DRIVING TOURIST REENGAGEMENT: SATISFACTION, MARKETING, AND THE REVISIT DECISION TO IJEN CARTER

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Abstract: Tourism is one of the supporting sectors in economic development that can affect the level of economic progress of the community, both locally and globally. Tourists are the main concern in the development of the tourism industry sector. Maintaining and preserving tourist trust is something that must be done for the tourism industry sector to create a relationship between tourists and companies that will make it easier for management to market new products or services. This study in its implementation aims to analyze the relationship or correlation between relationship marketing variables, tourist experience, and satisfaction with the decision to revisit the Mount Kawah Ijen tourist attraction. The research method is statistical analysis, by distributing questionnaires to respondents with a random sampling system. The results of the study are that the three independent variables (independent variables), namely the relationship marketing variable, tourist experience, and tourist satisfaction have an influence on the decision to revisit (dependent variable) at the Mount Kawah Ijen tourist attraction both partially and simultaneously.

Keywords: Relationship Marketing; Traveler Experience; Customer Satisfaction; Revisit Decision

INTRODUCTION

Tourism is one of the main pillars of economic development that has an impact on the level of economic progress of the community, both locally and internationally. The tourism sector is able to increase economic growth through the provision of jobs, increasing income and standard of living, and can create small industries such as the souvenir and handicraft industries[1]. In addition, tourism is also one of the contributors of foreign exchange for a region because of its rapid development in the global economy. Through tourism, a region has a strength that can be utilized and relied on to encourage economic development in the region. According to the World Travel and Tourism Council (WTTC), tourism's contribution to the world economy will reach US$9.5 trillion in 2023 and the United Nations World Tourism Organization (UNWTO) predicts that in the 21st century, the tourism sector will become the largest industry along with the development of information technology.

The growth of the tourism industry in Indonesia continues to show continuous improvement over time and has become an important industrial sector that has a positive impact on the national economy, as shown by Indonesia's foreign exchange earnings which continue to increase every year. The following is data on the development of Indonesia's foreign exchange in the tourism sector from 2013 to 2022:

Tourism Sector Foreign Exchange (Billion)

[Bar chart showing values from 2013 to 2022, with a legend labeled "Miliyar US$". The y-axis ranges from 0 to 20. Values rise gradually from 2013 (~10) peaking around 2019 (~17), then dropping sharply in 2020 and 2021, rising again in 2022.]

Figure 1.1 Development of Foreign Exchange from the Tourism Sector in Indonesia
Source: Central Statistics Agency, 2024

Referring to Figure 1.1 Development of Foreign Exchange in the Tourism Sector in Indonesia from the tourism sector during the period 2013 to 2022 shows an increase every year, although in 2020 there was a decline caused by the Covid-19 pandemic. The highest growth occurred in 2019 which reached US$16.91 billion. The increasing amount of foreign exchange in line with the increasing number of tourist visits to Indonesia presents a great opportunity for business actors in the tourism sector to attract tourists.

The development of tourism businesses such as cultural tourism, agricultural tourism, educational tourism, religious tourism, nature reserve tourism, marine tourism, and ecotourism has led to fierce competition between tourism industries that require tourism managers to develop strategies in their marketing, which were originally traditional marketing changed to modern marketing strategies to attract tourists. Changes in marketing strategies can be used as a defense to face current and future competition to maintain the sustainability of the tourism industry in the future.

Consumer behavior is the way a person, group or organization selects and uses services, goods, ideas or experiences to meet their needs and desires [2]. Consumer behavior is also defined as the steps to actively engage in obtaining, consuming, and utilizing products and services, including the processes before and after. Mowen [3] explains consumer behavior as the study of units and decision-making processes that include the adoption, use, and evaluation of goods, services, and ideas. The term "decision-making units" is used because decisions can be made by groups or individuals. This explanation shows that consumption is a series of processes that start from acceptance, use, and end with an assessment (disposition).

Tourists are the main concern in the development of the tourism industry sector. Maintaining and preserving tourist trust is something that must be done for the tourism industry sector to create a relationship between tourists and companies that will make it easier for management to market new products or services. Tourist loyalty to the company will tend to have a desire to use the product or return to visit the location. The decision to visit again is a behavior that is formed from a reaction to an object that shows the intention and desire of visitors to visit again. The decision to visit again is an activity of coming back to a location that has been visited in the past and becomes a desire that arises in tourists. One factor that can attract tourists to return to visit a place is relationship marketing.

