



## THE EFFECT OF EXPERIMENTAL MARKETING ON REVISIT INTENTION TOURISTS IN MANDEH ISLAND TOURISM OBJECT, PESISIR SELATAN REGENCY

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### Abstract

The aims of this study is to analyze the influence of sense, feel, think and act on the interest of tourists visiting Mandeh Island tourism object in Pesisir Selatan Regency. This research is a type of causative research. The population in this study is the tourist in Mandeh Island tourism object. Purposive sampling was used to take a sample, there are 100 people chosen as a sample by using the William G. Cochran formula. The data analysis technique used is multiple regression analysis using the SPSS program. The results of the study based on multiple regression analysis showed that the variables of sense, feel, think and act had a significant effect on the interest of tourists visiting Mandeh Island tourism object.

**Keywords:** Interest in revisiting, *Sense, Feel, Think, and Act.*

### INTRODUCTION

The development of potential / tourism in an area can increase Local Government Revenue (PAD) with management that applies the concept of ecotourism. Local Government Revenue which is an illustration of the potential of regional finance in general relies on elements of regional taxes and regional user fees. Pesisir Selatan, geographically very strategic in developing tourism. This is

caused by 4 things: firstly the accessibility is in the Bengkulu cross lane, secondly the climate is cool,

thirdly it has a hilly and mountainous topography that has many rivers, seas, waterfalls, and with natural characteristics, most of which are still quite original.

Pesisir Selatan Regency not only offers historical tourism or culinary tourism, but also natural tourism. Natural tourism in the Pesisir Selatan Regency which is still



natural and fresh is one of the tourist destinations sought by the community to the holiday destination. The natural tourism that has many visitor is Mandeh Island.

Mandeh Island tourism object is a famous tourist attraction with clean and natural sand beaches. The table below shows the number of tourist developments in Mandeh Island tourism object.

**Table 1. Data of Mandeh Island Visitor 2016–2018**

Year	Number of Visitor	Growth Development	%
2016	119.026	-	-
2017	135.559	16.536	13.89%
2018	152.717	17.158	12.65%

Source : <http://PesisirSelatan.bps.go.id>

Although it continues to increase, but seeing the increasing number of other tourism objects does not rule out the possibility that the number of visitors is increasing every year at any time can decrease. Based on the author's observations, given the many other emerging tourist objects with more modern concepts and the lack of tourist satisfaction of Mandeh Island tourism object. The management's lack of attention to the Mandeh Island tourism object can be seen from the many complaints felt by visitors.

Complaints indicate that consumers experience dissatisfaction when visiting the Mandeh Island tourism object. This dissatisfaction will also result in a decrease in interest in tourist return visits. As well as seeing from the lack of sensitivity, the

management does not rule out the possibility that the potentials of the Mandeh Island tourism object that is able to provide a pleasant experience to tourists will decrease so that it can result in the low interest of tourists visiting. Based on the background above, the problems in this study are: 1) The low number of tourists visiting in Mandeh Island tourism object, (2) Lack of manager's sensitivity in meeting the changing demands of customers, (3) Lack of environmental cleanliness of the island tourism management Mandeh, (4) Lack of transportation facilities to Mandeh Island Beach objects.

## REVIEW OF RELATED LITERATURE

High repurchase interest reflects a high level of satisfaction from consumers when deciding to consume a product or service. Repurchase interest arises after consumers gain satisfaction with certain products or services, so that consumers have the desire or interest to consume or make repurchases.

Interest is a sense of preferring something and a sense of interest in a thing or activity based on self-awareness, [1] [2] are repurchase intentions and consumers' actions to repurchase a product are a description of the satisfaction received in accordance with what is desired from a product. [3] repurchase intention is a purchase activity carried out more than once or several times. Meanwhile, according to Corin et al., Quoted in [4] the notion of repurchase interest is customer behavior in which the customer responds positively to what has been given by a company and is



interested in making a return visit or re-consenting the company's products. Furthermore [5] repurchase interest is a purchase interest based on the purchase experience that has been done in the past. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product. [6] that in general the demand for tourism is the number of people who travel using tourism facilities as long as they are in the right place and not where they live. According to [7], demand in tourism can be divided into two, namely: potential demand and actual demand. Potential demand is a number of people who have the potential to travel. Whereas actual demand is people who are traveling in a tourist destination. Experiential marketing is an approach used by companies to create more experiences with consumers.

