

The Influence of Tourist Experience on Revisit Intention at Pandiga Educreation Sport Cimahi

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ABSTRACT

This study, titled "The Influence of Tourist Experience on Revisit Intention at Pandiga Educreation Sport Cimahi," attempts to ascertain: (1) the tourist experience at Pandiga Cimahi, (2) revisit intention at Pandiga Cimahi, (3) the impact of visitor experience on revisit intention at Pandiga Cimahi. The employed study approach is descriptive and verification, with information gathered from respondents through questionnaire and interview data collection techniques. This study employs a quantitative methodology, utilizing a sample of 100 respondents selected by random selection, all of whom are visitors visiting Pandiga Cimahi. The tourist experience study yielded an average score of 83.8%, categorized as "Good," while the revisit intention averaged 84.5%, classified as "Very Good." At a significance level of 5%, the findings indicate that the tourist experience positively influences revisit intention at Pandiga Cimahi. This is proven by a t count of 13,583, a t table value of 1,985, and a significance value of 0.00, which is less than 0.05. The findings of this study demonstrate a favorable and significant correlation of 65.3% between visitor experience and the intention to revisit.

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INTRODUCTION

West Java possesses considerable tourism potential. Every region possesses a variety of natural and cultural assets, presenting multiple opportunities for the community if handled well. One method to oversee these natural and cultural riches is by establishing tourism locations to leverage West Java's potential. The benefits and possibilities of West Java render it a favored destination for domestic tourists. Tourism in a region can augment income, generate employment possibilities for residents, enhance living conditions, and promote environmental awareness while preserving local culture. Cimahi City is a notable location in West Java. The tourism of Cimahi City is not as renowned as that of Bandung City. Moreover, tourism is not the principal source of revenue for the city, which predominantly depends on the commerce and service sectors, especially the textile and manufacturing industries. Cimahi has evolved into a historic city and a military tourism hub, recognized for its historical edifices that function as educational and cultural heritage sites. Cimahi City, situated adjacent to Bandung, serves as a green belt for travelers, bolstered by exceptional natural and human resources, rendering it a promising site for tourism development. Consequently, the Cimahi City government is committed to harnessing this potential to enhance tourism in Cimahi City and augment tourist arrivals. The data regarding tourist visits to Cimahi City is presented in Table 1.

Table 1
Amount Visit Traveler To City Cimahi

Year	Number of Domestic Tourists	Percentage (%)
18	4,194	67%
2019	15,875	73%
2020	48,148	67%
2021	29,533	- 63%

Source : (Culture, Tourism, Youth and Sports Office) City Cimahi, 2023)

Table 1 illustrates the variability in tourist visits, with the lowest recorded number in 2018 at merely 4,191. In 2019, there was a 73% increase, attributed to the burgeoning tourism sector in Cimahi City, highlighted by the emergence of attractions such as Dutch heritage historical buildings. However, in 2020, the increase was impacted by the Covid-19 pandemic in Indonesia, prompting migrants to return to their hometown of Cimahi City. The Cimahi City Culture and Tourism Office interact with various tourism industries to enhance potential development in Cimahi by increasing visitor numbers. Cimahi City offers several forms of tourism for enjoyment, including relaxation, shopping, appreciation of natural beauty, and activities such as hiking, amusement rides, outdoor adventures, and water activities like swimming pools. The tourism potentials in Cimahi, in collaboration with the Cimahi City Culture and Tourism Office, include Cimahi Nature Tourism, Butterfly Park, Dustira Hospital, The Historic, St. Ignasius Church, Poncol Prison, Cirendeu Traditional Village, Pandiga Educreation Sport, Boat Mosque, among others. In an industrial city such as Cimahi, there is a necessity for human resources to be productive and healthy, therefore creating a demand for leisure facilities.

