



Analysis of Factors Affecting Revisit Intention at Floating Market Lembang Tourism Destination

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Abstract:

The purpose of this research is to examine the influence of: 1) Experiential marketing on tourist satisfaction. 2) Experiential marketing on destination image. 3) Experiential Marketing on tourist loyalty. 4) Tourist satisfaction on revisit intention. 5) Destination image on revisit intention. 6) Tourist loyalty to revisit intention. The data collection method uses a survey with a questionnaire distributed online and offline. The respondents are those who live in Bandung and outside Bandung and have visited Floating Market Lembang. There were 270 respondents involved, analyzing data using SPSS and SEM (Structural Equation Modeling) from AMOS to manage data and analyze research results. The results in this research based on the hypothesis show that the experiential marketing hypothesis on tourist satisfaction is accepted and significant, experiential marketing on destination image is accepted and significant, experiential marketing on tourist loyalty is accepted and significant, tourist satisfaction on revisit intention is accepted and significant, destination image on revisit intention is accepted and significant and tourist loyalty on revisit intention is accepted and significant.

Keywords: experiential marketing, tourist satisfaction, destination image, tourist loyalty, revisit intention.

Background

Tourism is an activity of traveling with the intention of getting pleasure, seeking satisfaction, gaining knowledge, improving health, enjoying sports activities or rest, carrying out tasks, and others. Tourism can also be defined as travel from one location to another, temporary in nature, can be carried out by individuals or groups with the aim of achieving happiness with the surrounding environment in various aspects such as social, cultural, natural and knowledge (Annisa et al., 2022) . The tourism sector is one of the sectors that the government is currently encouraging in its activities. This is because tourism is an important sector of economic development, not only contributing to increasing state and regional income but also increasing the development of the service sector, especially in the tourism sector. Apart from that, the tourism sector also plays a role as a source of employment for people in areas where tourism exists.



Based on a statement from the Ministry of Tourism and Creative Economy at the beginning of 2023, there was a significant increase in state income from the tourism sector. Foreign exchange earnings, which previously only reached 0.52 billion US dollars in 2021 due to the effects of the Covid-19 pandemic, managed to increase by 4.26 billion US dollars in 2022. This increase in foreign exchange is closely related to the revival of the Indonesian tourism sector in 2022. 2022, which experienced a decline during the Covid-19 pandemic in 2021. This also includes the contribution of tourism to national GDP of 3.6%, the number of foreign tourists of 4.58 million tourists, and the number of tourists archipelago as many as 703 million movements (Kemenparekraf, 2023).

Tourists have a bad experience when visiting Floating Market Lembang because they find it difficult to carry out transactions that require tourists to exchange cash for coins and have difficulty enjoying the rides at Floating Market Lembang because of the poor service provided by Floating Market employees Lembang, also when you want to use the facilities. Apart from the feeling of satisfaction felt by tourists, the good image of a destination can also make tourists interested in visiting that destination again. The better the destination image a tourist spot has, the more tourists' interest in coming back (revisit intention) to that destination will also increase (Indriani et al., 2021). The image of a destination is the soul of the destination itself which will determine how the destination looks. Destination image is also influenced by experiential marketing as stated by Udurawana and Wanninayake (2021). This happens when tourists visit a destination and get an unforgettable good experience, of course the destination has a positive image. However, there were several tourists who, when visiting Floating Market Lembang, gave unfavorable assessments of Floating Market Lembang because they felt that the place they visited was disappointing, did not match their perceptions and did not give a positive impression.

Based on the reviews listed above, it can be seen that the management of Floating Market Lembang must pay more attention to the tourism operations they offer and the image of their destination, namely the floating market because it does not match the perception in the minds of tourists and the appearance expected by tourists. when visiting the Floating Market Lembang to get a new and memorable experience regarding the floating market concept.

Furthermore, another factor that plays a role in attracting tourists to make a return visit (revisit intention) is tourist loyalty. Tourist loyalty has a positive relationship to influence revisit intention (Kusumaningrum et al., 2022). Tourist loyalty is a deep feeling beyond the level of satisfaction that can be seen in the actions taken by tourists after visiting a destination which ultimately results in tourists returning to the destination (Ananda, 2022). Apart from that, tourist loyalty is also influenced by experiential marketing. This is in line with research conducted by Martza (2019) which states that experiential marketing significantly influences tourist loyalty. However, there are tourists who leave reviews on the Google Maps page that are quite bad.

