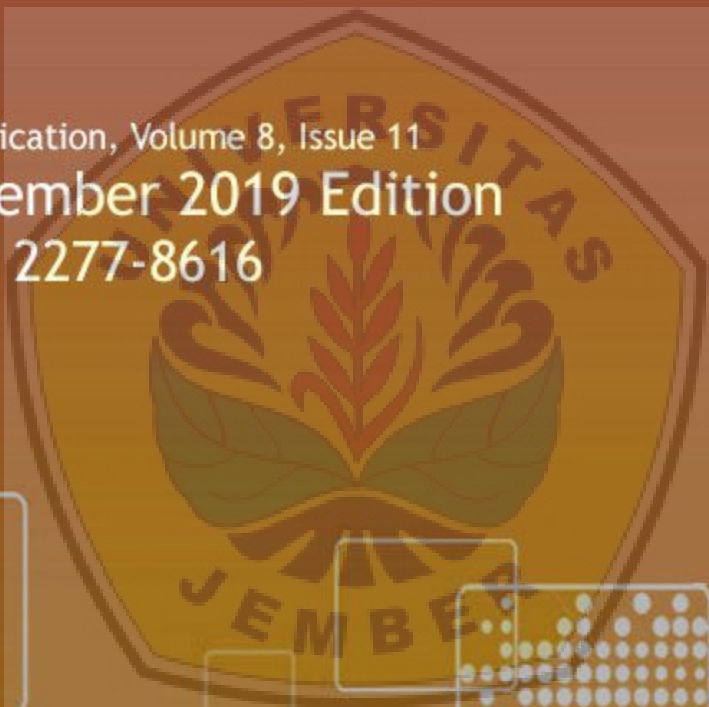


International Journal of Scientific & Technology Research

e-publication, Volume 8, Issue 11

November 2019 Edition

ISSN 2277-8616



Certificate of Publication

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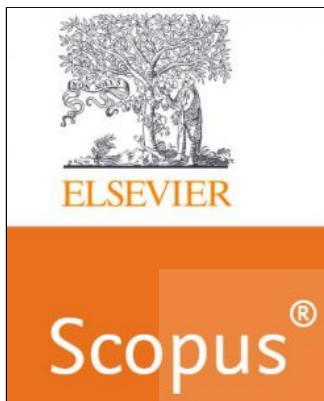
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ISSN 2277-8616

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November 2019 Edition



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Does Personal Branding Influence More Than Political Marketing And Pull Marketing? The Choice Decision Of The Beginner Voters In Governor Election

Angga Sucitra Hendrayana

The branding strategy in the marketing concept has already been embraced by prospective regional leaders in introducing themselves in order to achieve the maximum possible voters. This study aims to examine influence personal branding, political marketing and pull marketing to the decision to choose beginner voters in West Java Governor election. The research method used is an explanatory survey with a sample of 200 respondents beginner voters. Data analysis is path analysis using SPSS Software. From the results of the study, it is known that political marketing, pull marketing and personal branding have a simultaneously effect on the decision to choose.

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Experiential Marketing: Managing Tourist Satisfaction And Revisit Intention Bangsring Underwater Banyuwangi

Kristian Suhartadi Widi Nugraha

The purpose of this study is to examine the effect of experiential marketing in shaping tourist satisfaction and the desire to return. The population in this study is all tourists visiting the Banyuwangi Underwater Bangsring with minimum age criteria of 17 years, is the first visit and has ever tried at least one tourist attraction. And the sample was taken by employing an accidental sampling technique. Research data were analyzed using path analysis. Results showed that experiential marketing had a significant effect on tourist satisfaction and revisit intention. Moreover, tourist satisfaction has a direct impact on revisit intention and indirect effect as an intervening variable in forming revisit intention.

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General Bayesian Estimation For Genotype x Environment Interaction In Mxm Latin Square Layout

Chetan, RaChetan, Ratna Raj Laxmi and Nisha tna Raj Laxmi and Nisha

A major challenge in crop breeding experiment is to estimate the response in terms of yield of variance genotype under environmental condition. The stability variance of any genotype in the environment is the vital parameter to study the performance of that genotype in the particular environment under consideration. Therefore, in the present study, an attempt is made to study the prior information in Genotype x Environment Interaction (GEI) hen the experiment is studied in mxm Latin square layout which helps in the selection of genotype with different environments is more accurate when a such information is used on them.