Recreation is an activity undertaken during leisure time to rejuvenate the body, enhancing health and fitness, hence facilitating productivity in subsequent endeavors. Pandiga Educreation Sport Cimahi, a tourist attraction in collaboration with the Cimahi Culture and Tourism Agency, was established to enhance tourism in sports and culinary sectors, while also leveraging the strategic potential of locations in Cimahi City and empowering the local community. Pandiga Educreation Sport in Cimahi City is the sole water tourism destination that offers other amenities. Pandiga Educreation Sport offers a multifunctional building, outdoor amenities, swimming pools, wedding venues, and MICE facilities. The quantity of visitors to Pandiga Educreation Sport Cimahi is illustrated in Table 2 below:

Table 2
Data Amount Visit Traveler To Pandiga *Educreation Sport*

Year	Number of Tourists	Percentage (%)
2019	44,888	-
2020	15,583	- 65%
2021	17,185	17%
2022	12,500	- 37%

Source : Manager Pandiga Cimahi (processed researcher)

The visitor statistics in Table 2 for Pandiga Educreation Sport Cimahi indicate variability in attendance. In 2019, the peak number of visitors reached 44,888. In 2020, there was a 65% reduction (15,583) attributed to the stringent PSBB (Large-Scale Social Restrictions) mandated by the government in response to Covid-19. In 2021, a 17% increase occurred as a result of the reduction in PSBB level, permitting individuals to engage in activities under stringent health guidelines. In 2022, visits declined by 37% despite the year showing signs of recovery from the Covid-19 pandemic. The decline in overall tourist visits may also result from several sources, including a reduction in the number of tourists. This may be an opportunity for Pandiga Cimahi to enhance revisit intention through the marketing techniques executed by its management. Numerous evaluations on Google and TripAdvisor indicate that many patrons continue to encounter

problems at Pandiga Educreation Sport Cimahi, including inadequately maintained public amenities, malfunctioning restrooms, elevated rates, and constricted roadways, which deter customers from returning. The reduction in visitors is substantial, as it may have considerable repercussions if not addressed. Pandiga Educreation Sport Cimahi is seeing substantial challenges with returning patrons.

The subsequent remarks from tourists on internet platforms, including Google evaluations, substantiate the matter of revisiting intentions at Pandiga Educreation Sport Cimahi. Table 3 presents several negative remarks from travelers who have visited Pandiga Educreation Sport Cimahi.

Table 3
Data Review Visitors Pandiga *Education* Cimahi Sports

Review
" Suggestion this is for Pandiga, don't wear drug too Lots brother I Yesterday I was swimming here and was immediately taken to the clinic because my eyes were exposed to the medicine in this pool and my vision was affected. not enough clear direct blurry So Afraid for swimming if rich gni "I feel sorry for you if there are more victims, what will happen? Please fix it, don't use medicine if it could be dangerous" (Miss Elje)
"toilet narrow...door broken...no There is tissue...hole cella in toilet open...the parking lot is bad...otherwise it's fine..." (Amirudin Farid Mukhtadi)
"Road enter going to location narrow" (tshsinaga The Mind Power) " market floating that No as beautiful as Which it is said Lots person. place Eat Which it feels like "Just ordinary, expensive and not recommended." (Trisna K)
"Price the food too expensive" (Nisa (Faradhila)
"Dirty the water yesterday pad swimming.. kmr mndi not well maintained" (MD Munandar)

Source : Google Review, 2023

Table 3 shows several examples of negative reviews submitted by tourists on social media, which can lead to negative WoM (*negative Word of Mouth*). This was conveyed due to the disappointment of tourists who had visited Pandiga Cimahi caused by poor conditions including dirty and damaged facilities, swimming pools with too much chlorine and cloudy water, and narrow access to the location so that when two cars meet, traffic jams often occur. To deal with these comments, it is necessary to follow up and immediately fix them because if not, it will affect the future.

Based on this background, to overcome the problem and increase revisit intention by assessing the influence of tourist experience at Pandiga Educreation Sport Cimahi, it is necessary to conduct a study on "The Influence of Tourist Experience on Revisit Intention at Pandiga Educreation Sport Cimahi" (survey of tourists visiting Pandiga Educreation Sport Cimahi).