Kotler & Armstrong [4] explain relationship marketing as a process of maintaining and building relationships between companies and customers that can bring benefits through long-term consumer value and satisfaction. There are four main keys in building relationship marketing, namely trust, commitment, communication and conflict handling [5]. Trust is an indicator in relationship marketing to maintain lasting relationships. A lasting relationship results in increased customer trust and expectations of the company, which

can ease their concerns about the services received. Commitment has a crucial value in maintaining relation-ships because the belief desired by the parties involved to build long-term relationships is called commit-ment. In other words, without commitment from the company, consumer satisfaction tends not to grow. Communication is an instrument of connection between the company and its consumers. Communication plays an important role in building a relationship. The success or failure of communication can be deter-mined by a number of factors, such as the clarity of the information conveyed, the alignment of perceptions between the sender and recipient, minimal distortion, and the selection of appropriate communication chan-nels. Through communication, consumers can express their dissatisfaction, so that companies can use this dissatisfaction as a reference to improve their performance. Conflict Handling aims to change consumer dis-satisfaction into satisfaction or even loyalty. Therefore, the company's capability in dealing with conflicting problems well is needed to increase consumer satisfaction and loyalty.

The existence of good relationship marketing in tourism development carried out by a company will create a sense of satisfaction for tourists. If they are truly satisfied with the services provided, they will visit and recommend to many people to visit the tourist location. Through recommendations from tourists, the company has carried out marketing through indirect channels to potential visitors without marketing directly. The existence of loyal and good visitors is an asset that has the potential to provide long-term benefits for companies engaged in the service and service sector.

In addition to relationship marketing, another factor that influences the decision to revisit is experience. According to Walter [6], tourist experience is the experience that consumers have related to services, either directly or indirectly, activities, facilities, and how tourists interact with the company or with other tourists. Experience is a feeling or emotion felt by tourists after visiting and enjoying a tourist destination. In general, tourism managers will make various efforts to provide an exciting experience when visiting a tourist attrac-tion, this effort can be carried out through cleanliness at the tourist location, easy access to tourist attractions, the availability of complete facilities, and safety guarantees. Experience can be obtained through five ap-proaches, namely sense (sensory), feel (emotional), think (cognitive), act (action), and relate (relationship).

In addition to relationship marketing and tourist experience, tourist satisfaction is also one aspect that influences the decision to visit a tourist attraction again. Tourists will feel satisfied when the quality of the product or service obtained is in accordance with expectations or even exceeds them. Visitor satisfaction will motivate them to be loyal to the tourist destination so that they will revisit the tourist attraction and are will-ing to provide recommendations to many people. This is in accordance with the research of Putra, Sudiarta and Mananda [7] which shows that tourist satisfaction has a positive and significant effect on the intention to revisit the Alas Pala Sangeh tourist attraction.

Based on the explanation above, this study aims to analyze the influence of relationship marketing, ex-perience and tourist satisfaction on the decision to revisit Kawah Ijen.

METHOD

Research design

This study uses a quantitative approach with an explanatory research method, which aims to analyze the relationship between variables or how one variable can affect other variables through several hypothesis tests [8]. The explanatory research method is used to test three independent variables, namely relationship marketing, experience, and tourist satisfaction, as well as the dependent variable, namely the decision to re-visit.

Population and Sample

Sugiyono [9] defines population as a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were all visitors to the Ijen Crater. Sugiyono [9] defines a sample as part of the number and characteristics possessed by the population. The sampling technique used was purposive sampling, with the requirement that male and female respondents were at least 17 years old and had visited the Ijen Crater at least 2 times. In this study, there were 18 indicators in the questionnaire. The large population and the number can change, so in this study to determine the number of samples to be used using the Lemeshow formula. Based on the Lemeshow formula, the number of samples that must be collected is 96 respondents. The data was analyzed using SPSS to answer the questions listed in the problem identification.

Instrument
Validity test

Validity test is useful to evaluate how valid the data obtained from distributing questionnaires is. Pearson product moment correlation is used as a tool to measure validity by connecting each question with the total score, and the correlation results are compared with a significance level of 5%. Validity test is carried out with the following formula [10]:

$$r = \frac{n\sum xy - (\sum x \sum y)}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

Information:

r = Correlation coefficient

X = Score for each question

Y = Total score of all questions

n = Number of samples

Validity is considered fulfilled if the Pearson product moment significance value is less than 5% or 0.05.

