hunting practice in Lamalera Village, Wulandoni District, which has become a symbol of the region's identity and tourism appeal. Recognizing its potential, the local government has prioritized tourism as a foundation for regional economic growth, emphasizing the need for optimizing resources, improving infrastructure, and adopting sustainable management strategies to attract and retain visitors.

Building on this context, the present study explores the influence of the four dimensions of customer experience education, aesthetics, entertainment, and escapism on tourists' revisit intentions, focusing on Lembata Regency as a developing tourism destination. This study offers novelty by examining the influence of four dimensions of customer experience education, aesthetics, entertainment, and escapism specifically in Lembata Regency, a region characterized by its unique blend of cultural, natural, and marine attractions, such as the traditional whale-hunting culture in Lamalera Village. Unlike prior studies that often focus on well-established tourism destinations, this research emphasizes a location rooted in local wisdom and cultural heritage. Moreover, it contributes to the existing literature by identifying which dimensions of customer experience have the most significant impact on revisit intentions in a developing tourism area that serves as a cornerstone of regional economic growth.

Based on this novelty, the study aims to analyze the effect of each customer experience dimension on tourists' revisit intentions in Lembata Regency. Furthermore, it

seeks to identify the most influential dimension in shaping revisit behavior and to provide strategic recommendations for local tourism managers to optimize tourist experiences, thereby enhancing destination appeal and increasing revisit rates. This connection between the study's novelty and its objectives ensures a focused approach to addressing gaps in the existing body of research while offering practical implications for sustainable tourism development in Lembata.

## **Theoretical Framework and Research Hypothesis Development**

### **Customer Experience**

Customer experience encompasses the efforts aimed at defining the interactions that occur between consumers and a business across various activities. Each touchpoint a customer has with a company's brand serves as a vital element in implementing strategies to foster customer loyalty (Schmitt, 1999). The process of customer experience begins with a sequence of engagements between consumers and the goods or services offered by a business, which, in turn, elicits customer responses to those offerings. Pine and Gilmore, (2013) conceptualize customer experience as an event that establishes a personal connection with consumers, resulting in pleasant, engaging, and memorable impressions linked to consumption.

The concept of customer experience, often referred to as the "economics of experience," was introduced by Pine and Gilmore, (2013) as the pinnacle of economic evolution, succeeding the progression from commodities to products and services. This framework identifies four key dimensions of customer experience education, aesthetics, entertainment, and escapism which collectively serve as the foundation for understanding and enhancing consumer engagement.

#### **1. Educational Experience**

Educational experience focuses on learning and enabling consumers to engage with events in an interactive manner, either mentally or through physical activities. This type of experience necessitates active participation, where consumers play a significant role in shaping their own experience. In the context of tourism services, educational experiences often serve as a primary motivation for travel, driven by the desire to expand personal knowledge and gain deeper insights through direct involvement in

activities or environments. Based on this explanation, the hypothesis formulation proposed for further testing is;

H<sub>1</sub> ; The education experience exerts a partial effect on the intention to return.

## 2. Aesthetic Experience

This dimension reflects the ability of consumers to be captivated by specific events, occurrences, or environments. It refers to consumer interpretations of their surrounding physical environment, even though their role in aesthetic experiences is passive. In tourism services, Attractions physical state has a significant impact on how visitors feel, interest in revisiting, and willingness to recommend the place to others. Based on this explanation, the hypothesis formulation proposed for further testing is;

H<sub>2</sub> ; The aesthetic experience influences the intention to review.

## 3. Entertainment Experience

Entertainment experience refers to activities that evoke a sensory response without requiring reciprocal interaction. As one of the oldest and most fundamental elements of experience, entertainment has become one of the fastest-growing business dimensions. In tourism, entertainment differentiates destinations and enhances the quality of holidays for consumers. Based on this explanation, the hypothesis formulation proposed for further testing is;

H<sub>3</sub> ; There is a partial influence of the 'entertainment experience' variable on the intention to review.