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COST-EFFECTIVENESS ANALYSIS (CEA) ON COMMUNITY ADAPTATION STRATEGIES OF MEN AND WOMEN OF PANGASINAN, PHILIPPINES

Rosanna D. Gonzales

Climate change impact chooses no one to harm, thus; by increasing one's resiliency can lessen a person's worry in dealing with such situations. Using the participatory-based approach in determining the most extreme and recent hazard that affected a certain coastal area particularly in selected towns in Pangasinan, Philippines facing West Philippine Sea as well as identifying the most possible, feasible and suitable adaptation strategies in a community is an avenue where direct and decisive solutions of related hazards were pointed out by groups of men and women representatives from various sectors whose experiences brought relevant lessons in their respective lives. It is then believed, that to reduce the destructive effects of a hazard, gathered common adaptation strategies from the focus group discussions (FGDs) subjected to cost-effectiveness analysis (CEA) can

Experiential Marketing: Managing Tourist Satisfaction And Revisit Intention Bangsring Underwater Banyuwangi

Kristian Suhartadi Widi Nugraha

Abstract: The purpose of this study is to examine the effect of experiential marketing in shaping tourist satisfaction and the desire to return. The population in this study is all tourists visiting the Banyuwangi Underwater Bangsring with minimum age criteria of 17 years, is the first visit and has ever tried at least one tourist attraction. And the sample was taken by employing an accidental sampling technique. Research data were analyzed using path analysis. Results showed that experiential marketing had a significant effect on tourist satisfaction and revisit intention. Moreover, tourist satisfaction has a direct impact on revisit intention and indirect effect as an intervening variable in forming revisit intention.

Index Terms: experiential marketing, tourist satisfaction, revisit intention

1. INTRODUCTION

Tourism is a sector that continues to grow and can sustain the economy of a region (Wu & Li, 2017), Tourism is a creative activity to create an impression and feeling of tourists on a destination (Hung, Lee, & Huang, 2016). The creation of ideas and memories is one of the basics of tourism development. Memorable aspect became one of the targets and programs carried out by operators of tourist destinations. Indonesian territory with 70% of waters has the potential for marine tourism. Marine tourism emerged as one of the alternative tourism activities (Sangpikul, 2018), even Dodds & Holmes (2019) stated that the beach and all its aspects become one of the popular tourist destinations in the world. One marine tourism is experiencing a positive trend Underwater Bangsring Banyuwangi. Travel Bangsring marine tourism with the concept of conservation. The advantages of these objects are not only the beauty of the marine park but the persistence of local fishing groups who have the spirit of protection and saving coral reefs from damage. The new concept is offered the manager presents activities that involve physical and psychological aspects of the rating as a key destination competitiveness factors. Underwater Bangsring offers tours of conservation as well as identity and competitive advantage. Underwater Bangsring become one of the iconic nautical tourism Banyuwangi tourism. Bangsring underwater provides a new experience in marine tourism, the conservation of coral reefs and diving with sharks. The central icon is Bangsring underwater floating homes within 100 meters of the coast, contain baby sharks floating homes that have been domesticated as well as a collection of coral reefs to be a vehicle for conservation. Rating on Bangsring underwater activities includes snorkelling, diving, paddling, boating to the island of wasp and Menjangan Island, and banana boat. Tourist destinations must design in a sustainable manner (Sangpikul, 2018; Wu & Li, 2017). Meaning, tourists get an impression and a unique value in a tourist destination, so it is expected to be able to tell stories and visit again. The main

idea of sustainability is the emergence of impressions and memories felt by tourists (Sangpikul, 2018). Revisit intention is one of the company's goals to maintain business continuity (Sangpikul, 2018). Companies must be able to create reasons why tourists must return to tourist attractions. Some literature suggests revisit intention is influenced by satisfaction and dissatisfaction rating (Sangpikul, 2018; Tsaur, Chiu, & Wang, 2007; Wu and Li, 2017), however, Abubakar & Mavondo (2014) state that tourist satisfaction does not affect tourist loyalty. Some literature directed his attention, not to the Satisfaction of tourists but the focus on customer delight (Jiang, Ramkissoon, and Mavondo, 2016), The reason is delighting visitors is one of the strategic goals in marketing tourist destinations. Travellers were craving a hard segmented and organized to make tourist satisfaction as a point that is hard to guess yet to fulfil. A holistic approach to tourism, in general, should be able to manipulate the traveller feeling (Jiang et al., 2016),