Reliability Test

The reliability test aims to evaluate the consistency of the questionnaire. The Cronbach Alpha method is used as a reliability measurement tool in this study. The Cronbach Alpha formula is as follows [11]:

$$\propto = \frac{k_r}{1 + (k - 1)}$$

Information:

α = Reliability coefficient

k = Number of independent variables

r = Average correlation coefficient between variables

Data Analysis
Multiple Linear Regression Analysis

Multiple regression analysis is used to evaluate the impact of independent variables on dependent variables. This study uses a cross-section data model, which includes data from n observations or n individuals in a particular area. The independent variables include relationship marketing, experience and tourist satisfac-

tion. While the dependent variable is the decision to revisit. The regression model in the form of a linear log is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y   = Decision to return to visit

a   = costing

X_1 = *Relationship marketing*

X_2 = Experience

X_3 = Satisfaction

b   = Regression coefficient

e   = error

RESULTS AND DISCUSSION

Instrument Data Test Results

Validity Test Results

From the results of the instrument quality test, it was found that the questionnaire used in this study has been proven valid. The questionnaire indicator items are considered valid because they have a correlation coefficient value that exceeds 0.2, in accordance with the specified standards [12]. In addition, this instrument also meets the validity criteria because it has a significance value of less than 0.05 (sig <0.05). The following is the tabulation data of the validity test results in this study.

Table 4.11 Validity Test Results

No	Sub Variable	Indicator	r score	r table	information
1	Relationship Marketing (X_1)	$X_1.1$	0,870	0,1986	Valid
		$X_1.2$	0,845	0,1986	Valid
		$X_1.3$	0,881	0,1986	Valid
		$X_1.4$	0,824	0,1986	Valid
2	Experience (X_2)	$X_2.1$	0,855	0,1986	Valid
		$X_2.2$	0,848	0,1986	Valid
		$X_2.3$	0,827	0,1986	Valid
		$X_2.4$	0,787	0,1986	Valid
		$X_2.5$	0,829	0,1986	Valid
3	Satisfaction (X_3)	$X_3.1$	0,599	0,1986	Valid
		$X_3.2$	0,553	0,1986	Valid
		$X_3.3$	0,581	0,1986	Valid
		$X_3.4$	0,605	0,1986	Valid
		$X_3.5$	0,692	0,1986	Valid
		$X_3.6$	0,497	0,1986	Valid
4	Decision to Return (Y)	Y_1	0,927	0,1986	Valid
		Y_2	0,838	0,1986	Valid
		Y_1	0,912	0,1986	Valid

Source: Appendix 3, processed

Referring to table 4.11, it can be concluded that all correlation coefficient values of the indicator items of each variable used in this study exceed 0.2, with a very low level of significance of 0.000 (sig <0.05). Therefore, the instrument used in this study can be considered valid.

Reliability Test Results

In the method described by Santoso [13] when the number of questions for each variable is less than ten, the criterion limit for measuring the reliability of the instrument is 0.20. Thus, the reliability assessment is carried out as follows:

a) If the reliability value is greater than 0.20, then all questions are considered reliable, so that the instrument can be considered feasible and can be used.

b) If the reliability value is less than 0.20, then all questions are considered unreliable, so that the instrument is considered unfeasible and cannot be used. The following is a table of reliability test results:

Table 4.12 Reliability Test Results

No	Variable	Number of Questions	absolute	Information
1	Relationship Marketing (X_1)	4	0,876	
2	Experience (X_2)	5	0,885	$\alpha > 0,60$
3	Satisfaction (X_3)	6	0,612	
4	Decision to Return (Y)	3	0,871	

Source: Appendix 3, processed

Based on the data listed in Table 4.12, it can be concluded that the Cronbach Alpha value for each instrument variable in this study exceeds 0.6. Therefore, it can be concluded that the instrument used in this study is reliable.

Multiple Regression Analysis

Multiple regression analysis in this study is used to predict the dependent variable in the form of a decision to revisit (Y) with three independent variables as predictors in the form of Relationship Marketing (X1), Experience (X2), and Satisfaction of Revisiting (X3). Using IBM SPSS software version 19, the following table is produced.

Table 4.13 Results of Multiple Linear Regression Analysis Coeffcient

Model	Unstandardized Coefficients		Standardized Coefficients	T	sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-336	959		-350	727		
X1	110	052	155	2.109	038	582	1.717

X2	367	058	570	6.333	<001	390	2.565
X3	143	048	223	2.973	004	559	1.788

1. Dependent Variable: Decision to Revisit

Source: Appendix 5, processed

Based on table 4.13 of the multiple linear regression results, the following multiple linear regression equation model is obtained:

$$Y = -0,336 + 0,110X_1 + 0,367X_2 + 0,143X_3 + e$$

The regression equation model above shows that the regression constant is -0.336. The meaning of this value is that if all independent variables are 0 one unit, there is no return visit satisfaction.