The review given above explains that visiting Floating Market Lembang is not recommended because tourists get a bad experience, as stated by Icapia that ticket prices are expensive and they get a less good experience when visiting Floating Market Lembang and do not recommend it to other people. chose Floating Market Lembang as a tourist destination. The same thing is written by Freda Halim that there have been changes to Floating Market Lembang and there is no interest in revisiting Floating Market Lembang. If the Floating Market does not try to fix the existing problems, then slowly they will lose tourists from visiting the Lembang Floating Market.



Based on the background description above, it can be seen that revisit intention can be influenced by several factors, namely tourist satisfaction, destination image, and tourist loyalty. Also, these factors are influenced by experiential marketing. Therefore, researchers are encouraged to conduct research with the title "Analysis of Factors that Influence Revisit Intention at the Lembang Floating Market Tourist Destination".

THEORETICAL FRAMEWORK

Revisit Intention

Revisit intention or the intention to revisit is a form of tourist loyalty towards a tourist destination. Tourist destinations have many competitors, such as cinemas and museums, so with competitors, tourist destinations must have new and up-to-date strategies to attract new tourists and old visitors to return to the destination. According to Ayuanisa (2016), revisit intention is considered very important in increasing the number of tourist visitors at a destination and can control tourist visits in the future because satisfied tourist visitors tend to make return visits and provide positive information (Putu Nita Anggraini et al., 2021). Jeon Hyunjin (2013) in Oktariani and Syafruddin (2019) states that revisit intention is the possibility of customers to use the service repeatedly and even in the future as a follow-up activity created after selective use by customers with an interest in visiting the service. the public service. Revisit intention is a condition when tourists feel that a place can fulfill their needs, which ultimately makes visitors return to visit and even inform other parties to visit that place (Nikiki and Sari, 2020). Meanwhile, Han and Kim (2010) stated that revisit intention can be interpreted as a person's desire to make repeated visits to the same place, such as making a purchase. on holiday packages to the same destination (Satriawan et al., 2022). Zeithaml (2018) states that revisit intention is a form of behavior (behavioral intention) or the desire of tourists to come back, give positive word of mouth, stay longer, and shop more than expected. With so many tourists coming to tourist destinations, tourist attractions will achieve the expected profits.

Revisit intention is tourist behavior seen at a tourist destination which expresses the tourist's desire to visit repeatedly because of the positive response from the tourist destination to tourists. Revisit intention can also be interpreted as a direct response to an action, which makes tourists act to visit again as a response (Kawatu et al., 2020). Scarpi et al. (2019) stated that repeat visits by tourists can also increase the profitability of the tourist destination itself. According to Zhang et al. (2014) tourists who have the intention to make repeat visits and ultimately become permanent tourists tend to stay longer, are more active in consumptive activities, are more satisfied in carrying out tourist activities, have a good reputation, and the need for costs used to attract long-term tourists is greater. low compared to attracting new tourists. Therefore, it is better and cheaper to maintain the flow of old tourists than to attract new tourists.

Based on the definition stated above, revisit intention is a tourist's desire to revisit a destination they have previously visited because the destination meets their needs or what they want. Revisit intention is also considered to be able to increase the number of tourists in the future because tourists who are satisfied with the destination will provide information to other parties to visit the destination and make repeat visits. According to Huang and Liu (2017) there are three dimensions to identify revisit intention, including: 1. Visit again, namely making a repeat visit to a tourist destination 2. Plan to visit, namely planning to make a repeat visit to a tourist destination 3. Wish to visit again, namely a hope to be able to make a repeat visit to a destination. According to Hu and Xu (2021) the dimensions of



revisit intention are: 1. Make a return visit to travel. 2. Have the intention to make a repeat visit. 3. Willing to make repeat visits. 4. Feel that if I could, I would make a repeat visit.