Although there are many opinions about tourist satisfaction variables, researchers are still interested in using tourist satisfaction variables. Because satisfaction plays an essential role in consumer research and marketing (Kotler & Keller, 2016; Schmitt & Zarantonello, 2013; Song, Lee, Park, Hwang, & Reisinger, 2015; Wu & Li, 2017). Satisfaction relates to consumer responses regarding services or products provided (Kotler & Keller, 2016; Wu & Li, 2017). Happy and happy feelings as a form of consumption evaluation make satisfaction a big vision that must be achieved and implemented in every program and activity of the company.

Palmatier, Dant, Grewal, & Evans (2006) model satisfaction as a form of the relational mediator, which means satisfaction is both the cause and effect of modelling in business activities. Tourist satisfaction is influenced by various variables, one of which is experiential marketing (Tsaur et al., 2007; Wu & Li, 2017). The concept of experiential marketing is a consumer-based approach that involves the emotions of tourists with programs and facilities that will create a deep impression (Schmitt & Zarantonello, 2013; Tsaur et al., 2007). This concept is a marketing strategy where the focus is not only on the attributes and benefits of products and services but also on the feelings and impressions of tourists. satisfactionBased on the background given, this study aims to analyze the influence of experiential marketing to tourist satisfaction and revisit the decision intention. This study sought to confirm the model that builds memorable destinations travellers will increase

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customer satisfaction and impact on the desire to come back.

2 LITERATURE REVIEW

Experiential marketing is an effect on tourist satisfaction. Tourist experiences are the essence of the tourism and hospitality industry (Zhang, Wu, & Buhalis, 2017). Experiential marketing is a concept that seeks to explain how interactions occur between tourists and travel experiences. Experience that formed an emotional experience that involves all five senses to taste (Hyunjin, 2013), Experience and feel the impression that tourists will impact on the Satisfaction of tourists (Chen & Chen, 2010; Dodds & Holmes, 2019; Hyunjin, 2013; Sangpikul, 2018), Carrying the concept of think, feel, sense, act and relate, experiential marketing seeks to fill a gap that service excellence is not just how to serve customers, but how to build relationships and interaction with consumers (Schmitt, 2010). Thing in experiential marketing aspect refers to the process to stimulate creativity and imagination of consumers. In Underwater Bangsring Banyuwangi travel, and marketing information carried over to elements of nature conservation, snorkel and saw the whale shark habitat. The stimulation makes consumers think and imagine about the Experience that will be felt. Feel more stressed aspects of consumer sentiment regarding the emotional state mood. Feel at Underwater Bangsring Banyuwangi trying to educate tourists that travel not only enjoy, but also can contribute to conservation activities undertaken. A sense of pride and belonging that destination, being one of the critical build Bangsring Underwater tourism vehicle. Aspects related to the understanding of visual symbolism that can be felt both verbal and non-verbal. As adventure travel, Underwater Bangsring brought the concept of settlement layout and natural in the building in tourist destinations. The impression that is expected to appear is, Bangsring Underwater consistently manage conservation tourism as well, other than that travelled in Bangsring Underwater does not just see the sights and atmosphere of the beach course, but tourists can learn to care for and love the neighbourhood. Aspect act correlated with consumer lifestyles. Draft act is a depiction of consumers on the value of self-expression and behaviour displayed. Aspects relate we explain a person's culture and reference group that will be associated with building a social identity. Underwater Bangsring travel destinations, Dodds & Holmes (2019) see experiential from the beachside of the facility, and the beach characteristics and satisfaction as a predictor of overall experience satisfaction, as well as (Sangpikul, 2018) travel experience confirms the influence on tourist satisfaction dimensions. (Chen & Chen, 2010) Furthermore, (Hyunjin, 2013) affirms that experiential marketing has an impact on satisfaction. With the concept of memorable tourism experience, travellers are expected to enjoy and interact with existing attractions at Underwater Bangsring travel as well as a positive experience and create satisfaction to tourist destinations.

