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Does experiential marketing effect on tourist satisfaction?

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Abstract--Tourist satisfaction is important for a tourism business venture, and satisfaction can be obtained if visitors get a memorable experience when visiting a tourist attraction. Therefore, it is necessary to try in marketing strategy through experiential marketing so that visitors get satisfaction. This study aims to analyze how experiential marketing influences tourist satisfaction at Toya Devasya Natural Hot Spring. This type of research is quantitative descriptive using multiple linear regression analysis. The population in this study were all visitors who came to Toya Devasya Natural Hot Spring with a sample of 100 respondents. The data collection method was by conducting observations and distributing questionnaires based on a Likert scale of 1 to 4. The sampling technique used purposive sampling. The results of this study indicate that experiential marketing has a significant effect on tourist satisfaction. Toya Devasya Natural Hot Spring has an experience obtained by tourists with the five senses, the quality of service provided by the manager, and interesting educational activities, so that it can create satisfaction because it provides a meaningful and memorable experience. This shows that Toya Devasya Natural Hot Spring has succeeded in creating an attractive and interactive environment for the community.

Keywords---Experiential marketing, Tourist Satisfaction, Hot Spring, Natural Hot Spring, Bali.

Introduction

Attractions are the main capital or main source of tourism. Attractions are also referred to as significant components in attracting tourists (Suwena et al, 2010). Tourist attractions have value and beauty in the form of diversity that has its own uniqueness, both uniqueness in cultural wealth and human-made products that are aspects of attraction and become tourist destinations to visit, and encourage tourists to visit the tourist attractions.

Seeing the potential for tourism that is quite diverse, it makes the managers of these tourist attractions need to create the right marketing strategy so that they can compete in the tourism industry. Marketing strategies that can design, observe, practice, supervise, and which can make a tourist attraction able to create an impressive experience for visitors, both in the form of sensory experiences, emotional experiences and mental experiences. As well as assessing activities designed to meet the needs and expectations of tourists and the goals of the managers of tourist attractions. Marketing techniques that strive to create consumer experiences are experiential marketing. Andreani (2007), revealed that the implementation of experiential marketing strategy is carried out with the aim of touching the customer experience and providing a positive and impressive perception. This unforgettable experience is expected to be valuable for tourists and can provide its own value to the experience or service offered. Therefore, this strategy is considered effective in marketing any product or service.

According to Schmitt (1999), experiential marketing is a process of offering products and services by marketers to consumers by stimulating consumer emotions that produce various experiences for consumers. In experiential marketing, five elements are needed, namely (1) Think, (2) Feel, (3) Sense, (4) Act, and (5) Relate. Wu & Tseng (2015) explain that experiential marketing is an important factor in realizing an increase in customer satisfaction effectively. Zena & Hadisumarto (2012) also put forward the same research results, namely that experiential marketing has a significant influence on customer satisfaction.

So it can be concluded that experiential marketing can have a relationship in influencing the emotions of tourists when visiting Toya Devasya Natural Hot Spring because tourists will feel the experience while at Toya Devasya Natural Hot Spring. And with experiential marketing it is very useful to create tourist satisfaction because the company can touch the emotions of each customer for the service that has been felt. Visitor satisfaction according to Kotler & Keller (2021) is a feeling of pleasure or disappointment of a person that arises because of comparing the perceived performance of the product (or results) to their expectations. The phenomenon of experiential marketing in creating tourist satisfaction is very supportive of each other. This study was conducted to analyze the influence of experiential marketing at Toya Devasya Natural Hot Spring in creating tourist satisfaction.

Research Method

The method used in this study is quantitative descriptive. The population in this study were all tourists who visited Toya Devasya Natural Hot Spring during the period January 2024 to March 2024 totaling 240,907 populations. The sampling technique used the purposive sampling technique, which is a method of sampling from the population based on certain criteria set by the researcher, namely, tourists who have visited Toya Devasya Natural Hot Spring at least once and are over 20 years old because it is based on the consideration that tourists with that age are considered to have emotional maturity and think in understanding the contents of the questionnaire. The sample in this study amounted to 100 respondents. The data collection method was carried out by distributing questionnaires with a Likert scale of 1 to 5.

The data obtained from the questionnaire results will be processed using the SPSS version 27 program. In the SPSS 27 program, the questionnaire data will be tested such as validity tests and reliability tests to ensure that the data obtained is worthy of undergoing regression tests. In addition, hypothesis testing in this study was also carried out by looking for the F Test, T Test, and Determination Coefficient Test to produce how much influence there is between variables on tourist satisfaction at Toya Devasya Natural Hot Spring.