Tourist Satisfaction

In general, satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison of his or her impression of the performance (results) of a product or service. Satisfied customers tend to behave positively, and they will repurchase the product or service. Conversely, if it does not match, then there is disconfirmation. When the result is greater than expectations, positive disconfirmation occurs. Thus, satisfaction is caused by positive confirmation or disconfirmation, and dissatisfaction is caused by negative disconfirmation. Tourist satisfaction is an important factor in the tourism sector travel. Tourist satisfaction is a person's feeling of disappointment or pleasure; These feelings arise due to perceived differences in the performance of a product or service. Tourist satisfaction is a measure of tourists' overall opinion about the quality or performance of each destination (Zulvianti et al., 2022).

According to Zaitul et al. (2022), in terms of tourism, satisfaction is important and direct information on intention to revisit. Tourists' expectations regarding a destination significantly influence an individual's satisfaction or dissatisfaction with a particular destination. Tourists may intend to revisit a destination when their level of satisfaction increases. Therefore, tourist satisfaction directly influences the intention to revisit.

Valduga et al., (2019) assessed tourists' perceptions and satisfaction with a tourist destination by evaluating various destination attributes such as accommodation, food, attractions, image, products, accessibility, culture, community and price, as well as other attractions which are important components of a tourist destination. Mujiono and Wibiwanto (2020) explain that tourist satisfaction is something that is produced by a destination that can exceed tourists' expectations and if what is produced by the destination is based on tourists' expectations, it will be unsatisfactory and it is certain that the components of the destination will be less efficient and effective. The level of tourist satisfaction is one of the important factors for developing a satisfaction level system and is an important factor for deciding future steps and improving existing ones. In addition, tourist satisfaction is important in marketing because it can build profitable relationships. Tourists who are satisfied will make repeat visits to these tourist attractions and provide positive information about tourist attractions to other people (Riza Maulana et al. 2020). Irawan (2009) in (Shabrina et al., n.d.) states that tourist satisfaction is a consumer assessment regarding the level of enjoyment where this level of fulfillment can be more or less than a product or service received.

Based on what has been explained above, it can be concluded that tourist satisfaction is the result of tourists' assessment of the components in a tourist attraction, such as service, accommodation, and others. If these components are satisfactory and meet tourist expectations, then tourists will provide positive information to other parties about the tourist attraction. According to Liu et al. (2017) there are three dimensions to measure tourist satisfaction, including: 1. Feeling happy during or after visiting a destination. 2. Interest in making a repeat visit to the destination. 3. Feel that after visiting the destination it was the right decision. According to (Kotler and Keller, 2016) there are three things to measure tourist satisfaction, namely: 1. Suitability of the services provided by the destination with what tourists expect, namely that tourists will feel satisfied when the destination has fulfilled all the tourists' needs and desires when visiting. 2. Suitability of services to the rates paid, namely when the services provided by the destination are in accordance with the prices paid by tourists. 3. Tourist



satisfaction with the services offered by the destination, namely when tourists feel happy or satisfied because the services provided by the destination match or even exceed tourists' expectations.

Destination Image

Image is defined as the "impression" or perception of potential tourists about a place. Image is also the impression of a person or people who give a statement about a destination they have never visited. Hunt in Lineuwih and Usman (2021). In essence, in tourism the image itself can trigger tourists to choose which tourist attraction to visit (Yusuf, 2020). According to Stepchenkova and Shichkova in Chaulagain et al., (2019), a destination, as a product that "originates" from a country, has several image components that are the same as product-country image. However, as a place, a destination also has several components in common with the country's general image at the top level of the hierarchy.

Dedeoglu et al., in Nikiki and Sari (2020) image is a combination of attitudes, impressions and beliefs of a person or group towards an object. In this case, objects can be defined as products, brands, regions, groups or individuals. The image of a destination is the soul of the destination itself. Beauty and uniqueness will determine how the destination looks. Chandrasiri and Wijesundara (2022) define destination image as tourists' perceptions, feelings and expressions of the places they visit based on various factors. In today's competitive environment, creating and managing the right destination image has become essential for effective tourism product positioning. In this context, destination loyalty and satisfaction have become an important part of destination marketing and management due to increasing competition.