H1: experiential marketing affect the satisfaction of tourists

Traveller satisfaction effect on revisit intention

Satisfaction is closely related to the value. (Kotler & Keller, 2016) Identify satisfaction is feeling happy or disappointed consumers after comparing expected performance with the perceived performance. The concept proposed by Kotler leads to an emotional response that is feeling happy, not content, satisfied and dissatisfied. Satisfaction is complicated; in terms

of the definition used normative perceived performance. In terms of equity, the concept is described as a comparative satisfaction gains derived from a social exchange. Understanding is the condition of trade and profit then if one party did not have the advantage, then that party can be said to be dissatisfied. If the terms of procedural fairness that satisfaction can be defined as a function of perception or consumer confidence that has been treated fairly. Consumer satisfaction is a variable that is widely studied both as an intervening variable and as an endogenous variable. Customer satisfaction can be used as a benchmark in the achievement of the company's performance. (Lee & Chang, 2014) Furthermore, (Hyunjin, 2013) confirms that satisfaction is the key to organizational success and can be seen that consumers are satisfied are consumers who decide to buy back or to come back. (Kotler et al., 2017) Explain that customer satisfaction is the first phase of the company's relationship with consumers. The reason is the rapid technological and disruption of the current era to make more specific requests, and the availability of many options for consumers, satisfaction and loyalty alone is not sufficient but must be in a position beyond customer satisfaction (Oliver, 2015). With these facts, the establishment of quality customer satisfaction is essential if organization want to go beyond the stage of customer satisfaction. Traveller satisfaction can be measured by four indicators of products and services, people and culture, safety and cleanliness and overall Satisfaction (Sangpikul, 2018), Products and services related to tourist attractions and the services provided by travel service providers. People and culture emphasizing on hospitality service manager at once the friendliness of locals and local culture are carried. The uniqueness and novelty are one reason tourists visit so the manager must be able to the synergy between travel program, tourist attractions and the surrounding communities attractions. Aspects of safety and cleanliness refer to the protection of tourists during the visit and enjoy the sights and tourist destinations environmental hygiene. Overall satisfaction is a picture of tourist satisfaction, in general, are difficult to express, but tourists are satisfied and happy to be able to visit the sights. The decision to come back is influenced by traveller satisfaction (Chen & Chen, 2010; Dodds & Holmes, 2019; Lee & Chang, 2014; Sangpikul, 2018), Complacency create a positive impression and a desire to enjoy the feelings and the experiences. Theoretically, tourist satisfaction broad implications on the behavioural intention (Wu and Li, 2017). The results in this study show that a higher level of satisfaction which ultimately resulted in positive behavioural intentions. In this concept, the management should invest more effort to provide a memorable experience and consistently to fulfil the desire and demand of tourists.

H2: traveller satisfaction effect on revisit intention

Experiential marketing influence on revisit intention

Experiential marketing is one of the organization's strategies to ensure consumers have a positive experience and can be used as references in the future related to the decision to revisit intention (Zhang et al., 2017), The concept of experiential marketing is the marketing concept of transformation is not only focusing on the benefits of the product but also how the consumer's emotional side is touched with product and brand information (Schmitt, 2010), (Hyunjin, 2013; Sangpikul, 2018) emphasizes that the intention revisit the result. The implication that tourism

managers to be creative and innovative in managing tourist attractions. Schmitt (2010) Stresses that the consumer's emotional state is driven by rational argument, so it needs a serious effort of the management to create a memorable tourist attraction and is able to provoke a sensitive condition rating. Management must make sure all of the attractions and support services are performing well and memorable consumer experience. Consumers want a product because they want a service that brings the Experience they want (Tsauro et al., 2007), Conceptually, experiential marketing predictors right to revisit the intention and behavioral intention (Dodds & Holmes, 2019; Hyunjin, 2013; Tsauro et al., 2007; Zhang et al., 2017), There are three indicators used to measure the tendency visit revisit intention, a desire to visit and a strong desire to visit (Zhang et al., 2017), All three indicators illustrate that revisit intention is a response that will stimulate the desire to experience and impression ever felt. The key in this concept is that if tourists decide to make repeat visits, then the manager should always create new variations to meet the desires and wishes and imagination to answer travellers.

