

# *Analysis of Revisit Intention Tourists for Pasir Tiku Beach (Views of Generation X)*

Hafrizal Okta Ade Putra<sup>\*1</sup>, Mutia Rosiana<sup>2</sup>, Yuni Candra<sup>3</sup>

<sup>1</sup>*Department of Magister Management*

Faculty of Economics and Business, Tamansiswa University Padang  
Padang, West Sumatera, Indonesia  
hafrizaloktaade@gmail.com

<sup>2</sup>*Department of Management*

Faculty of Economics and Business, Tamansiswa University Padang  
Padang, West Sumatera, Indonesia  
mutiacut606@gmail.com

<sup>3</sup>*Department of Management*

Faculty of Economics and Business, Tamansiswa University Padang  
Padang, West Sumatera, Indonesia  
yuni.candra80@gmail.com



**Abstract**--This study aims to determine and analyze the influence of facilities, experience, and accessibility on the intention of tourists to revisit the tourist attraction of Pasir Tiku Beach. The research method used is a quantitative method with a sample size of 100 respondents using the purposive sampling technique. Data analysis techniques were conducted using descriptive analysis, validity tests, reliability tests, multiple linear regression analyses, and hypothesis testing using the t-test, F-test, and determination coefficient ( $R^2$ ) test. Based on the results of the t-test analysis, it shows that facilities, experience, and accessibility have an influence on revisit intention. From the results of the F-test analysis, it is known that facilities, experience, and accessibility together have an influence on the revisit intention. Meanwhile, the results of the determination coefficient test show that facilities, experience, and accessibility contribute to tourists' revisit intention by 62.0%.

**Keywords**--Facilities; Experience; Accessibility; Revisit Intention.

## I. INTRODUCTION

According to Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, tourism is a trip undertaken by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the uniqueness of the tourist attractions visited within a temporary period. West Sumatera has diverse, beautiful, and amazing topography, such as the sea, mountains, valleys, lakes, forests, and unique plain areas. Apart from that, West Sumatera is also rich in culture, ranging from traditions, arts, delicious culinary diversity, and legendary folklore. Thus making the West Sumatera area a

tourist destination. One of them is Pasir Tiku Beach, which is located in South Kenagarian Tiku, Tanjung Mutiara District, Agam Regency.

According to local people's stories, there used to be three islands on Pasir Tiku Beach, namely Tapi Island, Tengah Island, and Ujuang Island. Around the 1980s, coastal conditions at Tiku Beach began to change. It can be seen from the large amount of deposits or sedimentation that connect Tapi Island with the mainland of Pasir Tiku Beach. Coastal communities call it Pasia Maelo, which means sand that is on the island, but over time it moves to fill the waters between Tapi Island and the mainland coast so that it becomes one mainland. As seen today, the area that is a tourist attraction for Pasir Tiku Beach was previously Tapi Island.

Pasir Tiku Beach stretches wide, with a coastline of approximately 1.068.50 meters, and is covered with many pine trees. This beach borders directly on the Indian Ocean and covers an area of three nagari (village levels), namely Nagari Tiku Selatan, Nagari Tiku Utara, and Nagari Tiku V Jorong. Pasir Tiku Beach is a tourist attraction area managed by youth and the local community and is very popular with visitors, especially during the holiday season. Pasir Tiku Beach is an area that has great potential. However, this tourist attraction has not been managed seriously, especially given the available facilities and infrastructure.

This research aims to determine and analyze the factors that influence tourists' intention to revisit the Pasir Tiku Beach tourist attraction in terms of facilities, experience, and accessibility. Repeat visits are a form of tourist loyalty to a destination (Lee et al., 2012). Revisit intention is a behavior that appears as a response to an object (Tjiptono, 2014). Revisit intention shows the desire to make a return visit in the future. According to Baker and Crompton (2000, in Yuniawati and Finardi, 2021), revisit intention is the interest that visitors have in visiting a place within a certain period of time and their willingness to make frequent return visits to that place.