Meanwhile, Arabadzhyan et al., (2021) stated that destination image is a multidimensional combined concept represented by a set of characteristics that form a destination image that according to tourists are the most valuable and/or intrinsic to a particular tourist location. Maxim in Darwin et al. (2019) define destination image as a form of appearance of a tourist attraction in the minds of tourists, which originates from the imagination, prejudice, knowledge and emotions of tourists. Based on the definition above, it can be concluded that destination image is a person's perception, feelings and trust in a destination. Destination image is the soul of the destination itself because the uniqueness and beauty of a destination will determine the appearance of a destination. According to Agapito et al., (2013) there are three dimensions of destination image, including: a. Cognitive, is something that is known about a place or object. b. Affective, is a person's way of assessing a place or object or a feeling of liking or disliking a place or object. c. Conative, is a person's actions or the way a person behaves towards a place or object.

Tourist Loyalty

According to Martza (2019), the definition of loyalty refers to fidelity, or in other words, loyalty can be explained as an act of loyalty towards something. This loyal attitude can be obtained because tourists feel satisfied with a destination. Kotler and Keller (2016) state that loyalty can also be interpreted as a strong determination to continue to come and subscribe to a destination in the future, even though there are situational factors and marketing efforts from other destinations that might influence and try to attract consumers to switch. Tourist loyalty has a significant role in a destination. Retaining existing tourists is easier than getting new tourists. By retaining existing tourists, it means maintaining the continuity of operations of a destination (Fitrianingsih and Usman, 2019).

Tourist loyalty is a deep feeling beyond the level of satisfaction that can be seen in the actions taken by tourists after visiting a destination which ultimately results in tourists returning to the destination.



Creating tourist loyalty is an important action for a destination because it can build strong relationships with tourists. This aims to ensure that tourists remain loyal and generate long-term profits for the destination. Tourist loyalty has a strong relationship with tourist satisfaction because the sense of satisfaction that tourists feel will determine loyalty itself, the higher the tourist's trust in a destination and expectations that match the reality experienced by tourists will create tourist loyalty (Ananda, 2022). Main et al. (2014) explained that tourist loyalty is a form of consistency in continuing to visit a destination, even though there are competitors who offer new destinations with better quality. Loyal tourists also tend to provide positive value and want to visit for a longer period of time. According to Griffin (2005) there are seven levels of customer loyalty, including Suspect, which includes all people who might buy goods or services from a company, but are not yet familiar with the company and the products or services offered. Prospect, namely potential customers who have an attraction to the company but these customers have not yet made a decision to collaborate with the company. Disqualified Prospect, namely customers who already know the condition of a particular product or service but do not have a need for that product or service. First Time Customer, namely customers who buy for the first time and are still new customers. Repeat Customers, namely customers who have made purchases more than once or purchased two different types of products on two different occasions. Clients, namely customers who buy all the products or services offered by the company on a regular basis. Relationships with customers are strong and last a long time so they are not influenced by competitors' products. Advocate, which is like a client, a customer buys a company's product or service and the customer also tells and refers the product to other people.

Based on the description above, then It can be concluded that tourist loyalty is the consistency of tourists in visiting a destination, with an attitude of tourist loyalty that can increase long-term profits for the destination. Winarni and Nur Rohmah (2022) stated that the dimensions for measuring tourist loyalty consist of three things, namely: 1. Say positive things, tourists are willing to say positive things about the destinations they have visited. 2. Recommend friend, tourists recommend destinations to friends or other people. 3. Continue purchasing, tourists are willing to come back to the destinations they have visited. According to Griffin (2010) there are four dimensions of tourist loyalty, including: 1. Make a regular repeat purchase, namely repurchasing products or services in large quantities and purchasing additional services or products. 2. Purchase across product and service lines, namely buying products or services from the same company. 3. Refers other, namely giving recommendations or promoting products to other people. 4. Demonstrate immunity to the pull of the competition, namely demonstrating product superiority over competition.

Experiential Marketing

Gunawan (2022) states that experiential marketing is an approach to providing more information about a product or service. According to Batat (2019) experiential marketing is a guide for building memorable and unforgettable experiences for tourists. Schmitt et al., (2015) stated that experiences cannot be bought and can occur after visiting. Elvera and Mico (2023) explain that experiential marketing is a strategy or effort carried out by a destination for tourists so that consumers get a real experience that is unforgettable and gives a deep impression of the activities provided by the destination. This strategy is based on the two-way nature between the destination and tourists, where tourists are involved because they actively participate in the experience that the destination provides for tourists.