Experiential marketing itself is defined by [8] states, what they want is a product, communication and marketing campaigns that dazzle their senses, touch their hearts, and stimulate their minds. It can be concluded that experiential marketing is an ability of a product or service in offering emotional experiences to touch the hearts and feelings of customers. Experiential marketing can be used for a number of situations, such as raising a brand that has gone down, differentiating a product, creating an image and identity of a company, promoting an innovation and also to encourage purchase loyalty.

According to [9], sense can create a sensory experience through the senses of

sight, sound, touch, feeling and smell that gives the impression of beauty, pleasure, satisfaction through the presence of stimuli (stimuli), processes and consequences (consequences). [10] feel can touch inner feelings and emotions, with the aim of generating effective experiences so that there is a sense of pride and happiness in consumers. Next, feel is the performance of a product or service in touching feelings or emotions to evoke effective experiences. Feel marketing does not only offer features and benefits of a product, but feelings that arise from the minds of consumers or visitors when consuming a product. According to Schmitt in [11], think is a type of experience that aims to create cognitive, which invites consumers to think creatively. Think also invites consumers to think convergent and divergent. Thinking aims to influence customers to engage in creative thinking and create awareness through thought processes that have an impact on re-evaluation of the company, its products and services.

According to [9], the act aims to influence interactions, consumers' physical experiences, lifestyles and also experiences that occur as a result of interactions with others. [12]act marketing is one way to shape customer perceptions of the product and service concerned. Act marketing is designed to create consumer experiences in relation to physical body, lifestyle and interactions with others.

## RESEARCH METHOD

The type of this research is causative research. In this study the population was



taken all visitors of Mandeh Island, Pesisir Selatan Regency, whose numbers were unknown. Purposive sampling was used to take a sample, there are 100 people chosen as a sample by using the [13] formula. The data analysis technique used is multiple regression analysis using the SPSS program. This type of research data in this study uses primary data and secondary data. Data collection techniques in this study were carried out through questionnaires and documentation. The research instrument in this study was Likert scale questionnaire. Before the questionnaire is used the validity and reliability tests are carried out. Based on the results of the validity and reliability test using the SPSS 23 program for 20 statement items from 30 respondents, an invalid statement was obtained. The items are derived from act variables, namely in statement 3. Data analysis techniques in research using multiple regression analysis. Then the hypothesis test is done with the t test and the significance  $\alpha = 0.05$ .

## RESULT AND DISCUSSION

Before using multiple regression analysis, the prerequisites are normality test, multicollinearity test and heterokedasticity test. From the normality test the results are obtained that the data is normally distributed. From the multicollinearity test it was concluded that there were no multicollinearity problems among the independent variables in the regression model that was formed. While the heterokedasticity test results concluded that no symptoms of homokedasticity or regression equations meet the assumption of

heterokedasticity. From the test results are eligible to use multiple regression analysis. The results of multiple regression analysis can be seen in the image below:

**Table 2. Results of Multiple Regression Analysis**

Variabel	Regression Coeffisien		t <sub>count</sub>	Sig.
	B	Std. Error		
(Constant)	1.318	1.359	.969	.335
X1	.160	.097	2.089	.024
X2	.130	.140	2.517	.035
X3	-.264	.102	-2.586	.046
X4	1.194	.153	7.792	.016
R <sup>2</sup>		0.448		
Sig.F		0.000		

*Source : Data Primer 2020 (Processed)*

## DISCUSSION

### 1. The Influence of Sense on the Interests of Visiting Tourist Attractions in Mandeh Island, Pesisir Selatan Regency.