Tourists who want to seek comfort during the process of waiting for services to be implemented will feel more comfortable if the facilities used by tourists are made comfortable and attractive (Tjiptono, 2019). Facilities are a determining aspect of the success of a tourist attraction because their function is to meet the needs of tourists available in the tourist destination area. Tourists' needs, such as public toilets, places to rest, parking, health facilities, and worship facilities, must also be provided at tourist attractions (Isdarmanto, 2017). There are three main facilities at Pasir Tiku Beach, namely prayer rooms, toilets, and rest areas. However, these facilities need to be carefully considered so that everyone who travels to Pasir Tiku Beach feels comfortable. Based on the observations made, it showed poor results, such as a limited number of toilets, not yet separate men's and women's toilets, slum conditions, inadequate toilet buildings, and the location of the toilets and prayer rooms being disorganized.

Apart from the main facilities, there are supporting facilities, which are facilities that, in proportion, are complementary to the main facilities. There are four supporting facilities for the Pasir Tiku Beach tourist attraction, namely playgrounds, street vendors, shelters, and a fish auction place. However, there are only a few playgrounds, and they look boring; there are no souvenir sellers made from local crafts; and the construction of shelters has been neglected. Furthermore, there are only two supporting facilities, namely a parking lot and a food stall or cafe. The condition of the supporting facilities is incomplete, such as missing parking signs, security posts, and information boards; abandoned ticket counters; a lack of rubbish bins; and the unavailability of accommodation.

The experience gained by tourists is also an important part of the success of a tourist attraction. According to Verhoef et al. (2009), the visitor experience is holistic and includes various cognitive, affective, emotional, social, and physical responses from customers towards the company. Visitor experience is related to the level of visitor knowledge about the tourist attraction. The visitor experience is created not only by elements that the company can control (e.g., face-to-face service, company atmosphere, store, and price), but also by elements that are outside the company's control (e.g., influence of other people, destination purchase). In addition, customer experience includes the total experience that includes stages in search, purchase, consumption, and after-sales and very likely involves several distribution channels.

Based on interviews conducted with several tourists, it can be concluded that the attractiveness of Pasir Tiku Beach is, among other things, the view of the beach with clear sea water, calm waves, coral reefs that are visible at low tide, a wide beach area, friendly local people, and the unique local culinary delights offered. However, the cleanliness of the environment around the beach is still poorly maintained. Some visitors complained that cleanliness was not maintained properly. The dirty beach certainly

affects the comfort of tourists who come. Artha (2021) concluded that experience is a comprehensive assessment of an attraction from the perspective of tourists who directly participate in tourist activities. The higher the level of difficulty, the more bored tourists will feel, and the experience will be more enjoyable and interesting. However, when the resistance felt by tourists becomes very strong, the dominant emotions that emerge are feelings of annoyance and frustration.

Next, the question of accessibility is related to ease, comfort, safety, and travel time to reach a tourist attraction. Tourists will feel happy if they can visit a tourist attraction with easy and safe access, although there are also tourists who like things that are challenging. According to Yoeti (1997), accessibility components are categorized into two basic characteristics, namely physical and non-physical properties. Physical accessibility can be categorized as a form of convenience that is available, regarding the availability of transportation network infrastructure and facilities that connect a tourist destination area with the tourist's area of origin, either in the form of scheduled or unscheduled transportation facilities. Easy access has the potential to increase the number of visits.

High accessibility makes it easier for tourists to travel to the desired destination (Patikaisaya, Ihsan, and Sastrawati, 2017). With connectivity, each tourist attraction can be reached or not exceeded when traveling, which can create gaps between tourist attractions. According to Tjiptono (2014), accessibility is an important component of tourism activities. Accessibility or smoothness of people or tourists from one place to another; this movement can be short or long distance. Even though Pasir Tiku Beach can be accessed by means of transportation, there are still several problems. The problems with the accessibility of Pasir Tiku Beach include, among other things, that the condition of the road to Pasir Tiku Beach is narrow, there are many residential alley intersections that make it confusing, the roads are damaged, and there are no drainage channels.