## 4. Escapism Experience

Escapism refers to the extent to which individuals become immersed in an activity, seeking action, sensation, and excitement, often through tourism experiences that allow them to break away from their daily routines. According to Güzel, (2014) escapism, along with education, aesthetics, and entertainment, shapes the overall tourist experience. Education involves gaining new knowledge, aesthetics relates to the beauty of the environment, entertainment is derived from enjoyable experiences, and escapism reflects a desire for different sensations and emotions from everyday life. Rivera, Semrad and Croes, (2015) offer similar definitions, emphasizing the emotional and experiential connections tourists seek when visiting a destination.

Building customer experience is essential for marketing strategies, as these experiences foster consumer loyalty. Consumers do not just engage with advertisements but personally interact with products or services, and once satisfied, they are likely to share positive experiences and return to the destination. Based on this understanding, it is hypothesized that escapism, alongside other dimensions such as education, aesthetics, and entertainment, has a significant influence on tourists' intention to revisit a destination.

Based on this explanation, the hypothesis formulation proposed for further testing is;

H<sub>4</sub> ; There is some impact from the fantasy experience dependent on the review's intention.

### **Revisit Intention**

Revisit intention is a critical factor in determining whether tourists are likely to return to a destination, influenced predominantly by their prior experiences with service quality. As noted by Wibowo et al., (2016) revisit intention arises from long-term positive evaluations of a destination's services, which contribute significantly to overall satisfaction. This intention reflects future actions informed by consumers' assessments of their experiences at the destination (Som et al., 2012) and is closely tied to the perceived value of these experiences, highlighting the probability of return visits.

Visitor behavior throughout the tourism process can be categorized into three distinct phases: pre-visit, during the visit, and post-visit, as proposed by Buswell, John, and Christine, (2003). Similarly, Ching-Fu Chen and Dung-Chun Tsai, (2007) describe tourist behavior as encompassing destination selection, evaluations made during the visit, and future behavioral intentions. These future intentions typically include the likelihood of tourists recommending the destination to others and their willingness to return.

Various factors influence revisit intention, as identified by Huang Songhan and Sam, (2019) including travel motivation, past experiences, perceived constraints, and attitudes. Travel motivation examines how specific motivational drivers shape tourists' attitudes toward repeat visits, while past experiences assess the extent to which prior visits inform future behavioral intentions. Perceived constraints refer to barriers that may deter tourists

from returning, whereas attitudes mediate the relationship between these factors and revisit intention.

Baker and Crompton, (2000) further conceptualize revisit intention as the probability of tourists either returning to a destination or recommending it to others. They identify two primary dimensions of revisit intention: the intention to recommend and the intention to revisit. As a fundamental component of customer loyalty, revisit intention necessitates targeted strategies by destination managers and local governments to enhance destination appeal, ensuring positive visitor experiences and encouraging repeat visits.

## **Method**

This quantitative study investigates the influence of customer experience comprising education, aesthetics, entertainment, and escapism on tourists' revisit intentions in Lembata Regency. The research was conducted through a survey of 100 tourists who had previously visited destinations within the region. A purposive sampling method was utilized, with participants selected based on two criteria; (a) having visited a tourist destination in Lembata Regency at least twice, and (b) being 20 years of age or older, as these individuals were deemed capable of assessing and understanding the research variables.

The sample size was determined based on Agusty, (2014) guideline for multivariate research, which recommends calculating the sample size by multiplying the number of independent variables by 25. With four independent variables under investigation and multiple linear regression as the chosen analytical method, the required sample size was calculated as  $4 \times 25$ , resulting in 100 respondents. The study employed multiple linear regression analysis to examine the relationship between the dimensions of customer experience and tourists' revisit intentions.

## **Discussion**

### **Instrument Testing**

Based on the instrument test conducted on 100 respondents, the validity test results for all item variables were found to be valid with the statistical criterion set, which is a calculated  $r$  value greater than 0.3. Meanwhile, the reliability test results indicated that all

item variables in the research were reliable, with the statistical criterion set as a calculated  $r$  value greater than 0.60.

### Multiple Linear Regression Analysis

Based on the data processing results using SPSS 16.0, the regression coefficient results are shown in table below.