Tourist Experience

Experience is the key to the success of the tourism industry because tourism must provide a memorable experience. Tourist experience is an effort to answer business needs by looking at the tourist's perspective. Understanding and managing tourist experiences at every contact is an important part of maintaining and increasing tourist satisfaction so that tourists will form the intention to visit again and recommend the object to others. The definition of tourist experience is the same as customer experience, so below are several definitions below that will explain the experience of tourists or consumers. Garg et al (2014) in Balqis.N (2016:18) stated that customer experience is a complex of perceptions, emotions, and thoughts that is the result of all tangible or intangible impact of an organization or a company's activities, meaning that consumer experience is a complex perception, emotions and thoughts from tangible and intangible aspects of an organization's activities.

Tourism is closely related to the tourist experience when the tourist visits, sees, learns, enjoys and lives in a place with a different way of life, Stamboulis and Skayannis (2003). In other words, everything that tourists do when going to a destination will be an experience that can influence perception, behavior, expression and emotion tourists, Oh et al (2007:120). A successful experience is one that customers find unique, memorable, and sustainable over time and emphasizes that customer experiences provide sensory, emotional, cognitive, behavioral, and relational values that are transformed into functional value, Jensen et al (2015:2).

Dimensions of Tourist Experience

Based on Rageh et al (2013), it is stated that tourist experience consists of six dimensions, namely: *comfort, educational, hedonic, novelty, beauty, and safety*.

1. Comfort refers to the basic amenities that a tourist destination provides to ensure comfort and promote relaxation. This finding aligns with the theory proposed by Otto and Ritchie in Rageh et al. (2013).
2. Educational (Education) educational experiences or 'learning through play'. There has been evidence to suggest that the educational experiences consumers seek are readily available in the tourism industry, Packer in Rageh et al. (2013:137).
3. Hedonic, the hedonic dimension represents the spirit of enjoyment and is memorable according to Otto and Ritchie in Rageh et al (2013:138). The hedonic aspect of consumer experience refers to the unreal nature of services provided, such as adventure vacations, according to Rageh et al (2013:138). The feeling of excitement is an important emotion often referenced by many people in the decision-making process. Both studies also show that entertainment is delivered to consumers in two ways: passive entertainment and active entertainment.
4. Novelty (New Things), comments regarding the uniqueness and individuality of the natural setting or different visits provided can be seen as an indication of the Novelty dimension. The need for novelty leads to the desire to move from a familiar place to an unfamiliar one, or to seek new experiences, sensations and adventures, and the study indicates four dimensions of the novelty paradigm: change from routine, thrill, boredom, alleviation and surprise.
5. *Beauty*, Pine and Gilmore in Rageh et al (2013:141) stated that someone will evaluate an experience that instills a sense of curiosity, beauty, and appreciation. Beauty is "an aspect of the idealization of experience where an object, sound, and concept are believed to have qualities of formal perfection" (Hagman, 2002 in Rageh

et al, 2013:141). The dimensions used in this study are those according to Rageh et al. (2013:136), namely *comfort*, *educational*, *hedonic*, *novelty*, and *safety*. The researchers chose these dimensions because they are appropriate to the object being studied.

6. Safety, in tourism literature, there is an agreement that there is a relationship between crime and tourism, and in fact the crime rate is higher in the tourist areas of Pizam and Mansfeld in Rageh. Therefore, security for tourists can reduce attention in making decisions to vacation, this is because if tourists feel unsafe or feel threatened at a tourist destination, they will not enjoy their experience during their vacation or participate in various activities.

Revisit Intention

Revisit intention, which is the adoption of repurchase intention, is included in one of the post-purchase behaviors (Som et al., 2012). Revisit intention is considered important in increasing the number of tourist visits to a destination and controlling future tourist visits, because satisfied tourists tend to make repeat visits and provide positive word of mouth (Som et al., 2012). Other theoretical studies consider the variable of tourist satisfaction as an important variable that influences behavioral intentions, especially revisit intentions, Baker and Crompton (2000). Meanwhile, according to Fornell in Hendarsono (2013), satisfied consumers will make repeat visits in the future and also tell others about the products or services they experienced. Satisfaction is also a major antecedent of the intention to revisit Ramukumba in Amalia (2019).