H3: Experiential marketing influence on revisit intention

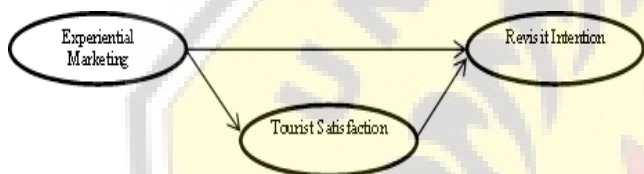


Figure 1: Conceptual framework

3 RESEARCH METHOD

Research Design

This study uses a quantitative approach to manifold explanatory research that aims to clarify the relationship between variables. Data collected by the media questionnaires that will be processed using path analysis. The equation used path analysis, namely:

$$P_y = P_x + e$$

$$P_z = P_{yz} + P_{xz} + e$$

y = revisit intention

z = tourist satisfaction

x = experiential marketing

e = error

Measurement variables using questionnaire filled out by the respondents. The questionnaire includes five levels items, namely strongly disagree (STS), disagree (TS), a little agree (KS) or neutral, agree (S), and strongly agree (SS). The scores of the questionnaire are: strongly disagree (STS) = 1, disagree (TS) = 2, neutral (N) = 3, agree (S) = 4, and strongly agree (SS) = 5.

Population and Sample

The population in this study are all the tourists Bangsring Underwater with the criteria of at least 17 years old, is the first visit and had tried at least one tourist attraction offered by the management (diving, snorkelling, paddling, banana boat). The sampling method used was accidental sampling. Respondents were selected using a formula of 150 respondents Slovin.

4 RESULT AND DISCUSSION

Characteristics Of Respondents

Respondents in this Research were 150 respondents to spread as much as 55% were male and 45% female. This means that a traveller on Underwater Bangsring travel evenly on the side of sex and adventure travel at the same family can be enjoyed by all walks of life. In terms of age, as many as 48% are in the age range from 17 years to 25 years and 26 years to 34 years. That is, the segment of tourists visiting the Underwater Bangsring a young age and it is aligned with the goal of Underwater Bangsring, namely education and adventure adrenaline. In terms of revenue, 52% had an average income per month between 3 million to 6 million. Meaning travelled an activity that is planned and necessary preparations, notably in Underwater Bangsring travel.

Validity and Reliability Test

Testing the validity of using Pearson Product Moment Correlation with the criteria for the validity of each item question is valid if it satisfies the assumption $r > 0.55$ (Hair Jr., Black, Babin, & Anderson, 2014) and the significant value of < 0.05 . Based on test results found correlation coefficient values meet the specified criteria. Likewise, reliability testing using Cronbach's Alpha criteria $\alpha > 0.6$ then the assumption of reliability are met (Hair Jr. et al., 2014), Validity and reliability test results shown in Table 1.

Table 1. Results of Test Validity and Reliability

Variables	Item	R	Sig	Cronbach's Alpha
Experiential Marketing (x)	X1	0.840 **	0.000	0.912
	X2	0.925 **	0.000	
	X3	0.831 **	0.000	
	X4	0.647 **	0.000	
	X5	0.777 **	0.000	
Tourist Satisfaction (z)	Z1	0.770 **	0.000	0.855
	Z2	0.740 **	0.000	
	Z3	0.749 **	0.000	
	Z4	0.793 **	0.000	
Revisit Intention (y)	Y1	0.647 **	0.000	0.805
	Y2	0.890 **	0.000	
	Y3	0.736 **	0.000	

Results Path Analysis

The results of path analysis shown in table 2.

Table 2. Results Path Analysis

Variables	Beta	effect	Sig	Exp
Experiential marketing (X) → tourist satisfaction (Z)	0.771	0.771	0.000	Significant
Tourist satisfaction (Z) → revisit intention (Y)	0.465	0.465	0.000	Significant
Experiential marketing (X) → revisit intention (Y)	0.405	0.405	0.000	Significant
Experiential marketing → tourist satisfaction → revisit intention	(0.771) (0.465)	0.358	-	-
Adj R2 X → Z	= 0.592			
Adj R2 X, Z → Y	= 0.666			

Based on the results of data processing, hypothesis 1 was proved that experiential marketing significant effect on tourist satisfaction showed with the Beta of 0.771 with 0.000 significance. Hypothesis 2 was tested that tourist satisfaction significantly influences the intention to revisit 0.465 Beta value with a significance level of 0.000. Hypothesis 3 was proved that experiential marketing significantly affects the intention to revisit 0.405 Beta value with a significance level of 0.000. The indirect influence of experiential marketing to revisit intention through tourist satisfaction for 0358. Based on the ANOVA table can be seen that the coefficient R^2 is 0.666, which means as many as 66.6% variable revisit intention can be explained by the variable experiential marketing and tourist satisfaction while the rest of 33.4% is explained by other variables outside the research undertaken.