**Multiple Linear Regression Test Results**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
Constanta(a)	7.369	1.043		7.067	.000
Education (X <sub>1</sub> )	.165	.074	.225	2.619	.029
1 Esthetic(X <sub>2</sub> )	.130	.069	.199	3.872	.004
Entertainm (X <sub>3</sub> )	.027	.067	.187	3.496	.013
Escapism (X <sub>4</sub> )	.071	.058	.151	2.937	.007

a. Dependent Variable: Y

From table above, the following is how the regression equation is created;

$$Y = 7.369 + 0.165X_1 + 0.130X_2 + 0.027X_3 + 0.058X_4$$

Where;

Y : Intention to revisit

X<sub>1</sub> : Education value

X<sub>2</sub> : Esthetics value

X<sub>3</sub> : Entertainment value

X<sub>4</sub> : Escapism value

### Hypothesis Testing

#### Partial Hypothesis Test (t-test)

Based on the regression coefficient results presented in Table 1, the partial hypothesis testing can be summarized as follows. For hypothesis H<sub>1</sub> (education variable X<sub>1</sub>), the t-count of 2.619 exceeds the t-table value of 1.661. Additionally, the significance level (P-value) is 0.029, which is less than the threshold of 0.05. As a result, the null hypothesis (H<sub>0</sub>) is rejected, and the alternative hypothesis (H<sub>a</sub>) is accepted, confirming that the Education variable has a significant impact on the intention to revisit.



For hypothesis  $H_2$  (aesthetics variable  $X_2$ ), the t-count of 3.872 surpasses the t-table value of 1.661, and the significance level (P-value) is 0.004, which is below 0.05. This leads to the rejection of the null hypothesis ( $H_0$ ) and the acceptance of the alternative hypothesis ( $H_a$ ), indicating that the Aesthetics variable has a significant effect on the intention to revisit.

In the case of hypothesis  $H_3$  (entertainment variable  $X_3$ ), the t-count of 3.496 is greater than the t-table value of 1.661, and the significance level (P-value) is 0.013, which is also below 0.05. Thus, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted, suggesting that the Entertainment variable has a significant influence on the intention to revisit.

For hypothesis  $H_4$  (escapism variable  $X_4$ ), the t-count of 2.937 exceeds the t-table value of 1.661, and the significance level (P-value) is 0.007, which is below 0.05. Consequently, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted, indicating that the Escapism variable significantly affects the intention to revisit.

### Simultaneous Hypothesis Test (F-test)

The F-test results can be seen in the following table.

**F-Test Results**

ANOVA <sup>b</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.831	4	3.458	4.952	.001 <sup>a</sup>
	Residual	66.329	95	.698		
	Total	80.160	99			

Based on the results of the analysis above, the simultaneous hypothesis test (F-test) reveals that the calculated F-value of 4.952 exceeds the F-table value of 2.700. Additionally, the significance 0.001 is less than the 0.05 cutoff. As a result, the alternative hypothesis ( $H_a$ ) is accepted and the null hypothesis ( $H_0$ ) is rejected. demonstrating that the factors of education, aesthetics, entertainment, and escape all significantly influence the desire to return.

## Model Fit Test

The model summary is given in the following table based on the findings of the data analysis.

Model Fit Test				
Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.415 <sup>a</sup>	.573	.138	.836
a. Predictors: (Constant), X <sub>2</sub> , X <sub>1</sub> , X <sub>3</sub> , X <sub>4</sub>				
b. Dependent Variable: Y				

From the table above, it can be concluded that the correlation coefficient ( $r$ ) is 0.415. This indicates that customer experience (comprising the variables of Education, Esthetics, Entertainment, and Escapism) has a positive relationship with the intention to revisit, accounting for 41.5%. Furthermore, the coefficient of determination ( $r^2$ ) is 0.57, suggesting that 57% of the variance in the intention to revisit can be explained by the variables Education ( $X_1$ ), Esthetics ( $X_2$ ), Entertainment ( $X_3$ ), and Escapism ( $X_4$ ). The remaining 43% of the variance is explained by other factors not examined in this study.

## Data Analysis Prerequisite Test

### Normality Test

Before conducting hypothesis testing, it is essential to ensure that the data meets the assumption of normality, which is a prerequisite for parametric statistical analyses such as multiple linear regression. The normality test evaluates whether the data distribution for each variable aligns with a normal distribution, thereby validating the suitability of the data for further analysis.