This research is interesting and can be a consideration for tourists, tourist attraction managers, and the government. Based on the description in the introduction, a hypothesis can be put forward in this research, as follows: (1) facilities influence interest in revisit intention; (2) experience influences interest in revisit intention; (3) accessibility influences revisit intention; and (4) facilities, experience, and accessibility together influence revisit intention.

## II. METHODOLOGY

This research was carried out at the Pasir Tiku Beach tourist attraction, Tanjung Mutiara District, Agam Regency, West Sumatra Province. This research was conducted to determine and analyze the influence or relationship between one variable and other variables, which can be divided into independent variables (X) and dependent variables (Y). The independent variables consist of, firstly, facilities (X1), which are facilities and infrastructure that support tourist attraction operations to accommodate all tourist needs and do not directly encourage growth but develop at the same time or after the attraction develops (Spillane, 1994; Rosita, Marhanah, and Wahadi, 2016). The indicators for the facilities used (Spillane, 1994; Rosita, Marhanah, and Wahadi, 2016) include (1) main facilities, namely the facilities needed and experienced while visitors are at a tourist attraction; (2) supporting facilities, namely facilities that in proportion complement the main facilities so that tourists feel at home; and (3) supporting facilities, which are basically facilities that act as the main complement so that you feel more comfortable with the existing atmosphere.

The second independent variable is experience (X2), namely the customer's internal and subjective response as a result of direct or indirect interactions with the changes contained therein (Schwager and Meyer, 2007 in Azis, Suprpto, and Sudaryoto, 2020). Indicators of visitor experience (Schmitt, 2003), include (1) the five senses, namely the experiences a person produces through the five senses; (2) feelings, namely experiences caused by feelings that will give rise to feelings of pleasure with friendliness and good service from the tourist attraction; (3) thinking, namely the experience caused by the thinking process of creating value for consumers by involving them creatively in creating cognitive aspects; (4) action, namely the experience caused by the action process which is an action carried out to produce something; and (5) relationships, namely experiences caused by relationships with other parties, which are interactions carried out by someone in forming a community.

Next, the third independent variable in this research is accessibility (X3), namely the location that is traversed or easy to reach by means of transportation (Tjiptono, 2014). The indicators of accessibility (Tjiptono, 2014) are as follows: (1) distance, namely the time required to travel to an area or object; (2) access to the location, namely the place to be visited within a certain period of time and with a certain purpose; (3) transportation, namely the vehicle or equipment used to visit the location; and (4) traffic flow, namely the measurable conditions of traffic that will be passed (speed, density, and condition of the road being traversed).

Meanwhile, the dependent variable in this research is revisit intention (Y), namely the visitor's strong desire to return to visit in the future as a direct response after a visit at a certain time (Sopyan, 2015). There are indicators of revisit intention used in this research (Sopyan, 2015), including (1) interest in revisiting; (2) providing recommendations to others; and (3) the reputation of the tourist attraction in the eyes of visitors.

The population in this study were all visitors to the Pasir Tiku Beach tourist attraction (unknown number) who came from various educational backgrounds, professions, income levels, number of previous visits, and domicile of origin. The number of samples in this research was 100. The sampling technique used was the purposive sampling technique, with the criteria: (1) generation X (born in 1965–1980), minimum age 42 years and maximum age 57 years; (2) come from outside Agam Regency; (3) have visited more than once; and (4) have their own income.