Discussion

Overall, the research findings support the proposed hypothesis. The following is a discussion of the hypothesis:

The Influence of Relationship Marketing on the Decision to Revisit

From the test results, it is known that Relationship marketing has a significant partial effect on the decision to Revisit Mount Ijen Crater, Bondowoso Regency (Ha accepted). These results can be proven from the indicators that influence the Relationship marketing variable. Mount Ijen Crater Tourism has always maintained its beauty and natural potential for visiting tourists. This is evident from the number of visitors who agreed and strongly agreed in this study in the first statement of 43 people or 44.8%, this Second Question was agreed by 41 people or 42.7% of the total respondents, this Third Question the number of respondents who answered agree and strongly agree is the same, namely 38 people or 39.6% of the total respondents, and this Fourth Question was agreed by 48 people or 50% of the total respondents. The results of this study support or are in accordance with Astana statement [14] who argues that Relationship marketing has a significant effect on customer satisfaction.

The Influence of Experience on the Decision to Revisit

From the test results, it is known that Experience has a significant partial influence on the decision to Revisit Mount Ijen Crater, Bondowoso Regency (Ha accepted). These results can be proven from the indicators that influence the Experience variable. Mount Ijen Crater Tourism has always maintained its beauty and natural potential for visiting tourists so that a good experience is created for tourists. Proven by the number of visitors who stated that they agreed and strongly agreed in this study on the first statement of 29 people or 30.2% and 60 people or 52.5% of the total respondents, this Second Question was agreed by 29 people or 30.2% and 59 people or 61.5% of the total respondents, this Third Question the number of respondents who answered agree and strongly agree is the same, namely 38 people or 39.6% and 48 people or 50% of the total respondents, this Fourth Question was agreed by 35 people or 36.5% and strongly agreed by 53 people or 55.2% of the total respondents, and the fifth statement was 39 people or 40.6% agreed and 50 people or 52.1% strongly agreed from all respondents. This finding is in line with the theory that argues that tourist experiences, which include Moral Experience, Knowledge Experience, Education Experience and Personal Experience, have a positive influence both partially and simultaneously on the interest in revisiting the Ijen Crater Mountain tourist area, Bondowoso Regency [7].

The Influence of Satisfaction of Returning to the Decision to Revisit

From the test results, it is known that Satisfaction of Returning has a significant partial effect on the decision to Revisit Mount Ije Crater, Bondowoso Regency (Ha accepted). These results can be proven from the indicators that influence the variable Satisfaction of Returning to Visit. Mount Ijen Crater Tourism has always maintained its beauty and natural potential for visiting tourists so that satisfaction is created in visiting for tourists. Proven by the number of visitors who stated that they agreed and strongly agreed in this study on the first statement of 45 people or 46.9% and 26 people or 27.1% of the total respondents, this Second Question was agreed by 36 people or 37.5% and 38 people or 39.6% of the total respondents, this Third Question the number of respondents who answered agree and strongly agree is the same, namely 47 people or 49% and 27 people or %28.1 of the total respondents, this Fourth Question was agreed by 38 people or 39.6% and strongly agreed by 40 people or 41.7% of the total respondents, the fifth statement was 41 people or 42.7% agreed and 45 people or 46.9% strongly agreed from all respondents, and the fifth statement was 40 people or 41.7% agreed and 35 people or 36.5% strongly agreed from all respondents.

This finding is in line with the theory which states that Return Visit Satisfaction has a significant partial and simultaneous influence on the intention to return to the Ijen Crater Mountain tourist area, Bondowoso Regency [15].

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded as follows:

1. Relationship marketing has a significant effect on the decision to revisit Ijen Crater. It can be interpreted that relationship marketing is able to directly influence the interest of tourists to revisit Ijen Crater.
2. Experience has a significant partial effect on the decision to revisit Mount Ijen Crater. It can be interpreted that tourists who visit have a good experience, then tourists will revisit Ijen Crater.
3. Satisfaction of Revisiting has a significant partial effect on the decision to revisit Mount Ijen Crater. It can be interpreted that tourists get satisfaction in their visit to Ijen Crater, then tourists will revisit Ijen Crater.

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