### One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	.81853106
Most Extreme Differences	Absolute	.110
	Positive	.063
	Negative	-.110
Kolmogorov-Smirnov Z		1.105
Asymp. Sig. (2-tailed)		.174

Based on the table above, it is known that the significance value (Asymp Sig) is  $0.174 > 0.05$ , which indicates that a normal distribution applies to the residuals.

### Multicollinearity Test

The multicollinearity test ensures that independent variables are not highly correlated, as this could affect the reliability of regression results. VIF and tolerance values are used to evaluate this assumption, with the results shown below.

#### Multicollinearity Test

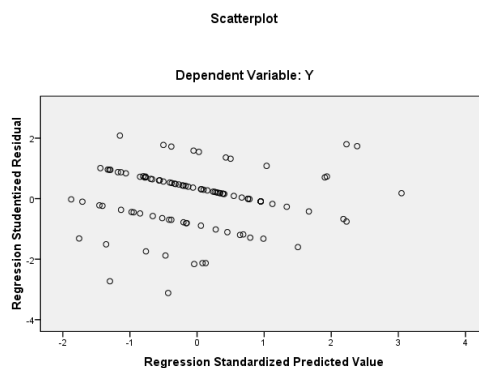
No	Variabel Independent	Collinearity Statistics	
		Tolerance	VIF
1	Education (X <sub>1</sub> )	.849	1.178
2	Esthetic(X <sub>2</sub> )	.771	1.298
3	Entertainm (X <sub>3</sub> )	.836	1.197
4	Eschapism (X <sub>4</sub> )	.905	1.105

From the table above, it can be seen that the tolerance values for all four variables are greater than 0.1, and the VIF values are less than 10.00. Thus, it can be concluded that there is no multicollinearity in the regression model, indicating that the multicollinearity test is fulfilled and the regression model is suitable for use.

### Heteroscedasticity Test

Based on the output of the heteroscedasticity test using the SPSS program, the results are as follows.

#### Test of Heteroscedasticity



Heteroscedasticity is not present, as the preceding table demonstrates, as the Y-x's point pattern extends both above and below.

## Autocorrelation Test

The autocorrelation test checks whether the residuals from a regression model are correlated across observations. If autocorrelation is present, it may indicate that the model has omitted important variables or that the data structure violates regression assumptions. The Durbin-Watson statistic is commonly used to test for autocorrelation, with the results shown below.

### Autocorrelation Test

Model	Durbin-Watson
1	2.059

The table above shows that the DW value of 2.059 lies between  $d_u$  and  $(4 - d_u)$ , indicating that autocorrelation does not occur.

The results of the autocorrelation test show a Durbin-Watson (DW) value of 2.059. The DW value falls between the critical values of  $d_u$  and  $(4 - d_u)$ , indicating that there is no autocorrelation present in the model. This suggests that the residuals of the regression model are not correlated, which is a positive indication that the assumptions of regression analysis regarding independence of errors have been met.

## Discussion

### Education Experience ( $X_1$ )

Educational experiences aim to educate and provide consumers with opportunities to absorb events through interactive engagement, whether mentally or through physical activities. These experiences require active participation, where individuals play a significant role in shaping their learning process. Such experiences often enhance consumers' knowledge and skills, making them more meaningful and impactful.

In the context of tourism, the desire to increase personal knowledge often serves as a key motivation for individuals to travel. Research findings reveal that the Education Experience variable ( $X_1$ ), as measured by three indicators tourists' experiences in obtaining information about attractions in Lembata Regency, gaining diverse knowledge about these attractions, and learning about the region's natural beauty positively influences tourists' interest in revisiting Lembata Regency. These findings highlight the importance of educational experiences in shaping tourists' decisions and fostering their loyalty to a destination.

### **Aesthetic Experience (X<sub>2</sub>)**

Aesthetic experiences encompass consumers' interpretation of the physical environment, where their role is largely passive. These experiences arise from the conditions surrounding them, which consumers cannot directly influence, creating an emotional connection to the ambiance. In tourism, the physical attributes of destinations significantly shape tourists' perceptions, attitudes, and interest in revisiting, as well as their willingness to recommend the destination to others.