This type of research is explanatory research, and the methodology used is a quantitative method. Data collection techniques were carried out by conducting observations, literature studies, and questionnaires. Furthermore, data analysis techniques were carried out using descriptive analysis, validity tests, reliability tests, multiple linear regression analyses, as well as hypothesis testing using the t test, F test, and coefficient of determination ( $R^2$ ) test (Sugiyono, 2016).

### III. RESULTS AND DISCUSSION

#### A. Descriptive Analysis

The highest Respondent Achievement Level (RAL) in the facility variable is found in statement items number 1, 2, 4, and 9, namely "The facilities available in the Pasir Tiku Beach tourist attraction area are complete," "Toilets available at the Pasir Tiku Beach tourist attraction in the condition is clean," "The playground at the Pasir Tiku Beach tourist attraction is liked by visitors," and "I feel that the facilities available at the Pasir Tiku Beach tourist attraction are easy to find, with a RAL value of 86% (good category). Meanwhile, the lowest RAL is found in statement number 7, namely "Pasir Tiku Beach tourist attraction has a large parking area," with a RAL value of 83.8% (good category). Overall, the RAL of the facility variable is in the good category, with an average value of 85.4%.

The highest RAL on the experience variable is found in statement number 2, namely "At the Pasir Tiku Beach tourist attraction, I felt a gentle breeze," with a RAL value of 95.8% (very good category). Meanwhile, the lowest RAL was found in statement item number 10, namely "I went around the Pasir Tiku Beach tourist attraction on foot," with a RAL value of 80.2% (good category). Overall, the RAL for the experience variable is in the good category, with an average value of 83.7%.

Next, the highest RAL for the accessibility variable is in statement number 6, namely "The road to the Pasir Tiku Beach tourist attraction can be accessed by car," with a RAL value of 91.6% (very good category). Meanwhile, the lowest RAL is in statement item number 3, namely "There is an area signboard at the T-junction on the road to Pasia Tiku Beach," with a RAL value of 82% (good category). Overall, the RAL for the accessibility variable is in the good category, with an average value of 86.1%.

Furthermore, the highest RAL for the variable revisit intention was found in statement item number 1, namely "I am interested in revisiting the Pasir Tiku Beach tourist attraction," with a RAL value of 89.2% (good category). Meanwhile, the lowest RAL is found in statement number 6, namely "Recommendations made by telling directly about the Pasir Tiku Beach tourist attraction," statement number 7, namely "Before deciding to go to the Pasir Tiku Beach tourist attraction, I compared it with other tourist attractions," and statement number 9, namely, "The Pasir Tiku Beach tourist attraction is the best choice among other tourist attractions," with a respective RAL value of 83.2% (good category). Overall, the RAL for the revisit intention variable is in the good category with an average value of 86.4%.

#### B. Validity Test and Reliability Test

A statement is declared valid if the corrected item-total correlation value is above 0.300. Based on the results of the validity test, it can be seen that the 9 statement items regarding the facility variable have a corrected item-total correlation value between 0.617 - 0.768, meaning that all statements are declared valid. Next, 15 statement items regarding the experience variable have a corrected item-total correlation value between 0.522 - 0.811, meaning that all statements are declared valid. A total of 12 statement items regarding the accessibility variable have a corrected item-total correlation value between 0.424 - 0.748, meaning that all statements are declared valid. Furthermore, the 9 statement items regarding the revisit intention variable have a corrected

item-total correlation value between 0.521 - 0.729, meaning that all statements are declared valid. Thus, all statements in this research variable can be used for further testing.

A variable is said to be reliable if the Cronbach's alpha value is > 0.600. Based on the results of the reliability test, the Cronbach's alpha value of the facility variable is 0.920, the experience variable is 0.942, the accessibility variable is 0.897, and the revisit intention variable is 0.879. The four variables are said to be reliable because the reliability test is greater than 0.600.

**C. Multiple Linear Regression Analysis**

Based on data analysis using the SPSS 22.0 program, the results of the multiple linear regression equation can be obtained as follows:  $Y = 10.601 + 0.281X_1 + 0.092X_2 + 0.235X_3 + e$ . The regression equation shows the relationship between the independent variable and the dependent variable partially.