Repurchase intention is a customer's willingness to continue using the same product or service at the same quantity as before. In the tourism industry, repeat visits in this context refer to revisit intentions to a destination that tourists find attractive. To gain a deeper understanding of revisit intention, Som et al. (2012) suggest that revisit intention is an evaluation of a travel experience, perceived value, and overall visitor satisfaction that influences future behavior, including the desire to return to the same destination and the willingness to recommend it to others.

Based on the description above, it can be interpreted that what is meant by *revisit intention* is an activity carried out by visitors or tourists regarding the experience or perceived value and overall satisfaction to revisit a destination in the future.

Revisit Intention Dimension

The dimensions of *Revisit Intention* proposed by Baker and Crompton in Yuniawati (2016) include 2 dimensions, namely:

- a) *Intention to revisit* , namely the desire to visit again.
- b) *Intention to recommend* , namely the desire to recommend to others.

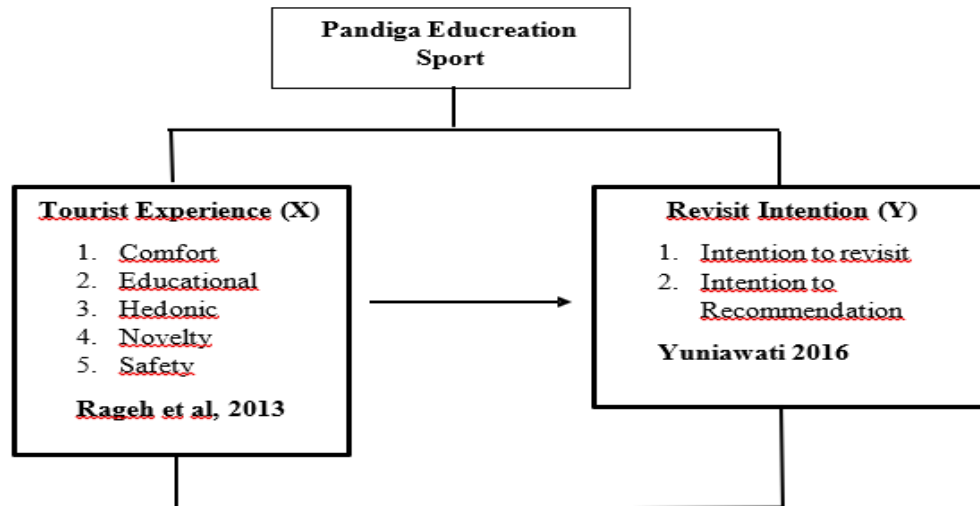


Figure 1. Framework of Thought

Source: Author 2024

RESEARCH METHODOLOGY

This research uses descriptive and causal (verification) research. Descriptive research is research intended to investigate circumstances, conditions , situations, events, and other things, the results of which can be in the form of a report, Arikunto (2013:13).

Descriptive research can provide a description of the tourist experience and revisit intention. Meanwhile, according to Sugiyono (2017:20), verification research is research aimed at testing a theory and will attempt to generate new scientific information, namely a conclusion on whether a hypothesis is accepted or rejected. In this case, hypothesis testing is conducted in the field with visiting tourists to determine the impact of tourist experience on revisit intention.

Population

According to Indrawan (2014:94), a population is a collection of all elements from which conclusions will be drawn. In collecting and analyzing data, determining the population is an important step in understanding the characteristics of the population, which are the elements in the research object. Based on the definition of population above, the population in this study is all tourists, and the population members are tourists who visited Pandiga Educreation Sport Cimahi in 2022, totaling 12,500.

Sample

Sugiyono (2017:116) argues that a sample is a subset of the total number of characteristics possessed by a population. By studying the sample, researchers must be able to draw generalized conclusions. Determining the sample size can be done through research estimates or statistics. Furthermore, it is important to note that the selected sample must be *representative*, meaning all population characteristics should be reflected in the selected sample. In determining the sample size, the researcher used a 10% error rate and the population size used was the number of tourists visiting in 2022, which was 12,500 visitors, calculated using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Figure 2. Slovin's formula

Source: Sugiono (2017)

Data collection technique

According to Uma Sekaran (2013:116), data collection techniques are an integral part of research design. This research conducted data collection in the following ways:

1. An interview is the activity of collecting data and facts by asking questions to those involved in the research. The purpose of this interview is to obtain information directly from respondents. The respondents in this study were tourists at Pandiga Educreation Sport Cimahi.
2. Observation involves watching, recording, and planning analysis and interpretation of behavior, actions, or events. Observation results can be used as supporting data for analysis and drawing conclusions. The observations were conducted on domestic tourists regarding their tourist experience and revisit intention at Pandiga Educreation Sport Cimahi.
3. A questionnaire is a primary data collection technique conducted by distributing a set of written questions. The questionnaire contains questions about respondents' experiences and characteristics at Pandiga Educreation Sport Cimahi. This technique is used to supplement the data being studied by directly seeking information through questions given on a sheet of paper to respondents. After being completed by respondents, the questions are collected and analyzed to produce concrete data.
4. Literature review, conducted by studying various sources, both books and scientific journals, related to the problem being researched. This will ensure the research has a clear concept as a theoretical basis for problem-solving, which can support data processing and primary data collection by searching for, collecting, and studying books and scientific journals related to tourist experience and revisit intention.

Simple Regression Analysis

Regression is a model used to determine or measure the relationship pattern (functional relationship) between variables. The type of regression used in this study is simple regression. Sulaiman & Kuserdayana (2013:127) defines the simple regression model as follows:

$$y = a + b (x)$$

With :

y = dependent variable

x = independent (free) variable

a & b = regression coefficient

y is the dependent variable (estimated value), x is the independent variable, a is the estimator for the intercept, b is the estimator for the regression coefficient, while a & b are parameters whose values are unknown so they are estimated using sample statistics.

Analysis of the Coefficient of Determination

The coefficient of determination is used to determine how much the independent variable, namely tourist experience (X), influences revisit intention (Y). The formula for the coefficient of determination, according to Sugiyono (2017:286), is as follows:

$$KD = r^2 \times 100\%$$

Information:

KD = Coefficient of Determination

r² = Correlation Coefficient

Hypothesis Testing

The final step of data analysis is testing the hypothesis with the aim of finding out whether there is a clear enough relationship between the independent variable and the dependent variable, which will ultimately lead to a conclusion: Ho is rejected or Ha is accepted from the formulated hypothesis. The hypothesis design in this study is as follows: The t-test basically shows the significance or non-significance of the influence of one independent variable individually in explaining the variation of the dependent variable tested at a significance level of 0.05.

Calculated with formula test T, Sugiyono (2017:194)

$$t = \frac{r \sqrt{n - 2}}{\sqrt{1 - r^2}}$$

Information:

r = correlation of preparation found n = number of samples

t = t count which is then consulted with t count

with the following conditions:

1. If the significance value $t > 0.05$, it means that the independent variable individually has an insignificant influence on the dependent variable.
2. If the significance value $t < 0.05$, it means that there is a significant influence between the independent variable and the dependent variable.

RESEARCH RESULTS AND DISCUSSION

Tourist Experience

Outcomes The research indicates that the tourist experience variable has 12 statement items, with the comfort dimension receiving an average score of 86% from respondents, categorizing it as "Very Good." This demonstrates that Pandiga Cimahi offers a comfortable environment for visitors.

Nonetheless, numerous areas require enhancement, particularly in the Novelty and Educational dimensions, which earned the lowest scores, averaging 82% and 83%, respectively, classified as "Good". The direct observation results indicate that Pandiga Cimahi is deficient in enhancing information acquisition and offering novel experiences. To substantiate this assertion, an interview was conducted with management concerning the dimensions that received the lowest scores. The manager elucidated that this occurred due to tourists' limited awareness, despite the fact that outbound activities had offered new experiences and enhanced insights into teamwork, skills, and problem-solving..