Research findings highlight that the Aesthetic Experience variable (X<sub>2</sub>) positively influences tourists' intention to revisit Lembata Regency. This is evident through key indicators, including the natural beauty of the region's tourist spots, the uniqueness and appeal of its cultural attractions, and the captivating underwater scenery. These elements underscore the importance of aesthetics in fostering a memorable and engaging experience for tourists, ultimately contributing to their loyalty to the destination.

### **Entertainment Experience (X<sub>3</sub>)**

Entertainment experiences involve passive activities where consumers focus primarily on their sensory engagement without requiring active participation. As one of the oldest dimensions of experience, entertainment has evolved into a fast-growing and sophisticated aspect of modern business. Within the tourism industry, entertainment plays a critical role in distinguishing destinations, enhancing the overall quality of vacations, and creating memorable experiences for visitors. Consumers simply need to immerse themselves and enjoy the services provided by entertainment-focused tourism offerings.

Research findings indicate that the Entertainment Experience variable (X<sub>3</sub>) positively influences tourists' intention to revisit Lembata Regency. This is reflected in several key indicators: tourists find their experiences in Lembata Regency enjoyable, the tourism activities in the region are entertaining, and the natural ambiance of Lembata Regency brings joy to visitors. These aspects emphasize the importance of integrating entertainment elements to elevate the appeal of the destination and foster tourist loyalty.

### **Escapism Experience (X<sub>4</sub>)**

Escapism experiences refer to the extent to which individuals immerse themselves in activities that evoke joy, excitement, and a sense of departure from their daily routines.

This dimension is characterized by action, sensation, and adrenaline, providing opportunities for individuals to engage in activities that offer both thrill and emotional fulfillment. In the context of tourism, escapism allows visitors to momentarily disconnect from their usual surroundings and enjoy unique, transformative experiences that refresh their minds.

Research findings reveal that the Escapism Experience variable (X<sub>4</sub>) positively influences tourists' intention to revisit Lembata Regency. Key indicators include tourists experiencing a unique and awe-inspiring atmosphere in Lembata Regency, feeling a sense of comfort and familiarity akin to being in their hometown while enjoying the region's natural ambiance, and finding mental refreshment and relief from daily routines during their visits. These elements highlight the significant role of escapism in enhancing the appeal of Lembata Regency as a tourism destination and fostering repeat visits.

### **Interest in Revisit (Y)**

The desire to revisit reflects actions stemming from prior experiences with the quality of services at a particular destination (Wibowo et al., 2016). Baker and Crompton identified two dimensions of revisit intention: the intention to recommend, which reflects the desire to suggest the destination to others, and the intention to revisit, which represents the desire to return to the destination. Building on Wibowo et al.'s framework, this study further developed three indicators for revisit intention: the desire to visit tourist attractions in Lembata Regency again, the willingness to invite family or friends to visit, and the intention to recommend Lembata Regency as a travel destination to others.

The research findings reveal that the variables Education Experience (X<sub>1</sub>), Aesthetic Experience (X<sub>2</sub>), Entertainment Experience (X<sub>3</sub>), and Escapism Experience (X<sub>4</sub>) each have a positive and significant influence, both individually and collectively, on tourists' interest in revisiting the attractions in Lembata Regency. These results highlight the importance of enhancing various experiential dimensions to foster loyalty and encourage repeat visits to the region.

### **Conclusion**

The findings of this study conclude that the variables of education experience, aesthetic experience, entertainment experience, and escapism experience each positively influence the intention to revisit tourist attractions in Lembata Regency. Furthermore, when

considered collectively, these dimensions significantly contribute to shaping tourists' revisit intentions, emphasizing the importance of creating diverse and high-quality experiences to foster loyalty and repeat visits to the destination.

### **Recommendations**

Based on the results, tourism managers in Lembata Regency should prioritize enhancing the quality of educational experiences by offering informative and engaging activities that increase tourists' knowledge about the region. Efforts to improve aesthetic experiences should focus on maintaining the natural beauty and cultural uniqueness of the area, while entertainment activities should be tailored to create enjoyable and memorable moments for visitors. Additionally, designing escapism-driven experiences, such as providing tranquil environments and activities that allow tourists to disconnect from their daily routines, can significantly strengthen their intention to revisit.