**D. Hypothesis Testing**

The t test results can be seen in Table 1 below :

Table 1. t Test Results

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,601	2,297		4,615	,000
	Facilities (X <sub>1</sub> )	,281	,083	,361	3,404	,001
	Experience (X <sub>2</sub> )	,092	,038	,191	2,439	,017
	Accessibility (X <sub>3</sub> )	,235	,075	,338	3,121	,002

a. Dependent Variable: Revisit intention (Y)

Source: Processed data, 2022

Based on Table 1, it can be explained as follows :

1. The facility variable has a positive and significant effect on the revisit intention variable. This can be seen from the significant value of  $0.001 < 0.05$ . The value of  $t_{table} df = n - k = 100 - 4 (1.660)$ , so the value of  $t_{count} > t_{table} (3.404 > 1.660)$ .
2. The experience variable has a positive and significant effect on the revisit intention variable. This can be seen from the significant value of  $0.017 < 0.05$ . The value of  $t_{table} df = n - k = 100 - 4 (1.660)$ , so the value of  $t_{count} > t_{table} (2.439 > 1.660)$ .
3. The accessibility variable has a positive and significant effect on the revisit intention variable. This can be seen from the significant value of  $0.002 < 0.05$ . The value of  $t_{table} df = n - k = 100 - 4 (1.660)$ , so the value of  $t_{count} > t_{table} (3.121 > 1.660)$ .

The results of the F test can be seen in Table 2 below :

Table 2. F Test Results

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	842,867	3	280,956	54,806	,000 <sup>b</sup>
Residual	492,133	96	5,126		
Total	1335,000	99			
a. Dependent Variable: Revisit intention					
b. Predictors: (Constant), a, p, f					

Source: Processed data, 2022

Based on Table 2, it can be seen that Fcount is 54.806 with Ftable values  $df_1 = k - 1 (4 - 1 = 3)$  and  $df_2 = n - k (100 - 4 = 96)$  of 2.70 and a significance level of  $0.000 < 0.05$ . So it can be concluded that the facility variable, experience variable, and accessibility variable together have a positive and significant effect on the revisit intention variable.

E. Determination Coefficient Test ( $R^2$ )

Based on the results of the coefficient of determination test, there is an adjusted R-square value of 0.620. This means that the facility variable, experience variable, and accessibility variable can contribute to or influence the revisit intention variable by 62%. The remaining 38% is explained by other variables not examined in this study.

F. The Influence of Facilities on Revisit Intention

Facilities have a positive and significant effect on tourists' intention to revisit the Pasir Tiku Beach tourist attraction. Overall, the RAL of the facility variable is in the good category, with an average value of 85.4%. Facilities have a strong relationship with interest in repeat visits because the availability of good facilities will provide convenience and comfort for visitors to enjoy the Pasir Tiku Beach tourist attraction. According to Tjiptono (2014), facilities are physical resources that must exist before a service can be offered to consumers. Facilities can also be anything that makes it easier for consumers to obtain satisfaction. Because a form of service cannot be seen, cannot be smelled, and cannot be touched, the physical form aspect becomes important as a measure of service. Tourist attractions that have adequate facilities and fulfill tourists' desires can generate interest in repeat visits by tourists and attract more tourists.

According to Rossadi (2018), facilities are a service provided by a tourist attraction to support the activities of tourists visiting a tourist attraction. Facilities are important things that need to be considered to develop tourism (Sammeng, 2001). Tourist facilities can increase tourist visitors, and tourists can travel for a relatively long time. Facilities have a very good influence on supporting the activities of tourists who visit the Pasir Tiku Beach tourist attraction; adequate facilities and meeting service standards can satisfy visitors and will attract visitors to make repeat visits in the future to the Pasir Tiku Beach tourist attraction.