Based on the results of the study note that sense has a significant effect on the interest of tourists visiting Mandeh Island Tourism Object, Pesisir Selatan Regency. This means that the sense variable is a meaningful and important variable positively in influencing the interest of revisiting the Mandeh Island Tourism Object in Pesisir Selatan Regency because it has a significance value under 5% (Sig. 0.024 < 0.05), this value also means that the conclusions are proven the sample can be applied to the population. Based on the results of the study it can be seen the regression coefficient of 0.160 with a tcount



of 2.293 (Sig. 0.024 <0.05) indicating that sense significantly influences the interest in revisiting the Mandeh Island Tourism Object in Pesisir Selatan Regency. This means that if the cleanliness of Mandeh Island Tourism Objects is getting better, then the interest of tourists visiting will also increase. In the descriptive research results sense variables found that the level of achievement of respondents was 81.84% with an average score of 4.092. This means that in this study tourists stated that Mandeh Island Tourism Object has beautiful beach and sand scenery, then the air around the tourist attraction is fresher than other tourist objects.

This finding is in line with [14], "Sense marketing is one way to touch the emotions of consumers through experiences that consumers can obtain through the five senses (eyes, ears, tongue, skin, and nose) that they have through products and services. [15], states that" Sense for consumers functions to differentiate a product from other products, to motivate buyers to act, and to shape the value of the product or service in the minds of consumers.

The results of this study are relevant to the research of [14], who found that sense has a positive effect on the variable of interest in return visits. This research is relevant to [16], [17]research which states that experiential marketing has a significant effect on the intention to visit again where the five dimensions of experiential marketing enable the formation of a desire to visit in the future.

## **2. The Influence of Feel on the Interests of Visiting Tourist Attractions in Mandeh Island, Pesisir Selatan Regency**

Based on the results of the study note that the feel has a significant effect on the interest of tourists visiting Mandeh Island Tourism Object, Pesisir Selatan Regency. This means that the feel variable is a significant and positively important variable in influencing the interest on it because it has a significance value under 5% (sig. 0.035 <0.05), this value also means that the conclusions are proven the sample can be applied to the population. Based on the results of the study it can be seen that the feel has a regression coefficient of 0.130 with a tcount of 2.138 (Sig. 0.035 <0.05) and has a positive influence or direction on the interest of revisiting the Mandeh Island Tourism Object in Pesisir Selatan Regency. This means that if the service of the manager of the Mandeh Island Tourism Onject is getting better, then the interest of tourists visiting will also increase. In the results of the descriptive feel variable research it was found that the average level of respondents' achievement was 82.88% with an average score of 4.144. This means that in this study tourists feel that Mandeh Island Tourism Object is able to provide a positive mood, feeling calm, happy and comfortable when visiting.

This is in line with [14]the element of feel includes about moods and positive feelings or emotions. "Affective experiences are experiences of levels, that is, different feelings of intensity, ranging from mild positive feelings or negative mood states to



high emotions. Experience can be a marketing idea that influences effectively by understanding deeply the emotions and moods that can generate happiness or even sadness. This study supports the research of [14], finding that the feel has a significant effect on repurchases. Likewise the results of research [16], and [4] which states that the feel has a significant effect on repurchase.

### **3. The Influence of Thinking on the Interests in the Visit of Tourist Attractions in Mandeh Island, Pesisir Selatan Regency.**

Based on the results of the study note that think has a significant effect on the interest of tourists visiting Mandeh Island Tourism Object, Pesisir Selatan Regency. This means that the think variable is a significant and positively important variable in influencing the interest in revisiting the Mandeh Island Tourism Object in Pesisir Selatan Regency because it has a significance value under 5% (sig. 0.046 <0.05), this value also means that the conclusions are proven the sample can be applied to the population.

Based on the results of this study, it can be seen that think has a regression coefficient of 0.214 with a  $t_{count}$  of 2.018 (Sig. 0.046 <0.05) and has a positive influence or direction on the interest of revisiting the Mandeh Island Tourism Object in Pesisir Selatan Regency. This means that if the manager provides the information desired by tourists regarding the Mandeh Island Tourism Object, it will increase the interest in revisiting. From the results of a descriptive study of think

variables it was found that the average level of respondent achievement was 85.85% with an average score of 4.29. This means that in this study tourists feel that Mandeh Island Tourism Object is a more interesting tourist attraction and has beautiful caves compared to other tourist objects.