Result and Discussion

Based on the results of the processed data, it can be said that the results of the Determination Coefficient test show that experiential marketing has an influence on tourist satisfaction of 90.4% and the remaining 9.6 is influenced by other variables. The sense variable has a significant value of 0.041, which means that the significant value is smaller than 0.05, so that sense has a significant effect on tourist satisfaction because tourists get an interesting sensory experience such as, tourists can feel the visual sensation of cultural exhibitions and beautiful garden decorations, hear the sounds of music from musical performances, smell the aroma of books, coffee, and grass from the reading room, tenants, and trees available, and feel the touch of books and grass. This sensory experience increases feelings of satisfaction because it creates an emotional and pleasant bond for tourists. Referring to the results of Yang's research (2009) that sense is a factor that shows a significant relationship to consumer satisfaction. Therefore, in this study, the sense dimension influences tourist satisfaction at Toya Devasya Natural Hot Spring because it successfully touches consumer emotions through the experiences obtained by tourists with the five senses (sight, hearing, taste, touch, and smell).

The feel variable has a significant value of 0.000, which means the significant value is less than 0.05, so feel has a significant effect on tourist satisfaction at Toya Devasya Natural Hot Spring because it can arouse positive emotions, such as joy, admiration, and a sense of connection with nature spring. This emotional experience will be imprinted in the memory of tourists and can shape their perceptions of the quality of their visit, as well as affect the level of tourist satisfaction. Based on the results of the study by Tetanoe & Dharmayanti (2014), what influences customer satisfaction is increasingly satisfied with their

experiences and feelings with the strongest contribution being the feel dimension. Therefore, in this study, the feel dimension influences tourist satisfaction at Toya Devasya Natural Hot Spring because the service provided by Toya Devasya Natural Hot Spring can provide comfort and pleasure to tourists when they are at Toya Devasya Natural Hot Spring.

In the think variable, it has a significant value of 0.000, which means that the significant value is less than 0.05, so that think has a significant effect on tourist satisfaction at Toya Devasya Natural Hot Spring. This is due to meaningful learning experiences, critical thinking opportunities, fulfillment of intellectual needs, and innovative experiences. This positive experience creates satisfaction for tourists who seek experiences through the thinking process. Research conducted by Megawati & Christiany (2016) shows that think has a positive and significant effect on consumer satisfaction at the Sheraton VIP Club. Therefore, in this study, the think dimension affects tourist satisfaction at Toya Devasya Natural Hot Spring because the activities held at Toya Devasya Natural Hot Spring can provide new experiences and increase the knowledge of tourists who participate in these activities. Good educational activities and relevant and interesting materials will stimulate tourists' thinking, making them feel satisfied because they feel they get added value from their visit.

In the act variable, it has a significant value of 0.000, which means that the significant value is less than 0.05, so that act has a significant effect on tourist satisfaction at Toya Devasya Natural Hot Spring. This is because active participation, entertainment and recreation experiences, social interactions, and pleasant and memorable experiences create satisfaction for tourists who come to visit Toya Devasya Natural Hot Spring. Research conducted by Kuo et al (2009) shows that the act in which is applied by Hot-Spring Hotel has a direct impact on Hot-Spring Hotel consumer satisfaction. Therefore, in this study, the act dimension affects tourist satisfaction at Toya Devasya Natural Hot Spring because it offers various activities and programs, giving tourists more choices to have activities that suit their interests and preferences. The ability to have control over their visit experience will provide a feeling of satisfaction, because tourists can adjust their visit according to their own wishes. As well as influencing the habits and lifestyles of tourists because they get a deep and meaningful learning experience. The relate variable has a significant value of 0.000, which means the significant value is less than 0.05, so relate has a significant effect on tourist satisfaction at Toya Devasya Natural Hot Spring. This is due to the connectedness with a community, interaction with the local community, opportunities to share experiences, interactions with fellow visitors, thus creating satisfaction for tourists who come to visit Toya Devasya Natural Hot Spring. In the results of Kuo et al's (2009) study, it was found that relate in which was applied by Hot-Spring Hotel had a direct impact on Hot-Spring Hotel consumer satisfaction. Therefore, in this study, the relate dimension affects tourist satisfaction at Toya Devasya Natural Hot Spring because this park is a place where tourists can share their nature spring experiences with others. Tourists can exchange stories about the books they read, favorite authors or inspiring experiences related to nature spring. This opportunity to share experiences creates a sense of togetherness that can increase the level of tourist satisfaction.

Conclusion

The results of the Determination Coefficient test show that experiential marketing has an influence on tourist satisfaction of 90.4% and the remaining 9.6 is influenced by other variables. Partial test on the Sense hypothesis 0.041 has a significant effect on tourist satisfaction because it has an interesting sensory experience felt by tourists. The Act Feel, Think and Relate hypothesis of 0.000 has a significant effect on tourist satisfaction because it has activities in the form of social interactions such as entertainment has agile service in this nature spring so that tourists feel well cared for.

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