Revisit Intention

The descriptive analysis results for the revisit intention variable comprise five statement items, with the highest score being the recommendation intention dimension at 85% based on respondents' feedback. According to the criteria for interpreting the research factors, a score of 85% is classified as "Very Good," indicating that visitor recommendations significantly impact Pandiga Cimahi. Nonetheless, certain aspects require enhancement, specifically regarding the revisit intention dimension in delivering new experiences (novelty) and augmenting knowledge (educational), as corroborated by visitor interviews indicating that they have frequented nearly identical locations in Cimahi City. This affects travelers' intention to return. The average score for the revisit intention variable is 84.5%, classified as "Very Good," indicating a high level of revisit intention at Pandiga Cimahi. Customers express a desire to return, as the activities offered provide comfort and enjoyment to tourists. The findings of this study align with the theory posited by Som et al. (2012), which asserts that "Revisit Intention is crucial for augmenting tourist visits to a destination and regulating future tourist attendance, as satisfied tourists are inclined to return and generate favorable word of mouth.

Results Test Simple Regression

To determine the influence of *Tourist Experience* (X) on *Revisit Intention* (Y) in Pandiga Cimahi, the researcher used simple linear regression analysis use *software* SPSS 22.0 with acquisition the results are as follows:

Table 4
Results Analysis Regression X against Y

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,372	1,504		.912	.364
	Tourist Experience	.395	.029	.808	13,583	.000

a. Dependent Variable: Revisit Intention

Source : Data Processed Researcher, 2023

Based on the calculation results in the table above, the regression equation can be formulated as follows:

$$Y = 1,372 + 0.395 X$$

From this equation, *tourist experience* can increase *revisit intention* . It can be seen from the coefficient of *tourist experience* (X) that if it is increased then *revisit intention* (Y) will increase. Based on the data of 100 respondents who visited Pandiga Cimahi, the revisit intention is: $1.372 + (0.395 \times 100) = 1.372 + 39.5 = 40.872$. So can estimated *revisit intention* amounting to 40,872.

Test Coefficient Determination

Correlation is the result of how big the relationship is between *the tourist experience variable* (X) and *revisit intention* (Y). In this study, we looked at the relationship between the two variables. can be seen as follows:

Table 5
Coefficient Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.653	.650	1,411

a. Predictors: (Constant), Tourist Experience

Source : Data Results Processed Researchers, 2023

Based on table on so obtained mark coefficient correlation *tourist experience* on revisit intention of 0.808 which refers to the guideline table coefficient correlation, including into the connection which is "Very Strong". The calculation results above show that the coefficient of determination is 65.3%. It means *revisit intention* influenced by *tourist experience* by 65.3% the rest as big as 34.7% influenced by factor other Which No researched and summarized in study This.

Test Hypothesis

Hypothesis testing in this study was carried out with one hypothesis test, namely the significance test. partial (test t statistic) because there is only one variable dependent in study This, so that the hypothesis besides in test in a manner overall from variables the. For results calculation can be seen from the table below:

Table 6
Results Test Partial Significance (Statistical test t)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1,372	1,504		.912	.364
	Tourist Experience	.395	.029	.808	13,583	.000

a. Dependent Variable: Revisit Intention

Source : Data Processed Researcher, 2023

Based on table 6, the SPSS test results obtained a significance test result of $0.00 < 0.05$. known with a value of $t_{\text{count}} 13.583 > 1.985 t_{\text{table}}$ Thus, the results of the hypothesis test H_0 are rejected and H_1 is accepted, in other words, there is a positive and significant influence between the variable " *Tourist Experience X*" and *Revisit Intention (Y)* partially.

Conclusion

1. *Tourist Experience* of Pandiga Cimahi has a good image for guests who come because one of the reasons is that it is a comfortable place to visit.
2. *Revisit Intention* provides a good contribution to the pandiga through recommendations from those who have visited to recommend it to others.
3. The results of the study indicate that the magnitude of the influence of tourist experience on revisit intention, based on the coefficient of determination, is 0.653 or 65.3%. The partial hypothesis test results indicate that the independent variable, tourist experience, has a positive and significant influence on the dependent variable, revisit intention, at Pandiga Educreation Sport, Cimahi City.

Recommendations

For the management of Pandiga Cimahi, they can add different and more interesting products or activities so that tourists will be interested in visiting and experiencing new things that are different from their daily routine and can improve *the tourist experience* so that it will continue to develop to be very good in the future.

For future researchers who wish to continue this research, it is recommended to consider adding other variables, especially independent variables that may influence *revisit intention* . It is also recommended to identify respondents using member/non-member criteria at the study site.

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