This result is also supported by the study from [14], the purpose of think is to encourage consumers to participate in the process of collaboration and creative thinking, which will have an impact on re-evaluation of a product and company. Furthermore [18] which states that "sense experience is defined as an effort to create experiences related to the five senses through sight, sound, touch, taste, and smell". Thus it can be said the purpose of the feel experience is to move emotional stimuli (events, agents, objects) as part of feel strategies so that they can affect the emotions and moods of consumers. Think can have a positive or negative influence on the interest of tourists visiting. When the manager is able to create surprises and attract tourists, it will give a positive influence on the interest of a return visit, but if it is not able to attract tourists both in terms of waiters and a surprise that makes Mandeh Island Tourism Object different from other tourist objects, it will have a negative effect on interest in revisiting. This research is relevant to the research of [14], [19] and [16] which states that think has a significant effect on repurchase interest.

### **4. The Influence of Act on the Interests in the Visit of Tourist Attractions in Mandeh Island, Pesisir Selatan Regency**



Based on the results of the study note that the act has a significant effect on the interest of tourists visiting Mandeh Island Tourism Object, Pesisir Selatan Regency. This means that the act variable is a meaningful and important variable positively influencing the interest in revisiting the Mandeh Island Tourism Object in Pesisir Selatan Regency, because it has a significance value of under 5% (sig.  $0.016 < 0.05$ ), this value also implies that the conclusions proven at the sample can be applied to the population.

Based on the results of the study it can be seen that the act has a regression coefficient of 0.258 with  $t_{\text{count}} 2.445$  (Sig.  $0.016 < 0.05$ ) and has a positive influence or direction on the interest of revisiting the Mandeh Island Tourism Objects in Pesisir Selatan Regency. This means that if the manager gives the information desired by tourists regarding the Mandeh Island Tourism Object, it will increase the interest in a revisit. Based on the value of the regression coefficient, the act is the most dominant variable in influencing the interest in the Mandeh Island Tourism Object in Pesisir Selatan Regency. In the act variable descriptive research results it was found that the respondent's achievement level was 73.7% with an average score of 3.69. This means that the tourists feel that outbound rides are more interesting than other games in Mandeh Island Tourism Objects.

This finding is also consistent with the study from [9], the Act aims to influence interactions, physical experiences, lifestyles and also experiences that occur as a result of

interactions with other people. " Act is designed to create consumer experiences in relation to physical body, lifestyle and interactions with others. When the act is able to influence the involvement and behavior of tourists, it will have a positive impact on repurchase interest. This study also supports the results of research [14], [6], [16], that the act has a significant effect on the interest in a visit.

## CONCLUSION AND SUGGESTIONS

### a. Conclusion

Based on the results of data processing and discussion of the results of research conducted through multiple regression analysis between experiential marketing independent variables to the dependent variable of interest in the tourist visit of Mandeh Island Tourism Objects, the following conclusions can be drawn:

Sense variable significantly influences the interest of tourists visiting the Mandeh Island Tourism Object. This means, the greater sense of influence felt by tourists, the higher interest of his revisiting.

Feel variable has a significant effect on the interest of tourists to visit Mandeh Island Tourism Objects. This means, the greater influence of feel felt by tourists, the higher interest in revisiting. The think variable has a significant effect on the interest of tourists visiting the Mandeh Island Tourism Area. This means, the greater influence of think felt by tourists, the higher interest in revisiting.

Act variable has a significant effect on the interest of tourists to visit Mandeh



Island Tourism Objects. This means, the greater influence of the act felt by tourists, the higher the interest of revisiting.

### b. Suggestions

Based on the lowest TCR value, the researchers suggest the following:

1. The management is expected to pay more attention to the cleanliness of the environment in Mandeh Island Tourism Object, it can be increased the interest of tourists visiting.

2. The management is expected to be able to provide maximum service, it can be provided a feeling of calm for the tourists.

3. The management is expected to be able to inform well the things that tourists want to know about attractions in order to have a positive influence on the interests of a return visit.

4. Improving services and promotions on other types of outbound in Mandeh Island Tourism Object, so that the existing facilities can be utilized optimally.

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