DISCUSSION

The results showed that experiential marketing significant impact on tourist satisfaction. This is according to research conducted by (Chen & Chen, 2010; Dodds & Holmes, 2019; Hyunjin, 2013; Sangpikul, 2018) which confirms that experiential marketing is able to establish and build traveller satisfaction because it is directly related to feelings and adrenaline felt by tourists. Complacency is reflected on the tourists who feel relieved and feel free to express themselves and explore travellers. Experiential marketing is not the sole predictor of the satisfaction, but the contribution made a tremendous impact in particular on educational tours and adventure tours (Dodds & Holmes, 2019). Deeper, tourists not only satisfied but at the stage of tourist delight. Traveller excitement is closely related to emotion, pleasure and passion as well as a surprise because there are some aspects of adventure on the environment that can not be adequately controlled (Jiang et al., 2016), Dodds & Holmes (2019) and Hung et al. (2016) confirms that Complacency is not the only variable that is a predictor revisit intention, but the satisfaction to be one significant variable in influencing revisit intention. The results showed that tourist satisfaction significantly influences revisit intention. This is consistent with research that has been done by (Chen & Chen, 2010; Dodds & Holmes, 2019; Hyunjin, 2013; Lee & Chang, 2014), Consumer satisfaction is closely linked to conditions perceived emotions and feelings travellers. Indicators of Satisfaction in this study refers Sangpikul (2018) namely products and services, people and culture, safety and cleanliness, and overall Satisfaction. The findings in this study, consumers are satisfied with the products and services Bangsring Underwater, i.e. various products and is in excellent condition and well maintained. Likewise, managers of services provided can be perceived positively by tourists. On the second indicator, consumers were impressed with the employees and the condition of the community and culture that is built, namely the conservation of culture and emphasis on the preservation of nature. In the third indicator, tourists impressed and satisfied with the cleanliness and safety of tourist destinations. The security aspect becomes an essential point in Underwater Bangsring travel for a given attraction is closely related to the security of tourists such as activities as snorkelling, diving, paddling and cross to the island wasp or Menjangan. Generally, tourists who visit the Underwater Bangsring satisfied for all that can be enjoyed and felt. Memorable aspect plays an essential role in shaping the tourist satisfaction and ultimately impact on revisit intention. The study also found that the dimensions in

experiential marketing have a direct or indirect impact on the interest to come back. Sangpikul (2018) confirms that experiential and memorable aspect can affect traveller loyalty. That is a natural component of natural tourist destination, especially beach, plays an essential role in satisfying business travellers when visiting the destination as well as affect the interests of a return visit of tourists. In particular, the study found that travellers find the essence travelled with physical activity. During this attribute in travelled coast look at the landscape and culinary diversity per se, but the Experience felt by travellers on Underwater Bangsring can unlock new experiences and new insights into the conservation educational tours and adventure at the same time. The combination of the natural landscape, the environmental conditions as well as attractions granted capable of forming a desire to come back on Bangsring Underwater. (Chen & Chen, 2010; Hung et al., 2016; Zhang et al., 2017) which confirms that this aspect of experiential marketing in the tour can be created and conditioned by the manager, which in turn can affect the traveller wishes to visit again.

5 CONCLUSION

This study is based on the premise of the influence of experiential marketing to revisit intention through tourist satisfaction. Research developed the concept raised by (Schmitt, 2010) and varied by a Dodds & Holmes (2019) and Sangpikul (2018), a study conducted has the limitations of the homogeneity of the sample by limiting the population according to criteria built. Additional research needs to be done to evaluate the response of the tourists with the reference group and that group with a way to visit family, community groups and independent travellers. Based on our research, we recommend the manager of innovation and renewal of integrated marketing activities so that not only focus on product-oriented marketing aspects alone but manages to convey the primary value Bangsring Underwater namely conservation and education. It should be noted, though Bangsring Underwater as if without a competitor but keep in mind that travellers' needs are always evolving and innovation is a response to the spirit of conservation.

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