According to Chandrasiri and Wijesundara (2022) experiential marketing is the process of identifying and satisfying tourists' needs and desires, involving them through two-way communication that



embeds the personality of the destination into life and provides added value for tourists. Schmitt in Yogiswari et al. (2021) define experiential marketing as a concept that is considered to create behavioral intentions by touching the emotional aspects of tourists and creating positive feelings or impressions about the services offered. Experiential marketing is a marketing concept that aims to create loyal tourists by touching their emotions and providing positive feelings towards destination products and services (Gunawan, 2022). According to Nurjanah and Juanim (2020) experiential marketing is tourists' real experiences of certain destinations which involve feelings and emotions that have an impact on marketing. Experiential marketing is very useful for a destination if they want to increase their destination's reputation, especially during times of decline. Experiential marketing is also useful for differentiating their destination from other competing destinations, as well as creating the image and identity of a destination.

Based on the explanation above, it can be concluded that experiential marketing is a marketing strategy carried out by destinations to provide impressions and experiences that cannot be forgotten by tourists by carrying out two-way communication by attaching the identity of the destination to life and providing positive value from tourists to the destination.

Schmitt in Elvera and Mico (2023) explains that there are five dimensions to identify experiential marketing in the SEMs (Strategic Experiential Modules) module, including: 1. Senses. Sense is related to sensory experience. Sense marketing focuses on creating experiences for tourists by utilizing feelings and the five senses. This strategy involves using sight, taste, smell and touch to increase the value of the destination. 2. Feel. Feel aims to influence tourists' emotions and moods, which are influenced by emotions, feelings and moods. Feel Marketing can be formed from anything, feel exists because tourists feel happy and have positive feelings when visiting a destination. 3. Think. Think marketing aims to encourage tourists to be interested and think creatively so that they can re-evaluate destinations. In this strategy, indicators such as convergent, divergent, surprise, intrigue and provocation are used. 4. Act. Acting is a marketing technique that emphasizes creating tourist experiences through physical interaction, long-term lifestyle and interaction with other people. Indicators of this action include interactions, actions, and lifestyle. 5. Relate. Relate is a combination of the four previous aspects of experiential marketing, namely sense, feel, think, and act. In general, these related experiences include interactions with other people, groups, and various other entities such as countries, societies, and cultures.

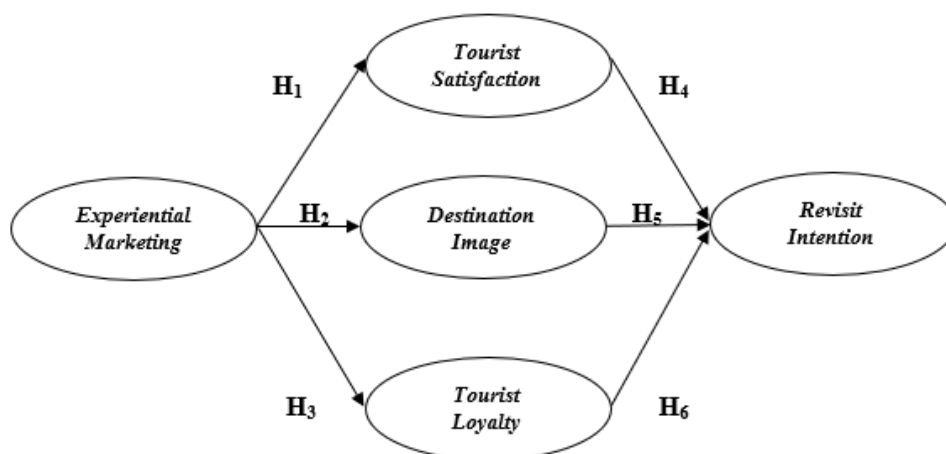


Figure. Research Framework

Source: Processed by Researchers (2023)