### **Limitations and Future Research**

This study has several limitations, including the focus on a single geographic area and the use of purposive sampling, which may restrict the generalizability of the findings. Future research could expand the scope by incorporating a broader range of destinations and utilizing random sampling methods to increase representativeness. Additionally, examining the influence of other variables, such as cultural values or digital engagement, on revisit intention could provide a more comprehensive understanding of tourist behavior.

### **References**

- Amsa, Mahardika. (2017). Experience Economy Approach to Tourism Festival Marketing: the Influence on the Perceived Festival Personality and Festival Reputation, *MIX: Jurnal Ilmiah Manajemen*, VII(2), [https://publikasi.mercubuana.ac.id/index.php/Jurnal\\_Mix/article/view/1619](https://publikasi.mercubuana.ac.id/index.php/Jurnal_Mix/article/view/1619)
- Bonn at, el. (2007). Heritage/Cultural Attraction Atmospherics: Creating the Right Environment for the Heritage/Cultural Visitor, *Journal of Travel Research*, 45(3), 345-354, <http://dx.doi.org/10.1177/0047287506295947>
- BPS. (2022). Tourism Contribution Data to the GDP Sector.
- Buswell, John, and Christine. (2003). *Quality of Service in Recreation and Travel*. Cambridge: CABI Publishing.
- Ching-Fu Chen, DungChun Tsai. (2007). How Destination Image and Evaluative Factors Affect Behavioral Intentions? *Tourism Management*, 28(4), pp. 1115-1122, <https://doi.org/10.1016/j.tourman.2006.07.007>.

- Ferdinand, A. (2014). *Metode Penelitian Manajemen; Pedoman Penelitian untuk Penulisan Skripsi dan Tesis*, Semarang, Badan Peberbit Universitas Diponegoro
- Finardi and Yuniawati. (216). Pengaruh Constumer Experience Terhadap Revisit Intention di Taman Wisata Alam Gunung Tangkuban Perahu, *Tourism and Hospitality Essentials (THE) Journal*, VI(1), <https://doi.org/10.17509/thej.v6i1.2009.g1391>
- Güzel, F. Ö. (2014). The Dimensions of Tour Experience, Emotional Arousal, and Post-Experience Behaviors: a Research on Pamukkale in Turkey. *Procedia - Social and Behavioral Sciences*, Vol. 150, pp. 521-530, <https://doi.org/10.1016/j.sbspro.2014.09.069>.
- Huang, S., & Hsu, C. H. C. (2009). Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention. *Journal of Travel Research*, 48(1), 29-44. <https://doi.org/10.1177/0047287508328793>
- M. Rivera\*, K. Semrad, R. Croes. (2015). The Five E's in Festival Experience in the Context of Gen Y: Evidence from a Small Island Destination, *Revista Española de Investigación de Marketing ESIC*, 19(2), pp. 95-106, <https://doi.org/10.1016/j.reimke.2015.06.001>.
- B. Joseph Pine & James H. Gilmore. (2013). *The experience economy: past, present and future, Chapters*, in: *Jon Sundbo & Flemming Sørensen (ed.)*, Handbook on the Experience Economy, chapter 2, pages 21-44, Edward Elgar Publishing.
- Qu. (2017). *Indicate that Education does not Significantly Influence Revisit. On the Contrary*,
- Snepenger, D., King, J., Marshall, E., & Uysal, M. (2006). Modeling Iso-Ahola's Motivation Theory in the Tourism Context. *Journal of Travel Research*, 45(2), 140-149. <https://doi.org/10.1177/0047287506291592>
- Som, A. S., et a. (2012). Factors Affecting Visitors' Behavioral Intention to Revisit: A Case Study from Sabah, Malaysia. *International Journal of Marketing Studies*, 4(4), <http://dx.doi.org/10.5539/ijms.v4n4p39>
- Wibowo et al. (2016). The Iinfluence of Destination Image and Tourist Satisfaction Toward Revisit Intention of Babakan Betawi Culture Village, *Jurnal Riset Manajemen Sains Indonesia*, 7(1), <https://journal.unj.ac.id/unj/index.php/jrmsi/article/view/833>