G. The Influence of Experience on Revisit Intention

Experience has a positive and significant effect on tourists' intention to revisit the Pasir Tiku Beach tourist attraction. Overall, the RAL of the experience variable is in the good category, with an average value of 83.7%. Experience has a strong relationship with interest in repeat visits because a pleasant experience will give a good impression to every tourist who visits. Schmitt (2003) suggests that experience is an event that occurs in response to some stimulus. The memorable experiences provided by the Pasir Tiku Beach tourist attraction, such as tranquility, comfort, safety, and beauty, can attract visitors to make repeat visits in the future.

Good experiences from previous tourists can also have an impact on increasing the number of tourist visits in the future. The experience felt by visitors at a tourist attraction is very important. This is because with this experience, visitors can determine



the best tourist attraction and will visit again. If visitors have a pleasant experience, it will make them feel satisfied. On the other hand, if visitors have an unpleasant experience, they will feel reluctant to come back.

### H. The Influence of Accessibility on Revisit Intention

Accessibility has a positive and significant effect on tourists' revisit intentions for the Pasir Tiku Beach tourist attraction. Overall, the RAL for the accessibility variable is in the good category, with an average value of 86.1%. Accessibility has a strong relationship with repeat visitor interest because accessibility is an important requirement for a tourist attraction. Adequate accessibility can attract visitors to make repeat visits and increase the number of visits in the future to the Pasir Tiku Beach tourist attraction. According to Yoeti (1997), tourism depends a lot on transportation and communication because distance and time factors greatly influence a person's desire to travel.

Accessibility is anything that can make it easier for tourists to come to visit a tourist destination. It can be concluded that accessibility is important in tourism activities. All kinds of transportation or transportation services are crucial factors in tourism. On the other hand, access is also associated with the ease of moving from one area to another. If an area does not have adequate accessibility, such as airports, ports, and roads, then no tourists will want to come. If an area has tourism potential, adequate accessibility must be provided so that the area can be visited by tourists.

### I. The Influence of Facilities, Experience, and Accessibility on Revisit Intention

Facilities, experience, and accessibility together have a positive and significant influence on tourists' intentions to revisit the Pasir Tiku Beach tourist attraction. Overall, the RAL for the repeat visit interest variable is in the good category with an average value of 86.4%. The results of the coefficient of determination test show that the adjusted R-square value is 0.620. This means that facilities, experience, and accessibility can contribute to or influence the revisit intention of tourists to the Pasir Tiku Beach tourist attraction by 62%. The remaining 38% is explained by other variables not examined in this study. The desire of tourists to revisit a tourist attraction is proof that they have a good impression and a sense of pleasure or satisfaction with the facilities, experience, and accessibility of the tourist attraction they visited.

## IV. CONCLUSIONS

Based on the results of the research that has been carried out, the following conclusions can be drawn: (1) facilities have a positive and significant effect on revisit intention; (2) experience has a positive and significant effect on revisit intention; (3) accessibility has a positive and significant effect on revisit intention; and (4) facilities, experience, and accessibility together have a positive and significant effect on revisit intention. This research can have implications for tourist behavior, the professionalism of tourist attraction managers, as well as the attention and role of the government towards tourist attractions in the area.

It is hoped that the management of the Pasir Tiku Beach tourist attraction will always improve facilities, experience, and accessibility for tourists. These three factors are the main needs of every visitor. Parking areas, the beauty of the beach atmosphere, as well as improving cleanliness, comfort, and security for tourists, need to be considered. Next, the condition of road access, directions to tourist attractions, and information boards can also encourage visitors' desire to revisit the Pasir Tiku Beach tourist attraction in the future. Furthermore, the participation of various interested parties, including the government in the form of policies and budgets to improve facilities and accessibility supporting tourist attractions, as well as tourists themselves, must have the awareness to maintain cleanliness or not litter.

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