METHOD

This research was carried out using quantitative research methods with data collection carried out using a survey method by distributing structured questionnaires to respondents, where the respondents were tourists from the Lembang Floating Market. In this research, testing will be carried out based on conjectures or hypotheses that have been previously made by the researcher and then testing the influence of the independent variable on the dependent variable. Apart from that, the aim of this research is to find causal relationships between variables, so that evidence can be obtained of the existence of a relationship between the independent and dependent variables. The variables examined in this research to determine the causal relationship include Experiential Marketing, Tourist Satisfaction, Destination Image, Tourist Loyalty, and Revisit Intention. Population is a group of individuals or objects in a specific area that is of research interest. This research refers to all tourists from the Lembang Floating Market who are or have visited. The type of population used in this research is an infinite population, that is, the researcher does not know the exact number of tourists from the Lembang Floating Market. The sample acts as a generalization to draw conclusions about a predetermined population. The purpose of sampling in research is to study population characteristics that prevent researchers from studying that population, such as population size, time constraints, costs, or other obstacles. The sample that has been determined by the researcher in this research must be measured first according to the data analysis technique that has been determined by the researcher.

RESULT

Hypothesis Testing

Table shows the results of hypothesis testing carried out using Structural Equation Modeling in AMOS. The results show that the six hypotheses proposed were all accepted with C.R values in sequence, H1 of 10.101, H2 of 4.230, H3 of 3.801, H4 of 3.572, H5 of 5.175, and H6 of 5.854.

Table Hypothesis Test Results

Hipotesis	Jalur	C.R.	P	Hasil
H ₁	<i>Experiential Marketing</i> → <i>Tourist Satisfaction</i>	10,101	***	Accepted
H ₂	<i>Experiential Marketing</i> → <i>Destination Image</i>	4,230	***	Accepted
H ₃	<i>Experiential Marketing</i> → <i>Tourist Loyalty</i>	3,801	***	Accepted
H ₄	<i>Tourist Satisfaction</i> → <i>Revisit Intention</i>	3,572	***	Accepted
H ₅	<i>Destination Image</i> → <i>Revisit Intention</i>	5,175	***	Accepted
H ₆	<i>Tourist Loyalty</i> → <i>Revisit Intention</i>	5,854	***	Accepted

Source: Data processed by researchers (2024)



DISCUSSION

The Influence of Experiential Marketing on Tourist Satisfaction

The first hypothesis suspects the influence of experiential marketing on tourist satisfaction. SEM calculations produce a C.R value of 10.101, which means it is greater than 1.96. So it can be concluded that experiential marketing has a positive and significant impact on tourist satisfaction at tourist attractions. This makes the first hypothesis, namely that experiential marketing has a positive and significant impact on tourist satisfaction, accepted. The experiential marketing that tourists feel when visiting a destination really determines the sense of satisfaction that the destination gives to tourists. The findings of this research are in line with the study conducted by Anggraini et al. (2021), Nugraha (2019), and Hamidi et al. (2022), which proves that there is a positive and significant influence between experiential marketing on tourist satisfaction.

The Influence of Experiential Marketing on Destination Image

The second hypothesis suspects the influence of experiential marketing on destination image. SEM calculations produce a C.R value of 4.230, which means it is greater than 1.96. So it can be concluded that experiential marketing has a positive and significant impact on the image of a tourist destination. This makes the second hypothesis, namely that experiential marketing has a positive and significant impact on destination image acceptance. This is because when tourists visit a destination and have a memorable experience, this can create a positive image of the destination. This statement is in line with research conducted by Chen and Wu (2022), Udurawana and Wanninayake (2021), and Chandrasiri and Wijesundara (2022) which proves that experiential marketing has a positive and significant influence on destination image.

The Influence of Experiential Marketing on Tourist Loyalty

The third hypothesis suspects the influence of experiential marketing on tourist loyalty. SEM calculations produce a C.R value of 3.801, which means it is greater than 1.96. So it can be concluded that experiential marketing has a positive and significant impact on the loyalty that tourists feel towards a destination. This makes the third hypothesis, namely that experiential marketing has a positive and significant impact on tourist loyalty, accepted. This is because the positive experiences felt by tourists when visiting a destination will help shape the loyalty of tourists themselves. These findings are in line with research conducted by Noor and Kuleh (2020), Martza (2019), and Abadi et al. (2020) who found that experiential marketing has a positive and significant influence on tourist loyalty.

The Influence of Tourist Satisfaction on Revisit Intention

The fourth hypothesis suspects that there is an influence between tourist satisfaction and revisit intention. SEM calculations produce a C.R value of 3.572, which means it is greater than 1.96. So it can be concluded that tourist satisfaction has a positive and significant impact on tourists' intention to return to a destination. This creates the fourth hypothesis, namely that tourist satisfaction has a positive and significant impact on accepted revisit intention. This is because tourists who feel satisfied



with a destination when they visit for the first time tend to have the intention to make a repeat visit. These findings are in line with research conducted by Rorimpandey et al. (2022), Loi et al. (2017), and Situmorang et al. (2020) who found that tourist satisfaction has a positive and significant influence on revisit intention.

The Influence of Destination Image on Revisit Intention

The fifth hypothesis suspects that there is an influence between destination image and revisit intention. SEM calculations produce a C.R value of 3.175, which means it is greater than 1.96. So it can be concluded that destination image has a positive and significant impact. A tourist's intention to return to a destination. This creates the fifth hypothesis, namely that destination image has a positive and significant impact on accepted revisit intention. This is because if tourists' perception of a destination is high, it will increase tourists' interest in making repeat visits. These findings are in line with research conducted by Indriani et al. (2021), Widodo et al. (2023), Hasan et al. (2019) who found that destination image has a positive and significant influence on revisit intention.

The Influence of Tourist Loyalty on Revisit Intention

The sixth hypothesis suspects that there is an influence between tourist loyalty and revisit intention. SEM calculations produce a C.R value of 5.854, which means it is greater than 1.96. So it can be concluded that tourist loyalty has a positive and significant impact on tourists' intention to return to a destination. This creates the sixth hypothesis, namely that tourist loyalty has a positive and significant impact on accepted revisit intention. This is because tourists' intention to visit again is to assess a destination in order to form tourist loyalty. These findings are in line with research conducted by Riady and Kristaung (2023), Kusumaningrum et al. (2022), and Cakici et al. (2019) who found that tourist loyalty has a positive and significant influence on revisit intention.

CONCLUSION

This research was conducted with the aim of analyzing the variables that influence the intention to make a repeat visit to the Floating Market Lembang tourist destination using a sample of 270 respondents. This research was carried out by distributing questionnaires online and offline. To test exploratory factor analysis in this research using SPSS software. Apart from that, researchers also use AMOS to test confirmatory factor analysis when processing research data. The information used is primary data regarding the marketing strategy of a destination by creating memorable experiences for tourists, tourist satisfaction, destination image for tourists, tourist loyalty, and tourist intentions. to make a return visit to the destination. The following is the conclusion of the analysis. The hypothesis statement H1 is accepted. The experiential marketing variable has a positive and significant influence on tourist satisfaction. This is evident from the C.R. value. (critical ratio) of 10.101 which is greater than 1.96. These findings provide evidence that the memorable experiences felt by tourists through those provided by the destination can provide satisfaction for the tourists themselves. The hypothesis statement H2 is accepted. The experiential marketing variable has a positive and significant influence on destination image. This is evident from the C.R. value. (critical ratio) of 4.230 which is greater than 1.96. These findings provide evidence that real experiences felt by tourists can build a good image for a destination. The hypothesis statement H3 is accepted. The experiential marketing variable has a positive and significant influence on destination image. This is evident from the C.R. value. (critical ratio) of 3.801 which is greater than 1.96. These findings provide evidence that memorable



experiences felt by tourists can make tourists loyal to a destination by providing a positive response to that destination. The hypothesis statement H4 is accepted. The tourist satisfaction variable has a positive and significant influence on revisit intention. This is evident from the C.R. value. (critical ratio) of 3.572 which is greater than 1.96. These findings provide evidence that the satisfaction felt by tourists during their first visit can increase tourists' intention to make a return visit to a destination. The hypothesis statement H5 is accepted. The destination image variable has a positive and significant influence on revisit intention. This is evident from the C.R. value. (critical ratio) of 5.175 which is greater than 1.96. These findings provide evidence that a good and positive image of a destination can encourage tourists to visit again in the future. The hypothesis statement H6 is accepted. The tourist loyalty variable has a positive and significant influence on revisit intention. This is evident from the C.R. value. (critical ratio) of 5.854 which is greater than 1.96. These findings provide evidence that the loyal attitude of tourists can make tourists have the intention to return to a destination in the future.

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